

Rhetorical Consultant Final Essay

Definition of the Controversy

2020 has been arguably one of if not the most eventful and catastrophic year in the United States' illustrious history. Never has there been a more diverse set of issues that Americans have dealt with since major world wars. Even then, there was not a varying list of issues that ranged from an unprecedented global pandemic, to the biggest social and civil rights movement in the United States since Martin Luther King Jr. was prominent.

Throughout the semester, I have analyzed and examined different perspectives and dimensions of the Black Lives Matter movement. The Black Lives Matter movement was founded on July 13, 2013 by Alicia Garza, Patrisse Cullors and Opal Tometi, "In response to the acquittal of Trayvon Martin's murderer" (Garza, Cullors, Tometi, 2020). The founders explain the official mission of the movement as it is, "To eradicate white supremacy and build local power to intervene in violence inflicted on Black communities by the state and vigilantes. By combating and countering acts of violence, creating space for Black imagination and innovation, and centering Black joy, we are winning immediate improvements in our lives" (Garza, Cullors, Tometi, 2020).

The prominence of the movement in 2020 began with the George Floyd case. *The New York Times* describes a basic overview of the case by stating how, "George Floyd, a 46-year-old African-American man, died on May 25 after being handcuffed and pinned to the ground by a white police officer's knee in an encounter that was captured on video" (Blue, 2020). George Floyd's death was initially met with immediate outrage and tied to the numerous other publicized

deaths of Black Americans by police officers. This immediate outrage became what is known as the prominence and unified growth of support of the Black Lives Matter movement in 2020. Floyd's case became the ultimate straw that broke the camel's back, as Floyd's death, "Incited large protests against police brutality and systemic racism in Minneapolis and in more than 150 American cities in the weeks and months that followed" (Blue, 2020). These protests created a divide between the police force and Americans. A divide between those who support the police force and those who did not share those same ideologies was also developed. Due to this huge social divide that played almost similar to the civil rights movement in the 1960's, chaos brewed all across the United States Throughout the months that followed Floyd's death, riots and protests stirred all across the United States. Initially in Minneapolis however, "Images on television and social media had captured businesses being lit on fire and people carrying goods out of a store that had been vandalized" (Blue, 2020), and that, "In total, a five-mile stretch of Minneapolis sustained extraordinary damage. Not since the 1992 unrest in Los Angeles has an American city suffered such destructive riots" (Blue, 2020). Outrage against Floyd's case was not the only reason for protests however, as, "Protests had also spread across the country to Los Angeles, New York, Boston and Louisville, Ky., where demonstrators protested the March shooting by the police of Breonna Taylor" (Blue, 2020). As protests carried on in support of the Black Lives Matter movement, justice was also looked to be served. The officers involved in the Floyd case were pressed by the Black Lives Matter movement to be reprimanded. "Keith Ellison, Minnesota's attorney general, announced in June that Mr. Lane, Mr. Thao and Mr. Kueng had been charged with aiding and abetting second-degree murder as well as aiding and abetting second-degree manslaughter. Mr. Chauvin, who had initially been charged with third-degree murder and second-degree manslaughter in May, was charged with second-degree murder in

June. A judge dismissed the third-degree murder charge on Oct. 22, but let the other charges against Mr. Chauvin and the three other former officers stand, clearing the way for them to be tried in March (Blue, 2020).

Significance of the Issue

Rather than just blatantly state the significance of the Black Lives Matter movement itself, I would like to express the movement's significance through an evaluation and reflection of my previous analysis I developed.

I have particularly focused on the prominence of the Black Lives Matter movement in 2020 and the events that have related and/or directly effected this prominence. These events that I have focused on include the aftermath of Breonna Taylor's death and UFC fighter Colby Covington's post fight speech. Starting with a brief background describing these events and giving context to my argument and analysis: the controversy analysis that centered around the Breonna Taylor case included what happened to her and how her case was involved with the Black Lives Matter movement. Her case helped me give evidence on how her murder alongside many other murders by law enforcement onto Black Americans exemplified how significant this controversy is. I made the argument of how all of these cases exemplify how systemic racism and oppression against the Black Americans has been littered throughout the United States' modern history and shows the unjust and abuse of power police have used against American civilians. This analysis also helped me develop the significance and evaluation of the publics and counterpublics related to the Black Lives Matter movement; which will also be examined in this paper.

In the second short paper where I developed a counter-attitudinal analysis, I looked at Colby Covington's post fight speech where he voiced his support with President Trump and the police force, alongside sharing President Trump's disagreement with the Black Lives Matter movement. Covington also defamed those who support the Black Lives Matter movement to support his argument, including LeBron James. I developed an analysis that focused on a differing perspective that completely differs from those with the perspectives that support bringing justice for Breonna Taylor. Within this event, I properly utilized the rhetorical situation which will be revisited in this paper.

This evaluation proves the issue's significance because focusing on these events have helped bring multiple perspectives to the concept and social circumstance that is the Black Lives Matter movement. These perspectives help prove the issue's significance because it helps illustrate how prominent the movement and the caveats of it are across all realms. The first two papers I have developed for this course helped give perspective to both support and anti-support of the movement alongside the utilization of certain concepts that will be seen in this paper.

Selection of Important Actor

I am consulting for President Donald Trump to focus on his involvement and response to the Black Lives Matter movement. Previously I have developed a memetic response that focused on President Trump's involvement in the Black Lives Matter movement. Within this analysis, I created a memetic response that focused on analysing a meme I created that included Donald Trump's effort to get Black American's vote, while also including his dispositions and oppositions to certain topics that relate to Black Americans, the Black Lives Matter movement

and those who oppose it. This analysis helped me develop two arguments pertaining to President Trump and the Black Lives Matter that will be revisited within this paper.

Presidents usually always receive blame for major issues in the United States because in a social context, it is easy to blame rather than single handedly develop solutions for issues. It is easy for Americans to blame the leader of the nation because presumably a leader is elected to fix or solve any upcoming or pending issues the United States might experience. In the case of President Donald Trump, those who develop criticism for him can do so easily due to President Trump's obnoxious behavior and unprecedented use of social media that has not been even closely comparable to previous presidents. However, even through my previous criticism of his actions I dare to develop my analysis as objectively as possible. I am targeting President Trump for this analysis to see if the criticisms against him pertaining to the Black Lives Matter movement are truly just; or if American people are just shifting the blame to the President like they statistically have in previous years. When evaluating major social and significant events in history, the leader of the nation involved in the event is always the first to be either heavily examined and/or criticized. I would like to not only just do that, but also analyze this act to see if this criticism is truly objective or not.

Defining the Rhetorical Situation

There are four parts to the rhetorical situation: exigence, audience, constraints, and affordances. The first part, exigence, can be defined as, "The problem or occasion for change that causes someone to speak; when people engage in rhetorical speech, they often do so because they want to address a problem. An exigence might be anything from a student getting a bad grade on an assignment, to a group of people deciding that their employer provides inadequate

health care benefits, to concerned citizens feeling that something should be done about global warming ” (Lundberg & Keith, p. 31). It is “an imperfection marked by urgency; it is a defect, an obstacle, something waiting to be done, a thing which is other than it should be” (Jasinski, p. 514).

Secondly, audience can be defined as, “The group of people who need to be persuaded to take action: the professor who might change the bad grade, fellow employees who might be convinced to put pressure on the employer, or a congressperson who faces a key vote on a bill relating to climate policy” (Lundberg & Keith, p. 31). Jasinski describes how Bitzer argued that, “A rhetorical audience must meet two conditions: It must consist only of those persons who are capable of being influenced by discourse and of being mediators of change” (Jasinski, p. 515).

Thirdly, constraints can be defined as, “Circumstances that interfere with, or get in the way of, an advocate’s ability to respond to an exigence” (Jasinski, p. 516). Lundberg and Keith further explain the idea of constraints by describing how, “They can be attitudes or real structures -- such as policies, laws, or economic constraints. They may be the opinion of the professor, financial pressures on the company, or indifference toward environmental problems” (Lundberg & Keith, p. 31).

The fourth and final part to the rhetorical situation, affordances, can be defined as, “Options or possibilities made available to the rhetor by the situation, genre, medium, register, and/or audience” (Gierach, 2015). Within a lecture at the University of Wisconsin-Eau Claire, the professor uses the example that, “Luhmann’s 1996 version of Romeo and Juliet uses a new medium to appeal to a new audience” (Gierach, 2015). The professor asks, “Is the medium that the rhetor chose aiding the argument? Or, is the medium detracting from the purpose” (Gierach, 2015).

Application of the Rhetorical Situation

President Trump's response towards the Black Lives Matter movement can be perfectly applied to the rhetorical situation. The four parts to the rhetorical situation can be analyzed very well within President Trump's response. Firstly, the exigence that causes these actions is the Black Lives Matter movement itself. President Trump heavily disagrees with the motives of the movement and claims it to not be as beneficial as some may think it is. He looks at the holistic sides of the movement and categorizes all motives behind that, while stating that the movement is, "Really hurting the black community" (Massie, 2020). President Trump has also detailed his full opinion on this exigence by stating that, "The stated goal of BLM people is to achieve the destruction of the nuclear family, abolish the police, abolish prisons, abolish border security, abolish capitalism and abolish school choice" (Massie, 2020). Furthermore, he has also utilized social media platforms such as Twitter to further spread his opinions, including how he views the Black Lives Matter movement as a "symbol of hate" (Trump, 2020).

Secondly, the audience President Trump tries to persuade is the American people and big name corporations. President Trump wants to express his opinions to all Americans to show how he believes that the movement is a sham and has false motives. With this criticism however, he also wants to show his support for Black Americans. He does this by stating how he has "done more for Black people than anyone with the possible exception of President Abraham Lincoln" (Trump, 2020). President Trump is also trying to persuade big name corporations who support and donate to the Black Lives Matter movement. He has blamed these donations for the fact that he believes these major corporations have, "Weakness or fear" (Massie, 2020). Regarding these corporations, he goes on to say that, "These are fools. The big progressive corporations donating

to BLM should instead be spending their money helping Black families rebuild from these horrible left-wing riots” (Massie, 2020).

Thirdly, the constraints President Trump deals with are the opinions of the supporters of Black Lives Matter. Supporters of the Black Lives Matter movement may have a bias towards their passion for the movement, and discredit any criticism against it since it could potentially be deemed as racist. These supporters will also disagree with the opinions of President Trump especially if they have a very high level of disrespect for the man. Any good President Trump may think that he is doing with expressing his opinions may be discredited by the supporters. This is definitely a boundary and constraint President Trump would deal with.

Fourth and finally, the affordances President Trump deals with is the ability to have the spotlight on him and no one else. Since affordances are, “Options or possibilities made available to the rhetor by the situation, genre, medium, register, and/or audience” (Gierach, 2015), President Trump gains the options of having all the attention on him due to the situation the United States is in. With the Black Lives Matter movement being the biggest social and political issue in the United States (excluding COVID-19), the spotlight is on the leader of the nation. This platform gives President Trump to express his opinions in a manner that everyone will hear and remember.

Describing the Intervention

Through conducting the rhetorical situation and applying it to President Trump and his stance on the Black Lives Matter movement, it is very apparent that there is a need for intervention. This need for intervention stems from the apparent issues that are found within the rhetorical situation. With President Trump going on the offensive in almost all of his statements,

he sends the message that he has no sympathy for the tragedies that have occurred to Black Americans. While President Trump presents legitimate criticisms of how purely abolishing the police would be a bad idea, the Black Lives Matter organization has never stated this position. President Trump brings so much ignorance and discredibility to his claims by stating these false agendas that it is no surprise at all that there are so many constraints he deals with. Not only is his subject matter flawed but the manner in which he delivers his opinions also brings harm to his claim. A clear strategy of intervention that meets these issues would include a few solutions which details what President Trump could have done differently.

One solution would be for President Trump to convey his stance in a less aggressive and offensive manner. This would mainly be done through applying sympathy with what he says. President Trump goes on the offensive when trying to solve the problems he sees that are apparent. But in doing so, he completely attacks those who are oppressed and tries to take away any credibility or meaning behind their cause. He does not send his condolences for those killed by police force, or try to state how there is an actual issue of Black people being unjustly killed. By conveying his stance in a manner that at least acknowledges the tragedies in a respectful way, President Trump would have had a much easier time in handling the situation at hand. He should have had sympathy and tried his best to support the organization rather than brutally attacking their cause. Those supporting and a part of the Black Lives Matter movement deserved some sort of fair treatment or at the very least sympathy from the United States' leader.

The second solution would be to properly educate himself on the Black Lives Matter organization itself. President Trump can not say he has “done more for Black people than anyone with the possible exception of President Abraham Lincoln” (Trump, 2020), while also falsely stating the positions of one of the biggest organizations in the world that helps combat the unjust

treatment of Black people. In order to try and solve this social issue while conveying his opinion, he should have made sure that he properly educated himself on the organization. For there to be validity and credibility in criticizing the movement for its riots and dangerous acts, he needs to know that the organization does not stand for those actions as a part of their movement. He also should have known that they do not take the position of abolishing the police. Had he known these details, his subject matter and stance could have been slightly altered so that he does not sound completely ignorant and would have some credibility behind his opinion.

Defining Publics and Counterpublics

From a general perspective, publics can be described as a group of individuals directly affected by a subject matter. They involve people coming together to discuss common concerns, although rather about it being about a viewpoint, it is about having a conversation. In the journal published by the Duke University Press titled *Public Culture*, scholar Michael Warner discusses how to define “the public,” and “a public.” He deems that there is purpose in separating the two thought points, “People do not always distinguish between the public and a public, although in some contexts this difference can matter a great deal” (Warner, p. 49). Warner starts by defining the public as, “a kind of social totality. Its most common sense is that of the people in general... But in each case the public, as a people, is thought to include everyone within the field in question. This sense of totality is brought out in speaking of the public, even though to speak of a national public implies that others exist; there must be as many publics as polities, but whenever one is addressed as the public, the others are assumed not to matter” (Warner, p. 49). To follow up his previous point, Warner describes his view on “a public” as, “A public can also be a second thing: a concrete audience, a crowd witnessing itself in visible space, as with a theatrical public.

Such a public also has a sense of totality, bounded by the event or by the shared physical space” (Warner, p. 50).

Furthermore, a counterpublic can generally be described as those who are excluded from the public. They use this exclusion to challenge the dominant public view, and typically are voices who are not allowed to participate. In the journal *Public Understanding of Science*, scholar David J. Hess defines counterpublics in his article titled “To tell the truth: on scientific counterpublics.” Hess details how, “Subordinate networks in diverse social fields can form counterpublics when they claim to represent the general public benefit better than the official constructions of the public and public interest that are articulated by the spokespersons of the dominant agents of the respective social fields” (Hess, p. 1).

Definition of Publics and Counterpublics in my Controversy Area

The major publics within this controversy would have to be the citizens of the United States (whether they align with President Trump’s opinions or not), and those in the police force. In his previously mentioned article, scholar Michael Warner describes a public as, “a concrete audience, a crowd witnessing itself in visible space, as with a theatrical public. Such a public also has a sense of totality, bounded by the event or by the shared physical space” (Warner, p. 50). This connects directly to the United States’ society as a whole and the police force and shows how the major publics within this controversy are those two because they fit into the description of “a crowd witnessing itself in visible space” (Warner, p. 50). The citizens of the United States and those involved in the police force are witnessing themselves experience this event in history. They are indirectly and directly involved in what is happening around them whether they realize it or not. They are, “bounded by the event or by the shared physical space”

(Warner, p. 50), of this time in history. This applies to the general public who do not openly support the Black Lives Matter movement even if they align with President Trump's opinions or not. Whether that's being informed of the situation and not choosing to challenge the public view of the law enforcers, or those who stand by the law and the men and women who make up the police force. Those who lived during this time in the United States and chose to take this course of action directly make up the major publics.

The counterpublics of this controversy are those who support and actively participate in the "Black Lives Matter" movement. In his previously mentioned article, scholar David J. Hess describes people who make up the counter publics as those who, "claim to represent the general public benefit better than the official constructions of the public and public interest that are articulated by the spokespersons of the dominant agents of the respective social fields" (Hess, p. 1). This connects directly to the people of the "Black Lives Matter" movement and shows how they make up the counterpublics of this controversy because they challenge the dominant public view while also challenging how society operates as a whole. They are standing up and speaking out against the silent unfair treatment Black Americans have had throughout the United States' history, while also voicing their disagreements with President Trump's opinions. They are challenging how this unjust treatment is not right, and people should not be silent and carry on with society as it just is not right. Furthermore, the "Black Lives Matter" movement is challenging the beliefs and justifications of the police force. They are demanding that the police force's recorded history of unjust treatment and racism against Black Americans littered throughout history needs to be rightfully reprimanded and not tolerated any further.

Explaining the Relationship Between Publics and Counterpublics

The intervention I have developed would have definitely changed the relationship between these groups. If the intervention would have been employed by President Trump, then there would have been more support received from the counterpublics. Since the President would have been expressing his opinions in a way that would not have been offensive and misinformed while also giving sympathy towards those supporting the Black Lives Matter movement, there would have likely been less tension between the publics and counterpublics. The counterpublics also would have received more support for their cause, and possibly shifted more towards some aspects of the major publics.

As a result of this intervention, the citizens of the United States (whether they align with President Trump's opinions or not) that make up part of the major publics would shift into becoming a rhetorical audience. Jasiniski describes this concept as, "A rhetorical audience is open to, and interested in, the discourse and possesses the capacity to act as a mediator of change" (Jasinski, p. 515). This shows how the intervention results in the major publics shifting into a rhetorical audience because with President Trump expressing his sympathy and informing himself, more of the citizens would hopefully align with his sympathy. Those who support President Trump would have hopefully become open to receiving the discourse that would have educated themselves more on the social issue at hand. For the citizens who do not align with President Trump's opinions at all, they would at least become more aware of the situation and as a result of the intervention, would hopefully be able to educate themselves in spreading sympathy and making a change for the better.

Language Analysis

Within the language used in President Trump's statements and opinions, a number of keywords can be closely analyzed. The word choices he used within his statement deliberately helped push the motive of him going against the Black Lives Matter movement. There are two specific class concepts that are utilized within two of his statements that I will be analyzing.

First, President Trump attempted to use resignification to change the meaning of the Black Lives Matter movement. In her scholarly article titled *Radical Democratic Activism and the Politics of Resignification*, author Moya Llyod ties in politics and resignification by stating how, "By the politics of resignification, I mean, politics apprehended (in part) as the capacity to recite language oppositionally so that hegemonic terms take on alternative, counter-hegemonic meanings" (Llyod, p. 129). This shows how President Trump attempted to use resignification to change the meaning of the Black Lives Matter movement because by stating that the movement is a "symbol of hate" (Trump, 2020) and expressing what he believes to be the real goals of the movement, he attempted to give the movement a counter-hegemonic meaning. Within the language of this quote, President Trump tries to flip the meaning right on the heads of the supporters of the movement. He almost takes their exact same message of fighting against hate against Black Americans, and uses the term hate to proclaim what he thinks the movement really is.

Secondly, President Trump attempted to use juxtaposition to compare himself to President Abraham Lincoln. Juxtaposition is when two things are being seen or placed close together with a contrasting effect. In the book *Africa Writing Europe: Opposition, Juxtaposition, Entanglement*, the authors use a great example of juxtaposition of two french terms. "The juxtaposition of the terms *mère Patrie* (Motherland) and the familiar expression of *quelle barbe*

(what a bore) is quite ironic, since the former implies a serious patriotic relationship between the colonies and France while the latter expresses the child's non-political point of view on France, a boring place that makes her homesick" (Persson, p. 158). This shows how President Trump attempted to use juxtaposition to compare himself to President Lincoln because by stating that he has "done more for Black people than anyone with the possible exception of President Abraham Lincoln", President Trump has deliberately compared two ideologies he thought were similar, but have contrasting differences. The comparison of the two Presidents is quite ironic itself. For President Trump to compare himself to such a high standard is not only pompous, but highly disrespectful to those who actually contributed to real social change. President Lincoln helped free Black men and women from slavery, while President Trump stands to the side and discriminates those who fight against systemic racism.

Material Analysis

In terms of non-linguistic symbols (such as visuals or bodies) that impact the intervention, one main symbol can be highlighted that greatly impacts the intervention. This symbol would be the hate President Trump receives on Twitter. Twitter acts as a platform that President Trump uses excessively to express his opinions and thoughts. Even through employing an intervention that reprimands the hateful manner he has used when expressing his opinion on the Black Lives Matter movement, he will still have to deal with what he has said on Twitter and what others will say about him on the same platform. This visual symbol of blatant hate and backfire to what President Trump has said in the past can be further explained when applying the class concept of a metaphor.

Twitter acts as a metaphor for the counter-public's disbelief and animosity towards President Trump's ignorance he has expressed on Twitter. In his book blatantly and solely titled *Metaphor*, author L. David Ritchie explains the term by stating, "'Metaphor' has been variously defined in terms of substituting one word for another word with an apparently different meaning, comparing one idea to another, or creating an implicit analogy or simile" (Ritchie, p. 04). Ritchie also explains how, "Metaphor is a figure of speech, based on qualities common to the two entities that can be identified and compared, and used primarily for aesthetic or rhetorical purposes" (Ritchie, p. 04). In backing Twitter as an act of metaphor, an example of President Trump's ignorance on Twitter can be exhibited through a very prominent retweet he has done in the past. In a case study titled, *How hate and misinformation go viral: A case study of a Trump retweet*, authors Jacob Gursky and Samuel Woolley detail how, "Trump retweeted originated from the account of an individual calling himself 'I'm with Groyper'—an indication that he self-identifies as a member of the Groyper Army, which the Anti-Defamation League describes as a loose network of online white supremacists" (Gursky & Woolley, 2020). These two backings of data show how Twitter acts as a metaphor for the counter-public's disbelief and animosity towards President Trump's ignorance because the retweet exhibited is just one of many that has displayed President Trump's ignorance to what he says and retweets on Twitter. At times, he says things that greatly hurt and offend Americans, more specifically Black Americans. Although Twitter can be seen as a more linguistic symbol since it directly displays words, it is also very much a non-linguistic symbol. Since reactions can entail non-linguistic visuals like using emojis to react, and using the act of liking, retweeting, and sharing certain things, they could perfectly serve as a metaphor for the counter-public's disbelief and animosity towards President Trump's ignorance.

Argumentative Analysis

There are two central claims that are advanced by the intervention. Since the intervention is a response and act of addressing a mistake, it therefore implicitly highlights flaws. These flaws help identify these two central claims.

These claims were chosen with the help of utilizing the class concept of the Toulmin model. The model acts as a great apparatus to help identify the different claims that can be made for an argument, while also helping support and back the arguments being made. In the book *Arguing on the Toulmin Model*, authors David Hitchcock and Bart Verheij briefly explain the different components of the Toulmin model by detailing how, “First we assert something, and thus make a claim. Challenged to defend our claim by a questioner who asks, ‘What have you got to go on?’, we appeal to the relevant facts at our disposal, which Toulmin calls our data. It may turn out to be necessary to establish the correctness of these facts in a preliminary argument. But their acceptance by the challenger, whether immediate or indirect, does not necessarily end the defense. For the challenger may ask about the bearing of our data on our claim: ‘How do you get there?’ Our response will at its most perspicuous take the form: ‘Data such as D entitle one to draw conclusions, or make claims, such as C.’ A proposition of this form Toulmin calls a warrant. Warrants, he notes, confer different degrees of force on the conclusions they justify, which may be signaled by qualifying our conclusion with a qualifier such as ‘necessarily’, ‘probably’ or ‘presumably’” (Hitchcock & Verheij, p. 02). Through utilizing the Toulmin model, I will be able to easily identify the two central claims that are advanced by the intervention.

The first of these claims is that President Trump is ignorant. Since the intervention details how he should convey his stance in a less aggressive and offensive matter, he directly is ignorant of how to handle such a sensitive yet blatantly important social issue. In an article that delves

into President Trump's remarks of calling the Black Lives Matter movement a symbol of hate, it is detailed how, "Trump continues seizing upon widening cultural divisions in a way he believes will appeal to voters concerned about safety and order -- despite polls showing wide disapproval of how he's handling race relations" (Liptak & Holmes, 2020). This shows how the intervention illustrates how President Trump is ignorant because it displays the wrongful approach he takes in expressing his opinions. He does not realize the power that his words carry, and he did not properly handle the situation of the Black Lives Matter movement due to his ignorance. Black Americans will not support someone who openly disapproves and attacks a social movement against systemic racism. President Trump's statements on Black Lives Matter illustrate his ignorance towards the social issue, and his ignorance on what it takes to receive support from Black Americans.

The second of these claims is that President Trump exudes hypocrisy. Since the intervention details how he should properly educate himself on the Black Lives Matter organization, there are a number of things he does that make him completely hypocritical. This all stems from the fact that he has said that he has, "done more for Black people than anyone with the possible exception of President Abraham Lincoln" (Trump, 2020). Simply put, he can not say this powerful quote while also not putting the time in to educate himself on one of the biggest organizations in the world that helps combat the unjust treatment of Black people. This shows how the intervention illustrates how President Trump exudes hypocrisy because it shows how hypocritical President Trump can be when he gloats about what he has done. He claims that he has done the most for the Black community, while falsely stating the positions of the Black Lives Matter organization. His messages and support for himself lay the groundwork for setting himself up to be hypocritical, and the intervention perfectly exemplifies this.

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