**U.S. Immigration policy issue**

Debates over the immigration policy can rapidly become divisive and thorny. From the raucous energy of President Trump’s supporters, as he called for tougher immigration policies during campaign rallies to the impassioned protests witnessed at airports after his travel ban, undeniably deep ideological divides regarding the manner in which this issue should be approached exist. For instance, several conservatives have an eye on what they perceive to be the preservation of the American values, the rule of law and security. On the contrary, liberals are concerned with equality, openness, and diversity as well. Among these liberals are the Democrats, whose goal is to improve the immigration structure to give immigrants freedom to settle in the U.S. Two images that the Democrats have utilized to pass their message are the “love Trumps hate” and “immigrants are welcome here” images. The photos show demonstrations, a form of a campaign to improve the immigration structure to give immigrants freedom to settle in the U.S. Both images express and preach love for immigrants and advocate for their stay in the U.S., directly representing and supporting the Democrat’s goal of maintaining inclusiveness as well as “American Dream” via policy and rhetoric. The focus of this paper will be analyzing the rhetorical strategies i.e. Pathos, logos, ethos and kairos as they pertain to the two images named “love trumps hate” and “immigrants are welcome here”

**Background on the Stakeholder**

The Democratic Party has several core beliefs that tie it together: its party members believe that they are greater together than when on their own. They also believe that the United States “succeeds when everyone gets a fair shot, everyone does their fair share, and everyone plays by the same rules” (Republican Views, 2017, para 3). To them, building an economy that lifts up all Americans and not merely those that are on the top is their top priority. It is for this reason that they are working to ensure that progress on such pressing issues as equal pay, job creation, education, clean energy, health care and immigration reform.

Democrats have more concern on the maintenance of inclusiveness as well as “American Dream” via policy and rhetoric (Republican Views, 2017). They base their view on immigration on the idea that the US is a nation that is based on immigrants and therefore, there is need to support as well as value both its current and future immigrants. They also believe in giving illegal immigrants a path to citizenship, mainly the immigrants who were brought to the US while still young. Further, Democrats believe in giving priority to immigrants who already have a family in the US to reunite families quickly. The party also believes in providing legal immigrants with “more English language as well as civic education lessons” to ensure that they can assume all the rights of citizenship. Through this, they will be able to provide immigrants with better services.

**Analysis of Rhetorical Strategies**

The focus of this section will be analyzing the three most important rhetorical strategies used in the images from the democrat’s side and the republican side. The three elements which will be analyzed are ethos, pathos and logos and also a special attention will be given to the kairos. These are the most critical elements which needs to be analyzed when dealing with the rhetorical strategies which are employed in any given image. Here, the three elements that have the greatest impact on an argument are evident (Weaver, pg. 487). Some of the questions surrounding the motive of communication are: Are you trying to make a call to action, Are you trying to educate? In the two images, the motive of the communication is that the writers are trying to make a call for action. They are addressing President Trump and the entire fraternity of Republicans to understand the importance of immigrants and love them as well (Democrats, 2018).

The manner in which the writer’s or speaker’s identity affects the argument is known as ethos (Weaver, pg. 495). Ethos refers to appeal to ethics, i.e., the utilization of authority to appeal to the audience to have faith in the author’s honesty, sincerity, and knowledge. A given amount of ethos can also come from the author’s reputation. The Democratic Party, the source of the two images, is one of the oldest continuing parties in the US. It has millions of supporters who help who fight for progress and help elect Democrats to the White House, the Congress, and the state government as well. Because of this, therefore, the audience is aware of what the Democratic Party believes in regards to immigration and assumes as well. As such, it will be easy for them figure out their motive and get the message being passed to them. Based on this, therefore, one can say that the two images are ethically appealing. Further, the two images were meant as a dig to the hateful as well as divisive rhetoric that President Trump used throughout his campaign and still uses in his administration in regards to the immigration issue. As such, they signify the power of inclusiveness and love for one another regardless of gender, religion, race, etc. therefore, they provide accurate information, and demonstrate familiarity with the President Trump’s as Republicans opinions and perspectives regarding the immigration issue. In this way, they are again ethically appealing.

In the image, “immigrants are welcome here,” the information is also presented in a clear and simple English that is understandable by all people. In this way, therefore, the motive of the communication and the message being passed is completely clear to everybody. However, the slogan “love trumps hate” has a clear flaw: at first glance, its message is unclear, and perhaps leaves the audience to assume its purpose. At best, one would make a conclusion that is similar to the intended conclusion. At worst, one would misunderstand it as pro-trump propaganda. This is because, at a glance, one’s eyes are drawn into the first portion of the slogan, “love Trump.” This leaves a potential for misinterpretation and can be considered as a weakness in its creative strength. Irrespective of the interpretation made or one’s perspective, it is evident that the slogan promotes the principles of love and unity.

When communicating, whether verbally or in writing, it is important to understand one’s audience. The two images portray a good understanding of who the intended audience of the message is. Their messages are directed to the American people, President Trump, Republicans, and Democrats. They both use the English language, a language that majority of the target audience will understand. This shows that the source of the message understands why they are communicating to the audience. Even though “love Trumps hate” may be misinterpreted, the intended message of love, unity, and equality will ultimately be passed to the audience.

This part of the rhetorical triangle is concerned with appealing to the audiences’ emotions, which is referred to as pathos (Weaver, pg. 487). It is important for the audience to be moved by what one is saying. Several months after the protests, “love Trump hates” still has traction across the American society. But why? The answer to this lies in the creativity of the ad, its play on Trump’s name. As an illusion to President Trump’s hateful disposition, bringing to memory his controversial decisions such as the Mexican Border wall, the end of DACA and the Muslim ban, the audience is reminded to fight against hate with love. Through this, Democrats evoke the emotion of love in the audience and gain their support. In “immigrants are welcome here,” the word “welcome” is used to express how Democrats are happy to have immigrants in the U.S. The word also expresses love for them. Notably, the people in the image have happy faces, portraying their joy to welcome immigrants in the US. Through this, the emotions of love and excitement towards welcoming immigrants in the U.S. are evoked in the audience. Others even cry because they are so moved to see the images.

Last but not least, the audience analyzes the content as well as circumstances of the communication. Both images were used to protest the President Trump’s and Republican’s hateful comments and actions towards immigrants. For this reason, the audience is aware of what preceded the message. They are also aware that the message is necessary: they are trying to criticize the discrimination based on race and color Donald Trump is enforcing in among Americans. At the same time, the images aim to make the U.S immigrants understand that they are still welcome and that a campaign progresses to reform the immigration system.

In this part of the rhetorical triangle, the emphasis is on logic and reason, also referred to as logos (Weaver, pg. 490). “Love Trumps hate” are powerful words. Its logic is both simple and straightforward, stating that it is better to love than to hate. This is a “golden” principle that is drilled into one’s mind from the day they begin to understand it. Considering the cultural relevance of love following the decision to legalize gay marriage across the US, the message presented in this image resonates with people across various viewpoints and political divisions as well.

“Immigrants are welcome here” passes the message of acceptance. The message passed by these posters resonates in the wake of the more recent discriminatory policies in the country. The image emphasizes the idea that a divided society without love and acceptance of others can never be unified, encouraging its audience to regret any attempt to discriminate people due to their inherent characteristics. Through this, logic comes across even to the people who oppose it. Overall, both images call for action against the growing culture of social hierarchy and supremacy.

Going forward when analyzing the kairos of the first image which states that “immigrant are welcome here” it shows that the democrats and most of the American people were open to the idea of hosting the immigrants. It can also be seen as messages which was being sent to President Donald trump and the republicans that they Americans especially the democrats were not happy with the way immigrants were being treated. It was a show that the American people were against the discrimination which was being leveled against the immigrants. It was message of hope which was being sent across American that indeed immigrants were free to stay in the United States.

When analyzing the second image which states “love trumps hate” it has similar meaning to the first image that is love for all immigrants and diversity. But this can also be termed as form of sarcasm in a way. The word trumps has been used to make the president feel. One of the people who has been in the front line in the fight against immigrants is President Donald trump. With this the image was direct message to his that loves was much variable and more fulfilling than the cases of hatred he and republicans were perpetrating

**Conclusion**

A critical analysis of the images from both the republican and the democrats side can attest that the two images have used different elements of the rhetorical strategies these include logos, pathos, ethos and also kairos. With this in mind one can argue that the use of the strategies have been made with special focus of delivering message that each group wanted to reach out to the people. On the part of the democrats their argument was based on the need to portray republicans as individuals who were against immigrants. On the other side the republicans images and the different rhetorical were based on the need to show their supporters that they had interest in their welfare and that why they were against the idea of allowing immigrants into the United States. The two images have conflicting messages but the use of the strategies makes it easy to under the message in the case.

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