A Sociopragmatic Study of Taunt in Trump's Political Tweets

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ABSTRACT

Taunt is defined as an intended words that involve humiliating, cruel, demeaning, or bigoted language thinly disguised as jokes. Additionally, it includes laughter directed at the taunted, not with the taunted. It also induces fear of further taunting or can be a prelude to physical bullying and sinister in motive. The current study is concerned with identifying and analysing taunt in Donald Trump's political tweets on sociopragmatic level. This study aims at identifying the functions of taunt, the purposes of taunt, the social variables of taunt, the speech acts of expression and which type is heavily used by Trump. The analysis is curried out on data consist of four tweets from the official account of Trump on Twitter during the period of 2020 election. The study concludes that the verbal mode of taunt is used in most of the times. The speech act of criticizing is widely used in Trump's tweets. Taunt is used by Trump to fulfill the functions of insult, attack and provoke and sometimes to mock and laugh at the target. The most achieved ends by Trump's Tweets are defamation, humiliation, irritation, and challenge the targets.

Introduction

Politicians use different strategies and devices to challenge their opponents. Language manipulation such as irony, metaphor, sarcasm, and taunt etc. Taunt is one of these devices which is used by leaders to put their opponents down. According to John Baugh (2018:137), taunt is one form of insults incorporate offending comments that are provocative in nature. It is intended to harm and involves humiliating, cruel, demeaning, or bigoted language thinly disguised as jokes. Additionally, it includes laughter directed at the taunted, not with the taunted.

The presidential elections of 2020 has taken a new turn through political drops on social media platforms namely on Twitter. Donald Trump heavily uses taunt. Thus, the data of analysis is Trump's tweets during the 2020 elections.

This study is limited to analyse taunt on sociopragmatic level and tries to answer the following questions: (1) What are the illocutionary forces of the taunt expressions? (2) Which functions of taunt are most commonly employed in Trump's political tweets? (3) What are the purposes of taunt

that is used for in Trump's tweets? (4) What are the social variables that influence taunt in Trump's tweets?

The study aims at: (1) Identifying the most common speech act of the taunt expressions in Trump's political tweets. (2) Specifying the functions of taunt in Trump's political tweets. (3) Manifesting what purposes of taunt that are commonly used for by Trump in his tweets. (4) Finding out the social variables that is caused taunt in Trump's tweets.

Accordingly, the study hypothesized that: (1) Trump uses taunt mainly to assert certain issue. (2) Taunt is used to achieve different functions such as insult, criticizing, provoke, attack and mocking. (3) Defamation, humiliation, challenge, irritation, devalue and shame are the most purposes used for by Trump's tweets. (4) Power, position and gender are most common social variables that are mainly influence taunt in Trump's political tweets.

To fulfill the above-mentioned aims the following steps will be followed: (1) Surveying the literature of taunt its modes and functions. (2) Analysing the data which is represented by four tweets which are taken from Trump's official account of Twitter during 2020 presidential election according to a model developed by the present study.

Literature Review
Sociopragmatics

In social interaction, people use language differently in different situation. Although they talk about the same topic, they use different language when the partner of the conversation is different. For instance, a husband who introduces his wife to his boss might say "Good morning Mr. John, I'd like to introduce you to my wife, Maria". The words become different from those when he talks to his close friend. He might say "Hi Jim, this is Maria, she is my wife". From the example, the speaker talks about the same thing, he introduces his wife to someone, with different language styles. The factor that makes him use different language is the person whom he talks to. In this case, formal language is used when the speaker conducts the conversation with his boss whom he respects to because of the higher status of his boss. He uses informal language or casual conversation when he talks to his close friend.

Pragmatics as stated by Yule (1996:3) is the study of speaker's meaning. It is clear that the way people use language is influenced by certain factors. The language use of people is influenced by some social aspects such as gender, social class, age, certain social situations, etc. Therefore, in conducting a research on the language phenomena, it is not only the language form and its function that need to be understood but also the social aspects which affect the use of language. In conversation analysis, it does need not only the knowledge to understand the meaning of the speakers' utterances in conversation but also the knowledge to understand the aspects that influence the way people use a particular language style. To observe the language forms and the meaning, pragmatics is the appropriate approach to be used, but when there are differences in social situations, social classes as well as cultures that affect the language use of the people, sociolinguistics must be employed too. Meanwhile, according to Wardaugh (2006:13), sociolinguistics is a study which concerns with analyzing the relationships between language and society to understand the structure of language and

how language functions in communication. Therefore, the combination of pragmatics and sociolinguistics is needed in analyzing the meaning of language related to the social context. The combination of sociolinguistics and pragmatics is called sociopragmatics.

According to Leech (1983:10), sociopragmatics is the sociological interface of pragmatics which is based on the language used in different cultures of language communities in different social situations, among different social classes, gender, etc. Similarly, Anna Tronsborg (1995:37-38) says that it is concerned with the analysis of significant patterns of interaction in particular social situations and in a particular social system. It emphasizes the interactive aspect and the acknowledgement of the social context. It means that people in their interaction use language differently based on different social contexts and situations. They consider that some aspects such as situation, place, with whom they talk to, and the accepted behaviors related to particular language rules in certain community influence the way they talk to others. In short, it can be said that sociopragmatics is the appropriate study to understand the language use based on the social context in communication.

Sociolinguistic Variables

Fasold (1990:223) states the concept of the sociolinguistic variable is a set of alternative forms for saying the same thing , though the variations have social significance. In particular, a sociolinguistic variable is a linguistic element which does not only co-vary with other linguistic aspects , but with various extra-linguistic factors like social class, age, sex, ethnic gathering or logical factors.

Gumperz (1992: vii) clarifies that sociolinguistic variables, "are themselves constitutive of social reality and can be treated as part of a more general class of indexical signs which guide and channel the interpretation of intent".

The researcher attempts to show the influence of sociolinguistic variables on the taunting to gain a better understanding of the sociopragmatic nature of taunt. The taunter determines the techniques that he uses in a specific context, depending on some social variables. Only five social variables such as gender, power, and position are labeled in the present study. Therefore, concerning taunting, the current study aims to analyse the effect of the five social variables just mentioned.

Gender

The relationship between gender and language has long been a matter of great interest for the general public as well as researchers in fields ranging from cultural studies to psychology to neurology to, of course, sociolinguistics. While popular conceptualizations of gender and its relation to language are grounded in a fairly clear-cut dichotomy between males and females, decades of scholarship on language and gender, and indeed gender more generally, has revealed that the reality is much more complex and that not only is there no simple division between women's language use and men's, but even the division of people into two clearcut sex/gender groups is a drastic oversimplification (Mesthrie, 2011:220).

According to Cameron (2015:8), in the case which is most directly relevant to be concerned in this study, political speech in modern democracies, the evidence of male dominance is overwhelming. A recent overview, presented by Christopher Karpowitz and Tali Mendelberg in their

book The Silent Sex (2014), shows that at every level of political discussion and democratic decision-making, from the town meeting to the national legislature, women are typically a minority of those who speak, even when they are a majority of those present. Men speak more frequently and for longer than women; they more often take leadership roles in formal settings, and are more likely to be the speakers whose contributions are most influential, in the sense that others take them up and refer to them in subsequent discussion. This means that increasing women's 'descriptive' representation (i.e. their numbers in an institution) does not necessarily produce an improvement in their 'substantive' representation (i.e. the extent to which their views actually influence the decision-making process). Karpowitz and Mendelberg even cite studies which have found the opposite effect—men becoming more verbally dominant as women's numbers increase (Kathlene 1994: 560–576).

Trudgill (1995:69) says the female's expression is similar to the standard variety or the prestige accent than the male's use. According to Norwich English studies by Trudgill, females use more of the [Iŋ] variant, which is the variant of standard English, and males use more of the [In] variant, which is the variant of vernacular or non-standard English.

Trudgill (Ibid: 72) says:

It has been pointed out that working-class speech, like certain other aspects of working-class culture in our society, seems to have connotations or associations with masculinity, which may lead men to be more favourably disposed to nonstandard linguistic forms than women.

A Speaker employs one variation more than another because he is establishing himself as a model of maleness and comprising variation as an insignia of manliness. While prestigious forms are used by women to get noticeable status in society.

Man is the exclusive recipient of various non-violent powerful actions, such as verbal reprimands and abuse (e.g. antagonize, bait, censure,curse,deflate, ridicule and taunt). According to that, there are various actions collocating with Man but not with Woman, one of these actions is taunt (Baker, 2010:132).

Donald J. Trump is taunted of sexism in his replying on Nancy Pelosi, since she is female. He said "You are standing alone around a table filled with men, extending your finger, refusing to back down.", Trump later tweeted the photo, captioned: "Nervous Nancy's unhinged meltdown!" He thought America would see weakness in Pelosi. He tried to promote the stereotype that women are "too emotional" to lead a laughable idea, especially coming from Trump, with his seemingly daily public rants, usually delivered on Twitter, over the past two years.

But while many women are celebrating the photo as a testament to the power of women leaders (Pelosi herself even made the photo her Twitter cover shot).

One can conclude that men try to dominate everything and they feel that they are better than women as politician . In the above examples, Trump is taunted Nancy Pelosi to make fun of her. He also attacks Mrs. Clinton as the political wife of a former president who Mr. Trump said abused women.

Power

There are many ways of defining power. From a sociological or psychological perspective, power is treated as a relative concept which

includes both the ability to control others and the ability to accomplish one's goals. This is manifest in the degree to which one person or group can impose their plans and evaluations at the expense of others. Language is clearly a crucial means of enacting power, and equally a very important component in the construction of social reality. A social constructionist approach analyses every interaction as involving people enacting, reproducing and sometimes resisting institutional power relationships in their use of discourse by means of a range of coercive and collaborative strategies (Holmes, 2014:3).

In his comprehensive study An Introduction to Sociolinguistics, linguist Ronald Wardhaugh writes: "'power' is a useful concept that will help explain much linguistic behavior. Power, as both something to achieve and something to resist, exerts considerable influence on the language choices that many people make." Thinking about the power dynamics of a situation can guide a man in choosing a speech style that matches his intention—to take power or to accept and enhance the power of others (Myers McGinty, 2001:75).

Brown and Gilman (1960: 255) also describe power as "the ability of one individual person to control the behaviour of another". Power is a communication between two or more interlocutors and this is nonreciprocal since they do not have the same power .The terms "superior" and inferior" have been pinpointed as a reference to social scale of power (state, church, army, wealth, family) as well as other factors such as: the age, sex and physical ability.

Brown and Levinson (1987: 74 - 80) show that communication between participants based on three ways: " social distance between speaker and addressee , the relative power of the one over the other and the degree of imposition associated with the interaction" .

Position

The concept of status clarifies the concept of inferiority and superiority in position of a person in the status order that is viewed as an essential part of his / her identity. Social relations between those of inferior rank tend to be viewed by standards of deference to superiors of the status(Weber ,1968:932).

Weber also points out that lifestyles are symbolic of status. If two individuals interact , one of them (A) may be of higher status than the other (B) , be of lower status. For example, (A) maybe a wealthy general and (B) poor aristocrat. In such cases, people often try to turn the interaction around their higher position, if they can, and this can lead to stress in the relationship. Professional women who interact with men from a lower professional level may fail to gain the respect they feel because of their professional status .This indicates that much of the social interaction involves the process of regulating the situation that constitutes the interaction, especially in common contexts where members implement some group tasks(Ibid).

The Concept of Taunt and Definitions

Coloroso (1991:12) clarifies that taunt is always one-sided and represents an imbalance of power that is intended to harm by demeaning, ridiculing or dominating the target. It involves laughter directed at someone not with them. Usually with a sarcastic tone of voice involving cruel comments or

humiliation and often exhibiting aggressive body language like shaking of the head, smirking or rolling of the eyes and this is called non-verbal taunt.

Taunting is one form of direct bullying behavior that can be engaged by boys more than girls. Some research has found that direct bullying behavior goes up during the elementary school years, peaks in middle school, and goes down in high school (Winkler, 2014:14).

Most criticism of people is mild and not done face to face. Taunting itself does not usually entail mentioning people's temperaments or personality traits, but rather jokes and pranks that potentially lead to angry responses. Repeated taunting of those known to become angry makes respondents rukkur (Gaffin,1995:151).

The difference between teasing and taunting is almost clear. Teasing based on the a close relation and emotion between the teaser and the target. There usually be a friendly ends to make laugh with the target. Taunting on the other hand, based on hate, hostility to harm and make laugh and fun at the targets not with them. For example, proper teasing says, in effect:

1. "I know all your little oddities and faults, but as they are part of what makes you special, I find them charming."

Taunting, in contrast, makes only the harsh statement such as:

2. "I have noticed what is wrong with you."

Based on the above investigation, taunt is a means of criticism to hurt and humiliate others by using two modes of taunt; verbal, such as acts of laughing at the target, hurt jokes, name calling etc. Non-verbal mode of taunt which employs body language like shaking of the head, smirking or rolling of the eyes.

Political Tweets

According to Parmelee and Bichard (2012: 16), in the US, Twitter is used by the president, a majority of members in Congress, most governors and mayors, as well as candidates and political operatives. Millions of individuals, including journalists, 'follow' political leaders on Twitter, meaning they choose to receive leaders' tweets. In-depth interviews with political Twitter users found that Twitter is the most popular form of social media for engaging in political persuasion. Issues that are emphasized in tweets often are subsequently discussed in blogs, talk radio, and news stories.

Because tweets have a track record of being persuasive, Democrats, Republicans, and other politically active groups use tweets to try to shape public opinion. One analysis of thousands of Congressional tweets found that tweets are used primarily 'to disperse information' about issues politicians find important and as 'vehicles for self-promotion' In addition, federal and state agencies also use Twitter to promote their activities and raise public awareness of issues they deem important (Golbeck et al., 2010: 1612).

During the US 2020 election Twitter has a great role in the process of voting. One important characteristic of Twitter is that it allows politicians to directly influence the public's political agenda (Conway, 2018: 36) . For example, the president Donald Trump uses Twitter in many issues, to attack and insult his opponents and also to taunt them, as well as many other topic that are harmful to other politicians to persuade people that he is the better president to America.

Modes of Taunt

Taunt has two modes, verbal and non-verbal. Verbal taunt is more effective on the target than the other one. People usually use non-verbal form of taunting as a way of showing their bullying on someone.

Non-Verbal Taunt

This form is represented by gestures. There are many forms of gestures to taunting others. For example, "beckoning sign" (Index finger sticking out of the clenched fist, palm facing the gesturer. The finger moves repeatedly towards the gesturer (in a hook) as to draw something nearer. It has the general meaning of "come here", although it is normally seen as condescending or anyway impolite.

Verbal Taunt

Another mode of taunt is the verbal one which is represented by (verbal attack or verbal assault) is the act of forcefully criticizing, insulting, or denouncing another person. Characterized by underlying anger and hostility, it is a destructive form of communication intended to harm the self-concept of the other person and produce negative emotions. This way of taunt is more affective on the recipient and it can be aggravated by the media, for example: criticizing and insulting comments on Twitter or Facebook. The present study is limited to the verbal mode of taunt which is achieved by some political tweets for Trump.

The Purposes of Taunt

Based on the above definitions of taunt there are certain purposes can be served by taunt. A taunt may serve a purpose of defamation the opponent that can be performed by using some harsh and criticizing words or acts from the taunter to hurt the target. Another purpose can be achieved by taunt is a humiliation. Taunters perform taunts to others in order to humiliate them. This can be shown extensively on social media, challenge, irritation, shame, and devalue are also goals can be achieved by using taunt.

The Functions of Taunt

Taunts include insulting remarks that are provocative in nature. people do not merely mock a person(s), but they jeer at the recipient(s) in ways that frequently contain sneering sarcasm that might trigger hostile physical reactions by those who have been taunted. Accordingly to what has been mentioned, taunting can perform many functions as insulting, attacking, provoking, mocking, criticizing, and laughing.

The Analysis

The Model of Analysis

This study eclectics a model to analyse taunt sociopragmatically which basically depends on Searle's (1969) model for classifying speech acts, Trudgill's sociolinguistic variables (1995).

Data Analysis and Findings

It is important to be mentioned that because of the limits of this study four tweets that includes taunt expressions are tackled to test the workability of the model eclectic by the current study.

Tweet (1) 8:00PM- Oct 16th , 2019

"Nancy Pelosi needs help fast! There is either something wrong with her "upstairs," or she just plain doesn't like our great Country. She had a total

meltdown in the White House today. It was very sad to watch. Pray for her, she is a very sick person!"

The mode of taunt in this tweet is verbal. Trump employs laughing, provoke and criticizing to taunt Pelosi. Taunt is used for the purpose of defamation " she just plain doesn't like our great Country" as well, for the purposes of humiliation and devalue by saying " It was very sad to watch. Pray for her, she is a very sick person!". The most common speech act uses in this tweet is criticizing speech act. Speech act of asking is also employed in this tweet by saying " Pray for her, she is a very sick person".

Three social variables are used in this tweet, power, position and gender. Trump uses his power and strength to taunt Pelosi when he says "she needs help fast". He tries to show that she is a weak person. Moreover, Trump tries to use his position to taunt Pelosi when he write that "There is either something wrong with her "upstairs," or she just plain doesn't like our great Country." The phrase of our great country refers that Pelosi is excluded from this "greatness". So, he uses his high position to insult her in sarcastic way. Further, Trump taunts Pelosi as she is the only women in the conference, is seen standing and addressing the room with the president and other Republicans across the table. As well, he said that she is a "totally meltdown" to give a reference that she is weak, and he reduces her value as a woman.

Tweet (2) 9:35AM- Sep 3rd ,2020

"Sleepy Joe Hiden' was acknowledged by his own people to have done a terrible job on a much easier situation, H1N1 Swine Flu. The OBiden Administration failed badly on this, & now he sits back in his basement and criticizes every move we make on the China Virus. DOING GREAT JOB!"

Verbal taunt is used by Trump to taunts Joe Biden in this tweet as he had failed and did an awful   job and role in a much easier situation, HINI Swing Flu in the previous period. Trump wants to show people that Biden had handled the epidemic poorly for the Obama administration and it was "a total disaster".   Additionally, he tries to insult him because Biden has nothing to do only criticizing him as he cannot save his people from the pandemic of Corona Virus. Trump resembles Biden as a rat sits in his "basement".

The functions of taunt in this tweet are insult, laughing, provoke, and attack. Trump uses insult by saying many harsh words like "Hiden" OBiden" "basement". He laughs at Biden and tries to laugh people at him. Trump tries to provoke Biden when he called him "OBiden". As well he taunts Biden to attack him because he always criticizes him as he does nothing in Corona Virus Pandemic. So, he taunts his job in the past period trying to show people that he is better than him.

Taunt is used to achieve the purposes of defamation, humiliation, challenge and devalue. "Sleepy Joe Hiden' was acknowledged by his own people to have done a terrible job on a much easier situation, H1N1 Swine Flu". In this tweet Trump employs speech act of complaining to complain for people the bad policy of Biden because he had done a disaster in the time of "Swing Flu" and he" failed" to save people. Additionally, speech act of criticizing and mocking are used in this tweet. Trump criticizes Biden as he is sitting in his basement and only criticizes other.

The most common of social variables which used by Trump are power and position. Trump uses his power to taunt Biden. Trump calls him "Hiden" instead of Biden to insult him and to give people an indication that he is

weak and coward. He tries to put him down and make people feel that he is nothing and does nothing to them.   Trump utilizes his high position as a president to taunt and insult Biden. He attempts to damage Biden's picture in front of his people with describing him as rat sits in his "basement".

Tweet (3) 9:45PM- Aug 10th ,2020

@Scaramucci, who just made a fool of himself as he got taken apart by @SteveHiltonx, only lasted 11 days in his favorite of all time Administration, before being fired for, again, making a fool of himself. Anthony is a loser who begged to come back. I said "No Thanks".

Trump tries to taunt and insult Anthony Scaramucci who is the short-lived White House communications director under him, swapped insults with his former boss on Sunday following a Fox News appearance. Trump tweets after he watched this meeting that Anthony made a fool of himself and tried to beg him to come back but in a sarcastic way Trump said "No Thanks"! He wants to insult him as he usual does with his foes.

This tweet is employed by Trump to insult, attack, laughing and provoke Anthony. Trump insults Anthony harshly by using many bad words like "fool" and "loser". As well he tries to provoke Anthony in his tweet by saying " again, making fool of himself". He tries to show people that he is really fool. As well he provokes Anthony by saying he "begged to come back" and I said "No Thanks". Further, Trump taunts Anthony to attack him because he criticized him on the meeting that he is bully person. So, he taunts him harshly to show people that Anthony is wrong.

Taunt is used to achieve the purposes of humiliation, challenge, and devalue. Trump taunts Anthony to humiliate him by saying " begged to come back ". He uses the word "begged" intentionally to put him down and to show that Anthony is loser and weak man who begged Trump to come back him. Additionally, Trump challenges Anthony by taunting him as he got fired and he begged him to come back but he refused that. He tries to show people his authority on him. By using insult Trump tries to devalue Anthony in front of people.

Trump uses speech acts of criticizing to taunt Anthony by saying he " just made a fool of himself" and Anthony is a loser who begged to come back. I said "No Thanks".

The social variables are uses in this tweet are power and position. Trump tries to insult him by saying he " just made a fool of himself". Trump also tries to use his power by saying " who begged to come back". As well as, Trump employs his high position as a president to taunt and insult Anthony. He attempts to damage his picture in front of his people by saying " just made of himself".

Tweet (4) 5:47PM-Sep 3rd, 2020

" Joe Hiden' get off his airplane, grabs and shakes a rather stunned man's hand (like in the old days), then touches his (Joe's) face and mask with the same hand. No crowd, no enthusiasm for Joe today. Law & Orde!r"

Trump taunts and criticizes Biden for shaking a man's hand as soon as he got off the private plane that carried him to Wisconsin, because this is considered unhealthy and dangerous in the time of Corona Virus. He said that Biden has "no enthusiasm" because he did not care of the health recommendations about the outbreak of the virus.

In this tweet Trump taunts Biden verbally to make him feel shame and embarrassed because he disobeyed the health recommendation.

Provoke, laughing and criticizing are the functions used to taunt Biden by

Trump. He provokes Biden as he did not follow the health advices to avoid the spread of coronavirus. As well he uses fun word to laugh at Biden in front of people like " Hiden".

Defamation and devalue are the main purposes used by Trump to degrade Biden and reduce his value for political libel during 2020 election.

Speech act of stating and speech act of criticizing are used by Trump to taunt Biden.

It is very clear point by Trump to use his power and position to taunt Biden. Thus, power and position are the social variables used in this tweet.

Tweet (5) 9:24PM-Apr 16th, 2019

"I believe it will be Crazy Bernie Sanders vs. Sleepy Joe Biden as the two finalists to run against maybe the best Economy in the history of our Country (and MANY other great things)! I look forward to facing whoever it may be. May God Rest Their Soul!"

Trump uses verbal taunt to show his challenging to Sanders and Biden. He taunts on Twitter that Bernie Sanders and Joe Biden will be the two "finalists" against him in the race to the 2020 election.

Insult, provoke and attack are used by Trump as a tools to taunt Sanders and Biden with. He uses name calling as an insult to make people laugh at them.

Defamation, challenge and irritation are the main purposes behind this taunt. Trump taunts them for political libel and to challenge them as he has more amount of voters in 2020 election. Additionally he tries to irritate them and annoy them by his challenge.

The employing speech act in this tweet is criticizing. Trump uses this kind of speech act to express his attitude towards his opponents.

Trump uses his power and position as a president to taunt his competitors. So, power and position are the main social variables in this tweet.

Tweet (6) 10:35PM- Mar 3rd ,2020

"Elizabeth "Pocahontas" Warren, other than Mini Mike, was the loser of the night. She didn't even come close to winning her home state of Massachusetts. Well, now she can just sit back with her husband and have a nice cold beer!"

Trump tweets to taunt Elizabeth after her losing in voting in her home state. He shows that it is a disastrous Super Tuesday for Sen. Elizabeth Warren, headlines by an embarrassing loss in her home state of Massachusetts, where she finished a distant third and lost to former Vice President Joe Biden.

Verbal taunt is employed by insulting Elizabeth as she loses the race this night. In this tweet Trump taunts Elizabeth by provoke her, saying "She didn't even come close to winning her home state of Massachusetts." Trump also employs mocking, laughing and criticizing to taunt Elizabeth.

In this tweet, taunt is used to humiliate Elizabeth and to devalue her as she loses the voting in her state. Also he uses taunt to make her feel shame because she hides herself all the night.

The most common speech acts that used by Trump is criticizing "She didn't even come close to winning her home state of Massachusetts". Trump criticizes Elizabeth as she did not even close to winning her home state. He tries to show that this is a tragedy losing.

The social variables are used in this tweet are power, position and gender. In this tweet Trump employs his power on Elizabeth to show that he is

strong and winner and she is weak and loser. In his tweet he says she was other than Mini Mike, she was the loser of night. Additionally, Trump uses his position as a president to taunt Elizabeth as she is "the loser of night". He tries to state that Elizabeth loses in her home state because she has no people to vote her. Further, Trump focuses on the variable of gender in his tweet to try to show his strength on woman as she is loser in front of man.

Results of Analysis

The findings of the analysis of the present study are concluded by the following tables:

Table 1: Occurrence of the Functions of Taunt

Functions of Taunt	Frequencies	Percentage %
Provoke	6	28.6%
Laugh	5	23.8%
Insult	3	14.2%
Criticizing	3	14.2%
Attack	3	14.2%
Mocking	1	4.7%
Total	21	100

Table 2: Occurrence of the Purposes of Taunt

Purposes of Taunt	Frequencies	Percentage %
Devalue	5	26%
Humiliation	4	21%
Defamation	4	21%
Challenge	3	16%
Shame	2	11%
Irritation	1	5%
Total	19	100

Table 3: Occurrence of the Speech Acts of Taunt

Speech Acts of Taunt	Frequencies	Percentage %
Criticizing	6	60%
Asking	1	10%
Mocking	1	10%
Complaining	1	10%
Stating	1	10%
Total	10	100

Table 4: Occurrence of the Social Variables of Taunt

Social Variables of Taunt	Frequencies	Percentage %
Power	6	43%
Position	6	43%
Gender	2	14%
Total	14	100

In most of his tweets, Trump employs laughing and provoke four times to taunt his opponents. Insult, criticizing and attacking are used two times by Trump, while mocking and laughing are used one time.

Table 2 shows that the most common purposes employed in Trump's tweets are devalue and humiliation which used 4 times, defamation and challenge for 2 times, and shame 1 time.

In table 3 Trump focuses on speech acts of insulting and criticizing to taunt his opponents. And in table 4 power and position are the most social variables which employed by Trump's tweets than gender.

Conclusions

On the basis of the analysis conducted previously, the following conclusions can be drawn:

1. The verification of the four hypothesis implies that the production of taunt expressions is mainly used to employ laughing, provoke, insult, and attacking. While the less percentage of using mocking.
2. The analysis reveals that taunt is used by Trump for the purposes of devalue and humiliation rather than other purposes which are defamation, challenge, shame and irritation.
3. Trump uses different types of speech acts. Criticizing speech acts receives highly amount, it achieves 60% percentage to serve the aim of taunt.
4. It is concluded that Trump uses power and position as the most social variables in his tweets than gender which has 20% of the percentage.
5. The verification of the four hypothesis signals that taunt is one form of direct bullying behavior that cause harm to the target by trying to insult and laughing at him/her to devalue, humiliate and defame him/her by using harsh words.

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