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POLITICAL DISCOURSE IN THE USA

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АНОТАЦІЯ

Дослідження присвячене аналізу політичного дискурсу з фокусом на комунікації президентів під час виборчих кампаній та інавгураційних промов. Актуальність дослідження полягає у вивченні мови влади та переконання, формування громадської думки та політичного впливу.

Об'єктом дослідження є маніпулятивні прийоми у промовах сучасних англомовних політиків.

Предметом дослідження є вербальні засоби комунікації.

Мета роботи - дослідити лінгвістичні прийоми впливу на свідомість реципієнта у промовах політиків під час виборчих кампаній.

Завдання передбачають: вивчення поняття політичного дискурсу та маніпуляції; визначення сутності маніпулятивного впливу на свідомість людини, аналіз вербальних засобів комунікації; дослідження конкретних прикладів використання англійської мови в маніпулятивних стратегіях і тактиках.

Загалом, політичний дискурс – це інструмент впливу на громадську думку, що включає в себе різні стратегії переконання. Поняття маніпуляції включає шість стратегій і двадцять тактик. Президентський дискурс включає різні комунікативні жанри, зокрема офіційні звернення, передвиборчі промови, кризові комунікації, політичні заяви, прес-конференції та взаємодію в соціальних мережах.

Робота заглиблюється в комплексні елементи президентського дискурсу, досліджуючи лексичні, граматичні та стилістичні засоби, що використовуються політичними лідерами для створення переконливих промов. У дослідженні проаналізовано промови Дж. Байдена, Д. Трампа та Б. Обама, визначено лексичні, граматичні та стилістичні ознаки.

Інавгураційна промова Дж. Байдена втілює основні цінності Америки, пропагуючи єдність, рішучість і стійкість. Промова Трампа наголошує на патріотизмі та відповідальності, а промови Обама – на єдності та рівності.

Незважаючи на спільні стратегії, кожна промова відображає унікальні пріоритети та контексти.

Ключові слова: політичний дискурс, маніпуляція, президентські промови, стратегії маніпуляції, тактики маніпуляції, політична комунікація.

ABSTRACT

This study explores political discourse, focusing on presidential communication during election campaigns and inaugural addresses. The relevance of the study is the insights into language of power and persuasion and shaping public opinion and political influence.

The object of the study is the manipulative techniques in modern English-speaking politicians' speeches.

The subject of the study is focused on verbal means of communication.

The aim is to investigate the linguistic methods of impacting the recipient's consciousness in the speeches of politicians during election campaigns.

The objectives involve: study of the concept of political discourse and manipulation; definition of the essence of manipulative influence on human consciousness, analysis of verbal means of communication; examination of specific examples of English use in manipulative strategies and tactics.

Overall, political discourse is a tool used to influence public opinion, involving various persuasive strategies. The concept of manipulation includes six strategies and twenty tactics. Presidential discourse includes various communication genres, including formal addresses, campaign speeches, crisis communication, policy announcements, press conferences, and social media interactions.

The work delves into the complex elements of presidential discourse, examining lexical, grammatical, and stylistic indicators used by political leaders to create persuasive speeches. It analyzes speeches by J. Biden, D. Trump, and B. Obama, identifying lexical and grammatical as well as stylistic means.

J. Biden's inaugural address embodies America's core values, promoting unity, determination, and resilience. Trump's speech emphasizes patriotism and accountability, while Obama's speeches underline unity and equality. Despite sharing common strategies, each speech reflects the unique priorities and contexts.

Keywords: *political discourse, manipulation, presidential speeches, manipulation strategies, manipulation tactics, political communication.*

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INTRODUCTION

The study of political discourse is critical for understanding the processes of country governance, public opinion, and social change. In terms of political discourse, the United States is an important setting for political leaders to present their ambitions, initiatives, and objectives. The complexities of political communication, defined by its persuasive nature and strategic manipulation, require an in-depth analysis in order to understand its influence on society and politics. Many scientists devoted their works to the investigation of political discourse including Teun A. Van Dijk, N. Kondratenko, N. Nahorna, Patricia L. Dunmire, and others. However, despite the interest of many scientists in the study of political discourse, it still has a lot of things to investigate. Thus, **the relevance** of this work lies in a complex analysis of political discourse, focusing on presidential communication during election campaigns and inaugural addresses. It provides insights into the language of power and persuasion in American politics, analyzing lexical, grammatical, and stylistic features of speeches and manipulation strategies. The research contributes to understanding how language shapes public opinion and builds political influence, impacting discourse analysis, political communication techniques, and discussions about the relationship between language and politics.

The aim of this work is a comprehensive study and systematization of verbal means of influencing the consciousness of the recipient in the speeches of English-speaking politicians during election campaigns.

In accordance with the aim of this study, **the objectives** of the work are:

- to research the concept of political discourse and the phenomenon of manipulation in modern linguistics;
- to determine the essence of the manipulative influence on human consciousness through the language;
- to analyze verbal means of communicative influence on the addressee in English speeches of politicians during election campaigns;

- to analyze specific examples of the English use in manipulative strategies and tactics related to the election process.

The object of the study is the manipulative techniques within the political discourse that are used in speeches of modern English-speaking politicians.

The subject of the study is verbal means of communication realization such as stylistic devices, lexical and grammatical units, which are used to influence the consciousness of the addressee.

Research methods are based on the method of critical analysis of theoretical works of different scientists is used to consider the concept of political discourse and the phenomenon of manipulation and its influence on consciousness as an integral part of speeches of English-speaking politicians. Descriptive, interpretive, qualitative and quantitative research methods are used to observe, analyze and classify individual linguistic cases of manipulation of consciousness in order to further interpret them in a particular communicative situation and systematize the linguistic means of manipulation in the form of manipulative strategies and tactics.

The theoretical value of this work is to expand information of political discourse, manipulation strategies and tactics, and genre classification in political communication.

The practical value of this work will assist linguists, communication professionals, political analysts, and policymakers to obtain a better understanding of the way political leaders use language and rhetoric to affect public opinion. This thesis can be used in a variety of courses and disciplines, including Linguistics (discourse analysis, sociolinguistics, pragmatics), Political Science (political communication, rhetoric, American politics), Communication Studies (persuasion and politics), American Studies, as well as Language and Politics.

The novelty of the study refers to the thorough examination of both theoretical and practical elements of political communication. The investigation of Biden's, Trump's, and Obama's speeches provides contemporary perspectives on modern political discourse. The work dives into the complexities of language

use by thorough analysis of lexical, grammatical, and stylistic elements, as well as manipulative strategies and tactics. Its interdisciplinary approach, which relies on linguistics, rhetoric, and political science, increases its academic accuracy, establishing it as a contribution to the field.

Language data of the work is based on books and Internet sources that relate to the topic of this work. Overall, 19 speeches were taken for analysis, for a total of 164 pages.

The structure of the work consists of an introduction, three main parts, conclusions to these parts and the general conclusion, as well as references to the sources that were used in this work and appendix.

1. THEORETICAL ASPECTS OF POLITICAL DISCOURSE RESEARCH

1.1 The concept of political discourse and its functions in modern linguistics

In the modern age, resolving pressing conflicts over war and peace, establishing an integrated area for the goal of social and economic unity, and resolving political obstacles require careful, accurate, and truthful examination, perception and interpretation of specific aspects of a phenomenon or its general features. Numerous academic disciplines have conducted research on the topic of political speech. Political philosophy, subsequently, examines the relationship between political language and concepts such as “power,” “action,” and “authority” with regard to of the speaker's linguistic characteristics and the way his speech is understood [61, p. 248].

Recognizing the connection between the ideas of “politics and language” depends in large part on highlighting the final section of the discourse, which focuses on the establishment, expression, and preservation of power relations in society [39, p. 215].

It is impossible for political regime to exist without communication. Language is essential to persuade, instruct, inform, etc. Unlike other areas of human activities, politics is unique mainly because of its discursive nature: most political actions are physical actions by their nature. That's the reason why it is not by chance that a number of scientists consider political activity as a speech activity [38, p. 48].

Political discourse is a main point of interest within the realm of political linguistics, drawing attention from numerous scholars. While various definitions exist, Teun A. Van Dijk defines political discourse as the language used in political contexts to communicate and negotiate relations of power, social identities, and ideological perspectives. He underlines that political discourse encompasses not

only the meaning of political messages, but also their structure, framing, and interpretation within certain sociopolitical context [11, p. 203].

According to N. Kondratenko, who uses a communicative-discursive approach, political discourse is a particular form of political communication. It entails the actualization of a political text in a communicative act of interaction between a political subject (politician, political force, or power) and an object (audience, electorate, voter) [54, p. 12].

Additionally, Kondratenko makes a distinction between various political discourse forms based on intentional, formal, communicative, and other aspects. She provides the following classification of the aims of political discourse: informational, persuasive, motivating, and expressive. It also takes into account the following factors: the factor of the addressee (personal and mass addressed), the speaker's factor (targeted and mediated), the sphere of functioning (televised, newspaper and magazine, advertising, PR), and the form (oral and written) [54, p.67].

Furthermore, the definition of A.N. Baranov is often considered foundational: political discourse encompasses “the collective body of speech acts employed in political deliberations, alongside the established norms of public policy, steeped in tradition and verified through experience [24, p. 88]”.

Adding her distinctive insights, E.R. Levenkova expands the concept of political discourse to encompass the cognitive dimension of human experience, emphasizing its vital role in contemporary discourse analysis. She claims that political discourse can be seen as “the linguistic expression of communal practices within the realm of political culture, characterized by the adept use of language grounded in the culturally and historically shaped psyche of its participants [24, p.88]”.

According to O. Shaygal's semiotic perspective, political discourse can be defined as a symbolic formation with two dimensions: real and virtual. Its real dimension is a text within a particular political communication context, and its virtual dimension consists of verbal and nonverbal signals intended to serve the

political communication field, a list of previous statements, models of typical speech acts, and concepts of typical genres of communication in this domain. [51, p.9].

L. Nagorna emphasizes that the political aspect of the concept of “discourse” most accurately reflects its definition as a type of language communication, as well as a semantic space in which political meanings are tested. The discourse can be broadly seen as a means of coordinating social, cultural, and personal information. It concentrates on the examination of linguistic communication and specific texts, speeches, and interviews from a more limited, applied perspective [58, p. 34].

K. Serazhim's work provides a broad definition of political discourse as a text that is determined by the political communication context [62, p. 240]. This concept is consistent with the traditional definition put forward by N. Arutyunova, which states that discourse is “speech immersed in life”. It is clear that "speech immersed in political life" is what political discourse is.

Political discourse has a very multifunctional social purpose. The attention of scientists, as well as other experts in related fields is that it seeks to influence the formation of public opinion, the conquest and retention of power. However, this is not its only function. Political discourse is aimed to inform the population about political problems, creating a basis for persuading the addressees. One of the important functions of this type of discourse is propaganda, i.e. the suggestion of certain views, life values, and ideals of the public. Equally important is the control over the dissemination of information, persuading the listener, encouraging him to take certain actions in order to achieve political goals. This type of discourse is mainly used to justify political strategies and impose ideological orientation [47, p.125].

O. Sheigal, considering the function of political discourse, proves that its main function is instrumental - the struggle for power, its acquisition and preservation. This function is global in relation to the language, as the communicative function covers the language as a whole. The above-mentioned function is manifested in mobilization for actions that stimulate their

implementation in the form of direct appeals, slogans, appeals, legislative acts; on the other hand, creating the appropriate emotional mood (hope, pride for the country, confidence, hostility, hatred). Speech acts also stimulate corresponding actions, for example, threatening to use force can stop a strike. Speech acts such as expressions of support and trust are the most important incentives for political activity [38, p. 48].

Linguist Chudinov A.P. in his research outlined that political discourse involves various functions of language including:

- 1) the motivational function is the primary driver of discourse, conveying both explicit and implicit emotions such as fear, anger, or unity;
- 2) the communicative function, which transmits information about important political events and trends, the emotive function, which expresses the speaker's feelings and emotions;
- 3) the phatic function, which establishes and maintains communicative contact;
- 4) the metalanguage helps convey the meaning of words or phrases, often involving politicians explaining terms and concepts to ensure their meaning is clear to the audience;
- 5) the aesthetic function creates expressiveness in speech, making it vivid and memorable, similar to literary texts.

The functional features of political discourse include standardization and expression. Standardization ensures that the discourse is accessible to a wide range of recipients, while expression allows for the author's emotional state and attitude towards the topic. The use of stylistic means in political discourse also contributes to its vividness and memorable nature [68, p.133].

D. Graeber highlights the following purposes of political speech in his work:

- setting the agenda (or determining the content of the agenda) and information distribution are two equally significant components of political

discourse in respect to the populace. Controlling the dissemination of information is the fundamental duty of this role;

- projection into the future and the past, which consists in predicting policy for the future, analyzing positive or negative past experiences [38, p. 49]

One such role that many linguists identify is the construction of speech reality. This function is called creative by B. Yu. Norman. He defines it as a situation when the speech essence takes a priority over non-speech.

The magical function, which is closely associated with the creative function, takes form of taboos such as oaths and prayers. Modern man is also characterized by his belief in the power of words, which defines both political and religious discourse [60, p. 6].

It is important to mention that verbal reality can take two forms: democratic and dictatorial. It is the totalitarian-political discourse that, within certain limits, approaches the religious one. Perception of a political leader as a divinity possessing supernatural qualities is another aspect of such a manifestation. Thus, political propaganda, persuasion, and influence serve as the main purposes of political speech. Sociocultural interaction requires discourse, which has characteristics such as aims, interests, and styles as well as the development of public opinion that the discourse's author needs in order to succeed [60, p. 6].

A number of scholars are currently examining the linguistic aspects of political discourse, commonly referred to as “political language”, which defines a particular communication style or manner with the addressee. Political language and extralinguistic reality have a reciprocal relationship. On the one hand, because it represents the nation's beliefs, customs, and priorities, it is greatly impacted by the political situation on the international scene. For instance, political reality frequently asks speakers to distinguish between “their own” and “strangers” in their own language, and it's frequently important to properly draw this line in order to prevent conflicts [27, p. 90].

However, in political discourse, the choice of language is extremely important. It gives you the ability to impact the addressee's consciousness,

influencing how they will interpret certain facts and act upon understanding them. It's important to remember that political language has a crucial role in shaping public perceptions of politicians and political parties, as well as in the process of making significant decisions. There are numerous instances where a well-received public performance altered the trajectory of historical events, particularly those related to the military [23, p. 738].

In addition to discussing the production and interpretation of political speech, T.A. van Dijk discusses the concept of two kinds of knowledge. He differentiates between "general cultural knowledge shared by participants of various social groups" and "knowledge shared by participants of a separate social group". The first kind, which is objective and undeniable, serves as the foundation for communication. The main difference between the two types of knowledge is that the similarities are limited to a specific community. This information appears to be limited to the beliefs and opinions of others [11, p. 274].

Overall, political discourse is a complex and multifaceted process that requires careful consideration of various functions and styles to effectively communicate and engage with the audience.

1.2 The role of persuasion and pragmatics in political discourse

Persuasion in political discourse is a sophisticated and indispensable aspect of modern democracy. Political leaders, candidates, and advocates employ a myriad of strategies and techniques to sway public opinion, garner support, and influence policy decisions. It is important to understand the multifaceted nature of persuasion in political discourse and explore its key elements and strategies as well as their impact on shaping beliefs and behaviors [33, p. 134-135].

One of the main strategies in political persuasion is the use of emotional appeals. Politicians skillfully tap into emotions such as fear, hope, empathy, anger, or pride to create a powerful connection with the audience. Emotional language, compelling narratives, and vivid imagery are employed to evoke strong emotional

responses, which can motivate action or reshape attitudes towards specific issues or candidates [15, p. 38].

Building credibility and trust are crucial in effective persuasion. Politicians use their experience, track record, and references to the trusted sources to establish credibility with the audience. Trustworthy speakers are more likely to persuade their audience, as credibility supports their arguments and suggestions [31, p.89].

Political discourse often includes appeals to authority, where politicians refer to experts, leaders, or institutions to support their arguments or policies. This appeal relies on the perceived expertise or credibility of the authority figure to boost the persuasiveness of the message. Expert opinions can shape public opinion and reinforce the legitimacy of political positions [25, p. 58].

Logical reasoning and argumentation play a crucial role in persuasive discourse. Politicians use evidence, statistics, analogies, and reasoning to support their claims, counter opposing arguments, and highlight the benefits of their proposals. Logical coherence and consistency are essential in building persuasive arguments that resonate with the rational judgment of the audience [22, p. 152].

Highlighting social proof, such as public opinion polls, recommendations from influential figures, or examples of widespread support, can persuade individuals to align with popular or accepted views. Appeal to social norms, values, as well as shared identities shape attitudes and behaviors within political discourse, as people tend to comply with perceived social standards [21, p. 100].

Framing refers to the representation and interpretation of issues, policies, or events. Politicians use framing techniques to shape perceptions, emphasize certain aspects, and influence how the audience interprets information. Positive framing presents ideas in a beneficial light, while negative framing highlights risks or consequences, strategically shaping public opinion [20, p. 74].

Effective persuasion often includes a clear call to action, urging the audience to support a candidate, approve a policy, vote, donate, or engage in specific behaviors. A compelling call to action provides a sense of urgency, importance,

and personal relevance, motivating immediate response and active participation [2, p. 38].

Repetition of key messages and consistent messaging across different platforms and contexts strengthens persuasion. Politicians use slogans, catchphrases, and memorable statements to ensure that their message is remembered and associated with their identity or campaign. Consistency in messaging builds familiarity and reinforces the persuasiveness of political communication [16, p. 96].

Persuasive political communication also involves understanding the values, beliefs, concerns, and preferences of the audience. Adopting the message, tone, and style to resonate with different demographic groups or ideological positions enhances persuasiveness and engagement of the audience. The adaptation of communication strategies to specific audiences promotes a stronger connection and increases the possibility of successful persuasion [1, p. 137].

The development of social media has dramatically changed the political landscape. Nowadays politicians interact directly with voters through platforms such as Twitter. The informal nature of social media communication poses new challenges to pragmatics. Politicians have to craft concise messages that are clear and impactful within character limits. Additionally, understanding online language standards such as emojis and internet slang becomes important to effectively connect with online audiences [5, p. 76].

In the digital age, engagement plays a crucial role in political persuasion as well. Politicians use social media, live streaming, interactive websites, and online forums to directly engage with voters, gather feedback, address concerns, and mobilize support. Interactive communication channels offer opportunities for personalized messaging, promoting a sense of inclusivity and involvement among the audience [29, p. 572].

Finally, the interpretation of political discourse relies heavily on pragmatics. Listeners decode the intended meaning by considering the context, the speaker's background, and their own cultural norms. Irony, sarcasm, and metaphors all rely

on the audience's pragmatic understanding. When a politician states: “*My opponent has a great plan...on Mars!*” the audience, through their pragmatic interpretation, recognizes the statement as sarcastic, revealing the speaker's disapproval [27, p. 49].

The actualization of political discourse, its transformation from text to spoken word, is another stage where pragmatics plays a vital role. Beyond the literal meaning of the words, politicians rely on paralinguistic features such as vocal pitch and pace to convey additional meaning. A raised voice can signal anger, while a moderate tone might indicate authority. Non-verbal cues such as gestures and facial expressions further enrich the message. A furrowed brow might convey seriousness, and a genuine smile can build trust. Understanding these pragmatic elements can provide a more detailed interpretation of the message. For instance, a politician delivering a passionate speech with a slightly raised voice might not be expressing anger, but rather conveying strong conviction in their ideas [7, p. 65].

Politicians rarely say everything explicitly. They rely on implied meaning to convey some additional meanings beyond the literal words. For example, a politician might state, “*My opponent hasn't released their tax returns. What are they hiding?*” This seemingly simple statement implicates that the opponent has something to hide, without explicitly stating it. The audience can draw this conclusion through their pragmatic understanding. This allows politicians to distance themselves from potentially damaging accusations while still creating certain doubts in the minds of their listeners [26, p. 4-7].

Pragmatics also plays a role in the use of euphemisms. Politicians might downplay unpleasant situations using more palatable terms. For instance, instead of saying “*cut funding for social programs*”, they might say “*implement fiscal responsibility measures*”. Euphemisms can help politicians mitigate negative reactions while still conveying their message. However, overuse of euphemisms can also lead to a lack of transparency and hiding the real issues [22, p. 48].

Register refers to the formality or informality of the used language. Pragmatics helps us understand how politicians adjust their register depending on the audience and context. In a formal setting addressing the nation, a politician might use a more elevated register with complex vocabulary. However, switching to a more informal register with colloquial language and humor can be effective in connecting with a local audience at a town hall meeting. Understanding register shows how politicians negotiate power dynamics through language. Formal language emphasizes authority, whereas informal language promotes a feeling of community and connection [34, p. 3-5].

Political discourse is not limited to national borders. Cultural pragmatics focuses on how cultural norms shape the creation of meaning. When politicians engage in international relations, understanding these cultural differences becomes crucial. A gesture that might be considered friendly in one culture could be offensive in another. Misunderstandings arising from cultural pragmatics can damage diplomatic relations and hinder effective communication [28, p. 34-38].

Pragmatics makes it possible to see beyond the surface of political discourse. It provides the interpretation of the strategies employed by politicians. For example, a politician might state: “*We need to fix the healthcare system*”, presupposing that the system is indeed broken. Additionally, pragmatics suggests the use of politeness theory. Politicians strive for a balance between asserting their position and maintaining positive face, avoiding offense. This often translates into persuasive yet respectful language, even when criticizing opponents [28, p. 38].

In conclusion, the role of persuasion in political discourse encompasses a diverse array of strategies and techniques aimed at shaping beliefs, attitudes, and behaviors. Emotional appeals, credibility building, logical reasoning, social influence, language framing, and audience adaptation are key elements that contribute to effective persuasion. By understanding and employing these strategies strategically, political leaders can navigate complex communication challenges, mobilize public support, and achieve their persuasive goals within the democratic framework. Pragmatics also significantly influences political discourse

by decoding implicit meanings, using nonverbal clues, and navigating cultural nuances. It improves comprehension, builds connections, and guides the effective delivery of political messages [22, p. 427-429].

1.3 Manipulation in political discourse and classification of manipulative strategies

In the process of political communication, the ratio "language - reality" can change in the direction of the superiority of language over reality. This process was called "the function of constructing linguistic reality [46, p. 92]" (O. Sheigal), "the creative function of language" (B. Norman) or "the function of creating illusions" (A. Solomonyk). According to A. Solomonyk, language has the power to replace the real world with an illusory reality in the relationship between "a person - reality - symbolic system" [46, p. 94].

The term "manipulation" in its direct meaning is defined as "a complex technique, complex actions on something, carried out with a specific purpose" [46, p. 90].

The concept of manipulation has both a literal and figurative meaning. Since ancient times, the word "manipulation" has been used only in a positive sense meaning "to manage the knowledge of the case." This expression was used to illustrate a range of card games and tricks that, in addition to skill, emphasize disguising actions or actual intentions as well as other distractions that mislead viewers. Afterwards, the goal of manipulation was considered to be "a transformation of a person into an obedient tool". In the future, the following qualities will be added to the manipulation metaphor: the ability to execute tasks effectively and the creation of human illusions of independence of decisions and actions [40, p.43-47].

Persuasion and manipulation are not the same concepts. These two words differ significantly from one another. Persuasion strengthens the stance of everyone engaged. It's a beneficial practice that assists the person receiving the message accept reality. On the contrary, manipulation will have the opposite effect

on the recipient. In the end, manipulation negatively impacts the interests of all individuals and is morally unacceptable [30, p. 3].

Manipulation is referred to in discursive works as "different forms of techniques intended at deceiving the addressee to accept the addresser's position, not taking into account the incapacity of factual or logical support of the problem [52, p. 95]."

Manipulation may also need the production of stereotypes. This is accomplished by creating false ideas or explanations into the brain in such a manner that they become habitual or evident. A stereotype is established not just in the context of reflecting objective reality, but also throughout the communication process. Stereotypes influence human behavior and might lead to certain clichés in one's understanding of the world [35, p. 48].

It is crucial to bear in mind that manipulation implies the misuse of power. More specifically, it could be defined as a desire to dominate [10, p. 360]. Particularly, manipulation is the use of an illegal type of discourse-based persuasion wherein manipulators coerce others into thinking or acting in a way that serves solely their own interests [6, p. 15].

Since there is a difference between the concepts of "strategy" and "tactics", it is worth providing a clear interpretation of each of them. Therefore, strategy is the art of management, based on the ability to correctly determine the goal, and tactics are techniques, ways to achieve this goal [62, p. 148].

According to the given definitions, there is a need to define and separate those strategies and tactics used by politicians for the purpose of manipulation [65, p. 9].

As for the strategies that take place in political discourses, we can divide it the next way:

The strategy of evasion of truth in political discourse involves various tactics used by politicians to avoid addressing uncomfortable truths or providing straightforward answers to challenging questions. This can include misdirection, ambiguity, selective disclosure, denial, deflection, spin, plausible deniability,

changing the subject, using red herrings or straw man arguments, legalistic language, and evasive techniques like non-answers or filibustering. These strategies can contribute to public skepticism and undermine trust in political communication [43, p.54].

The strategy of distortion of information in political discourse involves manipulating facts, data, or narratives to suit a specific agenda or to influence public opinion. This can include selectively presenting information, cherry-picking data, using misleading statistics, altering context, creating false equivalences, promoting conspiracy theories, employing propaganda techniques, manufacturing controversy, manipulating media, and engaging in gaslighting to control the narrative and shape perceptions [43, p. 86].

The strategy of immunization of statements in political discourse involves preemptively defending or protecting statements from criticism or scrutiny. Politicians use this strategy by anticipating potential challenges or objections and incorporating counterarguments or justifications into their initial statements. This approach aims to protect the statement from criticism, making it more resilient to attacks or skepticism [56, p. 7].

The strategy of modification of illocutionary power in political discourse involves changing the intended force or impact of statements to achieve specific rhetorical or persuasive effects. This can include softening or strengthening the tone, adjusting the level of commitment or certainty, framing statements as suggestions rather than directives, or using language that appeals to emotions or values to influence how the message is perceived and received by the audience.

The group identification strategy in political discourse involves framing messages and actions in a way that fosters a sense of belonging and unity among a specific group of people. Politicians use this strategy to appeal to shared identities, values, beliefs, or interests that are important to the targeted group. By highlighting similarities and creating a sense of solidarity, politicians aim to strengthen support, mobilize collective action, and build loyalty among their supporters [43, p.55].

The strategy of structuring according to the principle of relevance in political discourse involves organizing information and arguments in a way that is directly related to the topic at hand and is likely to be meaningful and impactful to the audience. This strategy focuses on presenting content that is pertinent, timely, and addresses the key concerns or interests of the audience, enhancing the effectiveness of communication and the persuasive impact of the message.

The strategy of evading the truth is represented by four tactics. The first tactic is called labeling [59, p. 73]. It consists in choosing vocabulary with a negative connotation to denote a certain phenomenon, person, idea, and so on. Such labels cause an emotionally negative attitude of the addressee, create unpleasant associations. This leads to the fact that the addressee develops a negative attitude towards the phenomenon, which is indicated by such a label. This phenomenon is also referred to as "dysphemism", which is based on hyperbolizing a negative sign or replacing a positive sign with a negative one [43, p. 58].

The second tactic is referred to as "glittering generalizations" [59, p. 74]. This tactic is to change the name, denote a phenomenon by a more common generic name, which has a positive emotional colouring and evokes a friendly attitude of the recipient. It is based on the use of positive feelings and emotions of people to certain concepts and words that can function as indicator words (keywords). They have the ability to arouse the emotions and feelings of the audience [43, p. 62].

Tactics of "glittering generalization" are used in articles where there are such statements as public opinion, public ethics, public interest, etc. They are called pseudo-democratic formulas, which are marked with a positive assessment and are used to encourage individuals or groups to think and act in a certain way [44, p. 11].

The essence of the "transfer" tactic is a skillful inconspicuous transfer of the connotation of one concept to another. This tactic is based on the use of associations, the formation of associative connections of the object being presented, with the object that evokes positive connotations in most people, that is,

it is a euphemism for concepts. Socio-political euphemisms are used as a means of influencing the formation of public opinion and evaluation of socially relevant phenomena [70, p. 11].

Another tactic of manipulation at the lexical level is the use of neologisms, which attract the attention of the addressee due to their unusual structure. They are widely used to manipulate consciousness, because they can be given exactly the shades that are needed to evoke negative or positive emotions and attitudes. This is due to the motivating basis of new lexical items [43, p. 74].

Repetition, which is called the main means of propaganda, is one of the tactics of manipulation of consciousness. Unreasonable repetition of certain information is often used in the media to influence the subconscious, which a person cannot control well. There may be a recurring idea that the media intends to root in a person's mind, to evoke a certain attitude and to consolidate it. Due to repetition, the idea is fixed in the mind so firmly that in the end it is perceived as a proven truth [43, p. 86].

The tactic of hyperbolization is used to distract from existing problems. Artificially creating sensationalism and urgency of the message is a manipulative tactic that helps to silence important events that the public should not notice. This tactic is also used to imperceptibly end a scandal that is time to end. Hyperbole implements the manipulative function of the media, because in exaggeration, sometimes even absurd, there is a subjective assessment, which is slowly imposed on the recipient. This tactic can be used not only in terms of the amount of material presented and the attention paid to it, but also in terms of numbers. Data is exaggerated to create both negative and positive images [57, p. 127].

The use of tactics of simplification of concepts is based on a characteristic feature of the human psyche - the tendency to simplify. Simplification is the selection of several or a single simple feature to denote complex phenomena of reality. Simplified concepts lead to the creation of stereotypes, which are usually "black and white" in nature, are one-sided: negative or positive [43, p. 96].

Default is also an important manipulative tactic. Some events or objects are removed from the image of the situation that exists in the mind of the speaker. That is, the truth is hidden from the addressee, and therefore he cannot properly assess the situation. The media present only facts that are beneficial to them, forming public consciousness, which achieves a manipulative effect [67, p. 254].

The tactics of fabrication of facts are also used. It refers that the facts presented to the audience may be true, but taken together, they form a distorted picture. A modification of this tactic is to highlight some and silence other facts. At the same time, only positive or negative facts and evidence are selected and tendentiously presented, while the opposite is omitted [65, p. 12].

The tactic of shredding the whole picture is to reveal to the media only that part of the problem that is useful to them, instead of showing the background of the problem, its origin, development and solution [49, p. 85].

The links to authority functions as a manipulative tactic, which is often used within the immunization strategy, which makes it impossible to challenge a certain position. The essence of this tactic is to cite the statements of people who have high authority or, conversely, those that cause a negative reaction in the category of people who are manipulated. The statements used in this case usually contain evaluative judgments about people, ideas, events, programs, organizations - their condemnation or approval. Thus, a person as an object of manipulative influence initiates the formation of an appropriate attitude - emotionally positive or negative [59, p. 75].

Another tactic that is also implemented in the immunization strategy is the use of universal expressions. It is based on such a selection of judgments, statements, phrases that require uniformity in behavior. Such formulations are in principle impossible to verify, so they are not subject to discussion, such as the universal statement 'everyone understands' [43, p. 103].

The strategy of structuring on the principle of relevance covers the entire text. The essence is to provide vital information at the beginning and end of the message. This tactic applies both the general thematic or schematic organization of

the message, and the order of sentences in paragraphs describing a particular episode or the order of words within sentences, where the part of the sentence that is most important to achieve a manipulative effect comes first [43, p. 115]. By emphasizing the tactics of using structures with implicit potential, the media form an appropriate perception of the situation they are commenting on [43, p. 127].

The strategy of group identification consists of tactics of inclusiveness and distancing, in other words, it is the opposition of "one's own" to "another's". The technique of using this strategy, regardless of the content of views and ideas, is always the same. In each case, it is argued that a certain set of views is the only correct one. All those who share these views have certain valuable qualities and in a sense are better than those who share the opposite. This creates a positive attitude towards a certain group of people who seem to have valuable qualities, and a negative attitude towards the opposite group [56, p. 5].

As for the modality, manipulation of consciousness involves its use within the strategy of modifying the illocutionary power of utterances inherent in the English-language communication. Linguistic modalities are related to categorical / non-categorical nomination tactics. The use of various formats of reduced categoricalness applies to certain restrictions, reservations, non-categoricalness, doubt, hesitation. They are used in media texts to reduce the impact on the addressee, because they are relatively true. Statements with categorical means of nomination are perceived, on the contrary, as more truthful, thus increasing the impact on the addressee [50, p. 13].

I. Zhukov identifies five main functions of modality in the media, which have manipulative potential. The first function, which the researcher calls, is to limit responsibility for one's words or to protect against misinterpretations and criticisms. The next function of modality in the media is to demonstrate the importance of the information provided or the author's attitude to this information. Modality in the media can function as a textual indicator of an assumption that borders on certainty or uncertainty. Also, modality in the media can serve as an indicator of the truth of the whole proposal or an indicator of the categorical

affiliation of part of the proposal. The last function is to reflect the degree of the speaker's responsibilities for the truth or falsity of the sentence [43, p. 113-115].

Overall, manipulation in political discourse encompasses different strategies and tactics, such as evasion of truth, distortion of information, immunization of statements, modification of illocutionary power, group identification, and structuring for relevance. Each strategy employs distinct tactics: evasion uses labeling and glittering generalizations, distortion employs transfer and hyperbolization, immunization utilizes authority links and universal expressions, modification employs categorical/non-categorical nomination, group identification involves inclusiveness and distancing, and structuring employs thematic organization and categorical means of nomination.

These strategies and tactics illustrate how language can be wielded to shape perceptions, manipulate beliefs, and influence actions within political discourse, emphasizing the intricate interplay between language, power, and persuasion in shaping public opinion and decision-making processes.

A detailed table of manipulation strategies and tactics discussed in this subchapter can be found in Appendix A.

1.4 Presidential discourse and its genre varieties

The statements made by the US president are one important topic on which scholars concentrate extensively. Three main purposes of presidential discourse have been theorized by scholars:

- 1) presidents create their discourse to gain political power;
- 2) it spreads various fields of public discourse;
- 3) these decisions can impact political results [3, p. 237].

Firstly, presidents adjust their language while discussing policy matters in an effort to influence public opinion [4, p. 211]. This means that presidents engage in discursive decision-making in an attempt to persuade the public to consider a topic in a way that advances their agenda. Secondly, because their decisions are reported by the media, presidents have an impact on how a topic is discussed in the general

public through their speech [12, p.103]. Because these messages have the potential to influence numerous areas of public discourse, it is essential to examine them. The final role is that the discursive framing of issues is a major source of power for presidents [8, p. 54]. Research demonstrates that presidents can "prime" their audience to see a problem from a perspective that benefits their agenda [13, p. 71].

In many democracies, political communication happens on a variety of platforms, including news conferences, speeches, press releases, debates, televised addresses, and commercials. Presidential addresses are generally important because they inspire the audience and address issues. By focusing on a variety of issues or subjects, the Presidency's communication role assists in interpreting the administration's policy objective. Presidential speech analysis is crucial because the president is seen as a significant information source and their remarks are widely discussed. Speeches and words in general have the power to address new issues and provide solutions, inspire or bring hope, and motivate a nation to action [14, p.178].

There are two different methods for studying presidential discourse in modern linguistics. Firstly, linguists analyze the styles of presidents by examining their communicative strategies and tactics, as well as how they embody their ideas through language at the phonetic, lexical, phraseological, and stylistic levels. The second approach looks at how the president presents themselves in various contexts, such as the mass media, the Internet, and other online platforms, in addition to their public appearances. This enables researchers to determine the perception of the head of state in the national consciousness [63, p. 212].

The presidential discourse as a subject of research involves taking into account four dimensions:

- 1) communicative dimension – interaction of subjects of speech activity in social situations;
- 2) cognitive dimension – transfer of knowledge, information and ideas;
- 3) linguistic dimension – actual use of language;

4) genre dimension – implementation of language genres in the genre space of presidential discourse.

In each dimension, features are distinguished that characterize and describe the studied dimension of the presidential discourse. The communicative dimension takes into account four main features of the researched discourse: status-role nature, addressability, peculiarities of the linguistic embodiment of strategies and tactics, tonality. The cognitive dimension is characterized by such features as informative saturation and value orientation. The linguistic dimension involves consideration of lexical, grammatical, stylistic, and structural features of texts. The genre dimension of the presidential discourse involves the study of the palette of speech genres [41, p. 45].

Presidential discourse is a multifaceted communication domain that includes a range of genre varieties, each with its own distinct characteristics and purposes. Distinguishing between these varieties is essential for comprehending the nuances of presidential communication and its impact on public perception and policy outcomes [19, p. 82].

Much of the cutting-edge work in rhetorical studies deals with contemporary genres of political speech, particularly presidential inaugurations. For example, Campbell and Jamieson argue that the uniqueness of a genre is that it is a group of actions that are "united by a constellation of forms" that repeat together and are "linked together by an internal dynamic". Similarly, Hart defines genre as "a class of messages having important structural and content similarities that, as a class, create particular expectations in listeners" [4, p. 20 – 21].

Although some work has been purely qualitative, political scientists have tended to use quantitative approaches [9, p. 121].

Despite the fact that existing scholarship has discussed the distinctive characteristics of a number of genres of presidential rhetoric, they have not compared the genres systematically or quantitatively. For example, Whissell and Sigelman found that "the language of power (linguistically simple language that

evokes emotion and contains many references to American values) is an important descriptor of inaugural speeches" [32, p. 261].

One prominent genre of presidential discourse is formal addresses, which includes inaugural speeches and State of the Union addresses. These speeches are marked by their formal language, strategic messaging, and overarching themes of national unity and identity. Inaugural speeches, delivered at the beginning of a president's term, often set the tone for their administration and outline broad policy objectives [69, p. 112]. The State of the Union address provides an annual overview of the country's progress and priorities, serving as a platform for policy proposals and legislative agendas [36, p. 12]. For instance, B. Obama's inaugural address in 2009 emphasized themes of unity and hope, with phrases like "*Yes we can* [84]" resonating as a call to collective action. And also President J. Biden's State of the Union address in 2022 outlined his administration's priorities, including economic recovery, infrastructure investment, and healthcare reform [64, p. 88].

Campaign speeches represent another significant genre, particularly during election cycles. These speeches are highly persuasive in nature, aimed at gathering supporters, outlining policy platforms, and comparing the candidate's vision to their opponents. Campaign discourse often employs emotional appeals, rhetorical devices, and tailored messaging to resonate with diverse voter demographics. For example, D. Trump's campaign rally speeches in 2016 and 2020 often featured strong rhetoric on immigration reform, economic revitalization, and national security. Another example Hillary Clinton's Campaign Speech. During her 2016 campaign, H. Clinton delivered speeches focusing on progressive policies, women's rights, and economic equality [48, p. 110].

Crisis communication is a crucial genre in presidential discourse, wherein leaders address the nation during times of crisis such as natural disasters, terrorist attacks, or economic downturns. These speeches focus on reassuring the public, providing information, and demonstrating leadership and empathy. Effective crisis communication can shape public perception of a president's ability to handle

challenges and maintain national security. For instance, President Bush's addresses after the September 11 attacks reassured the nation, expressed resolve, and outlined strategies for national security and counterterrorism efforts. During the Ebola Crisis President Obama's communication in 2014 emphasized public health measures, international cooperation, and efforts to limit the outbreak [42, p. 98].

Policy announcements constitute another genre where presidents communicate new policies, initiatives, or legislative agendas. These speeches are strategic in nature, aiming to garner public support, shape policy narratives, and advance political agendas. The language and tone in policy announcements vary based on the intended audience and the specific policy goals being addressed. For example, Roosevelt's speeches announcing the New Deal initiatives during the Great Depression outlined programs for economic recovery, job creation, and social welfare. President Biden's speeches announcing the American Jobs Plan highlighted investments in infrastructure, clean energy, and job creation [53, p.191].

Press conferences represent a blend of formal and informal communication styles, where presidents interact with the media and address current issues. These events provide opportunities for journalists to ask questions, seek clarification, and hold leaders accountable. Press conferences can reveal aspects of a president's communication style, demeanor, and approach to media relations. As an example, it is the following President Clinton's press conference addressing the impeachment proceedings included responses to questions about his conduct, legal strategy, and public perception [53, p. 192].

In contemporary discourse, social media platforms like Twitter have become integral to presidential communication. Presidents use social media to communicate directly with the public, share updates, express opinions, and engage in public discourse. Social media messages from presidents can range from policy announcements to personal reflections, shaping public discourse and political narratives. For example, Trump's tweets covered a wide range of topics, from policy announcements and endorsements to personal opinions and criticisms of

opponents. Obama's social media presence during his campaigns utilized platforms like Facebook and Twitter to engage voters, share campaign updates, and mobilize supporters [55, p. 44].

Distinguishing between genre varieties in presidential discourse requires analyzing linguistic features, rhetorical strategies, and communicative goals specific to each type of communication. It also involves considering the broader political and social contexts that influence presidential communication, including media dynamics, public opinion, and historical precedents [17, p. 23].

Conclusions to Part 1

In general, political discourse is a complex and varied process that needs careful consideration of numerous functions and styles in order to successfully communicate and interact with the audience. Scholars including Teun A. van Dijk, N. Kondratenko, A.N. Baranov, E.R. Levenkova, O. Shaygal, L. Nagorna, K. Serazhim, and D. Graeber have made major contributions to the knowledge of political discourse. Their research focuses on a variety of areas of political communication, such as the link between language and power, the functions and objectives of political discourse, and its impact on public opinion and decision-making. Understanding the perspectives offered by these researchers is critical for understanding the complex nature of political discourse and its influence on society.

In political discourse, persuasion is a complex process which includes a range of methods and approaches that aim to influence opinions, attitudes, and actions. Politicians employ many strategies such as emotional appeals, framing, logical reasoning, appeals to authority, and credibility building to influence public opinion and win support. Effective persuasion also involves stressing social proof, making explicit appeals to action, and ensuring message consistency. Persuasiveness can be improved by recognizing the values of the audience, views, and preferences and adjusting communication strategies accordingly. Since the

emergence of social media, engagement has gained its importance as an instrument of direct communication and customized messaging in political persuasion.

The concept of manipulation in political communication is presented with a focus on how it shapes linguistic reality and creates false beliefs. While persuasion tries to increase understanding and acceptance, manipulation tries to control and deceive, frequently ignoring evidence or reason. The misuse of authority is the feature of manipulation, which also includes the use of forceful measures that promote the goals of the manipulator. In political discourse, it's critical to distinguish between tactics and strategy, as well as between persuasion and manipulation.

In general, there are six strategies of manipulative influence, namely evasion of truth, distortion of information, immunization of statements, modification of illocutionary power of statements, strategy of group identification and strategy of structuring on the principle of relevance. Each strategy has a number of tactics that manipulate a person or group of people.

Presidential discourse refers to the various communication strategies used by presidents to influence public opinion, form policy agendas, and demonstrate project leadership. Scholars argue that its primary goals are to obtain political power, influence public opinion, and influence political outcomes. Presidents modify their vocabulary and engage in discursive decision-making, often covered by the media. Analyzing communicative, cognitive, linguistic, and genre aspects provides insights into their image and communication with the public.

Presidential discourse is divided into various genres, including formal addresses, campaign speeches, crisis communication, policy announcements, press conferences, and social media interactions. Formal addresses set the tone for administrations, campaign speeches mobilize supporters, crisis communication reassures the public, policy announcements and press conferences communicate new policies, interact with the media, and address current issues. Analyzing these genres helps understand their impact on public perception and policy outcomes, allowing for a better understanding of the dynamics of presidential communication.

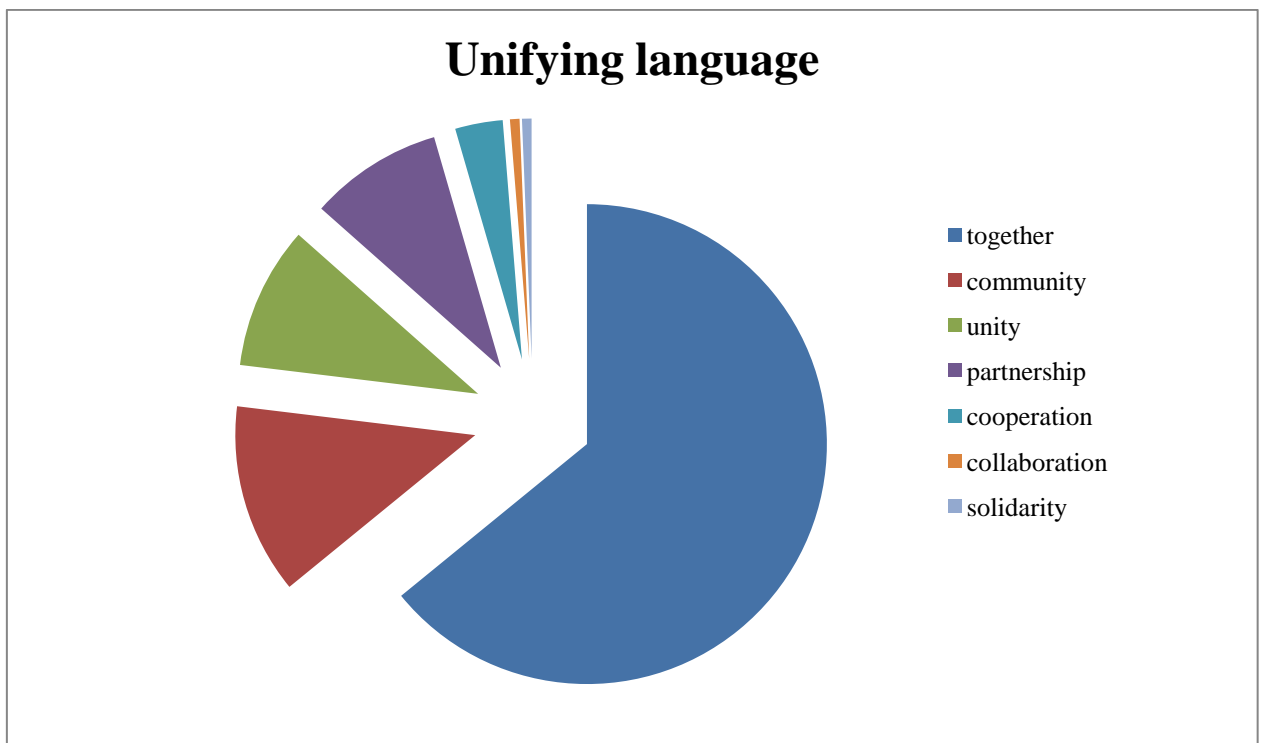
2. THE ASPECT OF THE PRAGMATICS OF THE US PRESIDENTS DURING THE ELECTIONS

2.1 Lexical indicators of political speeches

The speeches of J. Biden, D. Trump and B. Obama were taken for a detailed analysis of lexical, grammatical and stylistic units.

A wide range of the unifying language is used in the speeches that were taken for the analysis. A detailed description of analyzed percentages of the unified language can be found in the diagram below.

Table 2.1 “The use of unifying language”



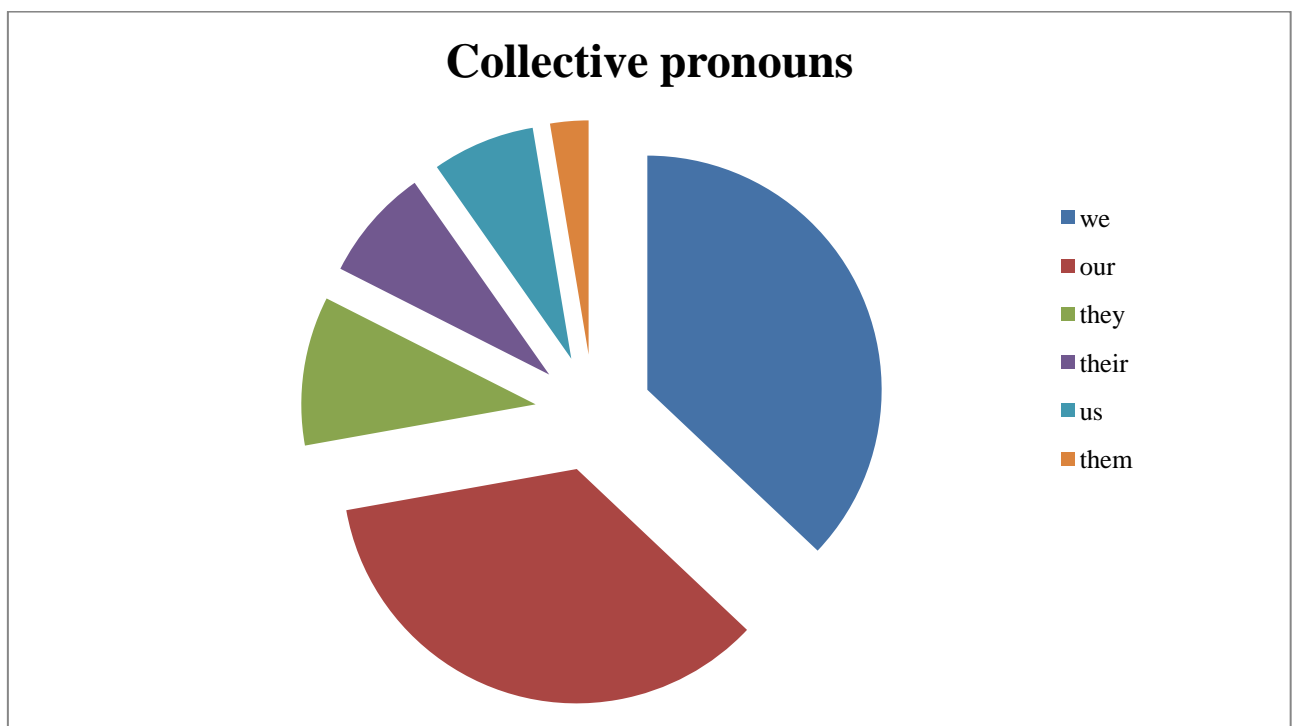
1

¹ The analysis of the unifying language was made on the basis of 19 speeches, which make up a total of 164 pages

According to the analysis of 19 speeches of the presidents with the total amount of 164 pages, the most commonly used unified word is “*together*”. It is used 100 times and accounts for 64% of all unified words used in the president’s speeches. In the second place is the word “*community*”, which is 13% and occurs in the texts of speeches 20 times. Then 10% is the noun “*unity*”, which occurred in the texts 15 times. The noun “*partnership*” occupies 9% appearing in the analyzed texts 14 times. 5 cases of use of the noun “*cooperation*” account for 3%. The nouns such as “*collaboration*” and “*solidarity*” occupy only 1% of all analyzed speeches. Each of these terms is found in the texts only once.

Apart from the nouns, collective pronouns can be frequently found in the analyzed speeches. A detailed description of analyzed percentages of the collective pronouns in the speeches can be found in the diagram below.

Table 2.2 “*The use of collective pronouns*”



2

² The analysis of the collective pronouns was made on the basis of 19 speeches, which make up a total of 164 pages

The pronoun “we” appears 1164 times in the texts, accounting for 37% of the total. Similarly, the possessive form “our” accounts for 35%, occurring 1104 times in the speeches. Pronouns such as “they” and its possessive form “their” account for 10% and 8% respectively, occurring 323 and 245 times. In addition, the pronouns “us” and “them” appear 223 and 83 times, respectively, accounting for 7% and 3% of all instances. These findings highlight the focus on common identity, shared responsibility, and inclusive language in these addresses. As a result, the presidents' use of collective pronouns like “we” and “our” emphasizes shared identity and responsibilities, while “they” acknowledges different perspectives. In such a way, presidents demonstrate their commitment to inclusive language and group participation, promoting audience cooperation and shared goals.

Presidents commonly use the language of praise in their speeches to express admiration, approval, or enthusiasm for specific subjects or achievements. Trump employs this language on a regular basis using extreme adjectives to underline the unique quality of events or accomplishments. For instance, in the statement: “*It's been an amazing two-year period... [74]*” Trump uses the extreme adjective “amazing” to emphasize the exceptional quality of the two-year period under consideration. This expression stresses the perceived success or significance of the timeframe under discussion and indicates appreciation and satisfaction.

Moreover, in his another speech, Trump uses extreme adjective “wonderful” to express his appreciation or support for the veterans: “*...we can finally terminate those who mistreat our wonderful veterans [88]*”. Trump does it in order to express his deep respect and gratitude for veterans. The president shows his respect for their service and sacrifice, as well as his dedication to assuring their safety and well-being. He aims to evoke good feelings and gain support for his policies and activities regarding veterans' rights and welfare.

Furthermore, D. Trump uses the adjective “remarkable” in the sentence: “*In recent years, we have made remarkable progress in the fight against HIV*

and AIDS [88]". Here, Trump used the collocation "remarkable progress" to emphasize the significant improvements in battling HIV and AIDS within the established timeframe. In this case, the language of praise intends to highlight the effectiveness of efforts and actions taken to solve the issue, as well as show a sense of delight and fulfillment with the results. Through the use of such words, Trump tries to instill confidence and encourage optimism.

In his acceptance speech, Biden used extreme adjectives such as "great" and "*fantastic*" to show admiration and praise for individuals and their future responsibilities. For example, he states: "... *Jill is going to make a great first lady [79]*" expressing his tremendous admiration and trust in Jill Biden's capacity to perform the duties of the First Lady. He also shows the admiration to Kamala Harris: "And *I will be honored to be serving with a fantastic vice president... [79]*". Biden uses the adjective "*fantastic*" to express his delight and high respect for Kamala Harris as vice president, underlining her role for the position.

President Obama employs extreme adjectives in his address to underscore the seriousness of the challenges politicians face: "*Those of us gathered here tonight have been called to govern in extraordinary times [76]*". Here, "*extraordinary*" underlines the unique quality of the times, as well as the complexity and seriousness of the issues at hand. Furthermore, Obama describes his role as both a "*tremendous burden*" and a "*great privilege*", emphasizing the importance of the task while also acknowledging the honor and opportunity it represents.

Presidents frequently employ emotive language to express messages of passion, conviction, and resonance. Words such as "*prosperity*", "*peace*", and "*hope*" evoke pleasant feelings and aspirations for a brighter future. Presidents use emotive language to inspire confidence and optimism in their audiences, promoting a feeling of common purpose and solidarity. Words like "*fear*", "*conflict*", and "*weakness*", on the other hand, delve into deeper worries and challenges, provoking thought and urging action to solve major problems.

Presidents use emotive language to effectively deal with the emotions and concerns of the audience, driving discussion and shaping opinions on important social problems.

Furthermore, emotional language allows presidents to highlight moral principles and ideals that appeal with the people. Words such as “*courage*”, “*kindness*”, and “*honesty*” evoke characteristics that are widely recognized and respected. Through the appeal to these ideals, presidents establish trust and authenticity in their supporters, creating a feeling of integrity and leadership. Similarly, terms such as “*loyalty*”, “*justice*”, and “*virtue*” bring up concepts of morality and equality, highlighting the significance of maintaining ethical norms and values in governance. Presidents express their commitment to preserving moral integrity and leading their government with respect and dignity.

Additionally, presidents employ emotive language to gain support for important national initiatives. Words like “*patriotism*”, “*freedom*”, and “*democracy*” evoke feelings of national pride and solidarity, uniting people around shared beliefs and goals. In contrast, terms such as “*terrorism*”, “*lawlessness*”, and “*violence*” suggest risks to national security and stability and promote demands for action and vigilance. Presidents engage public support and collective action to address difficulties and seek common goals using the power of emotive language. In such a way they motivate people to embrace their duty as citizens and contribute to the development of society.

The presidents frequently apply religious language in their speeches. Biden uses religious language in his speech, referring to God with the statement: “*Can our democracy deliver on its promise that all of us - created equal in the image of God [85]*”. Referring to the concept of being “*created equal in the image of God*”, Biden employs religious imagery to highlight the fundamental value of equality in the context of democracy. This allusion to God represents a larger cultural and moral framework that points out intrinsic value and dignity of individuals, regardless of background or circumstances. This use of religious

vocabulary provides moral weight to his message and appeals to audiences who are influenced by religious principles.

Trump mentions God and the Bible in his speech: “*The Bible tells us: 'How good and pleasant it is when God's people live together... [84]*”. The president quotes a passage from the Bible to demonstrate the significance of religious value. This allusion to the Bible supports his appeal to shared beliefs and ideals and emphasizes the need of peace and cooperation. In such a way, Trump aims to connect with his audience, particularly those who hold religious belief, and to stress the moral need of unity.

In his address: “... *less than 1% of seniors were fully vaccinated against COVID-19 [85]*”, Biden used the abbreviation “*COVID-19*” to refer to the coronavirus disease that appeared in 2019 that caused the worldwide pandemic, emphasizing its importance of putting more efforts to get people vaccinated. This abbreviation has gained widespread use since the pandemic began, enabling more efficient discussion concerning the virus and related issues. The use of this abbreviation effectively illustrates the seriousness of the issue and the need of vaccine efforts in fighting the ongoing a pandemic.

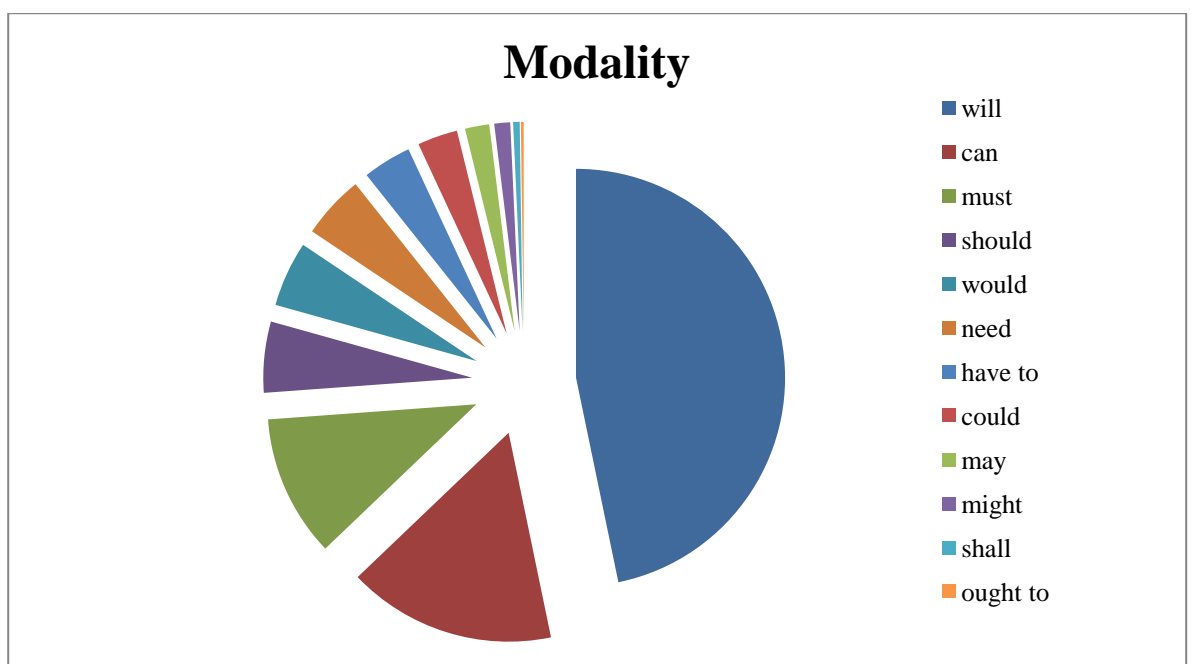
Thus, the presidents use various lexical indicators including unified language, the language of praise, emotive language and religious language. Unified language fosters a sense of collective identity and purpose, emphasizing shared goals and values. Praise language encourages individuals or groups' accomplishments as well as promotes positive atmosphere. Emotive language is used to create vivid imagery and powerful rhetoric and evoke strong emotional responses, connecting with the audience's feelings. Religious language invokes spiritual beliefs and moral principles to instill a sense of higher purpose and divine guidance. The strategic use of lexical indicators create persuasive speeches that appeal to a wide range of audiences and influence public opinion in a way that motivates people to work together toward common goals.

2.2 Grammatical indicators of political speeches

In terms of the grammatical indicators of the analyzed speeches, all presidents use various kinds of sentence structures to effectively communicate with their audiences. This includes employing simple sentences, for example: *“We know the challenges. We’ve talked about them for years [71]”*. Here Obama explains straightforward ideas clearly and concisely, making it easier for listeners to understand. Compound sentences are also used to connect similar ideas and provide consistency to their speeches: *“We love this country deeply and we care so strongly about its future [72]”*. Furthermore, complex sentences are used to explain more complicated thoughts and concepts while keeping the audience engaged: *“I am hopeful tonight because I have seen this spirit at work in America [72]”*. Overall, the use of various sentence structures allows the presidents to express their views in a way that is easily understood by their audiences, supporting clarity and connection throughout their speeches.

According to the analysis of speeches, modal verbs play a significant role in conveying the determinate stance of presidents. A detailed description of analyzed percentage of the modality can be found in the diagram below.

Table 2.3 “The use of modality”



³Among these modal verbs, “*will*” is the most commonly used, occurring in 47% of cases, or 647 times, throughout the speeches. Following closely, “*can*” is employed 16% of the time, occurring 223 times, while “*must*” is employed in 11% of instances, appearing 152 times. Furthermore, “*should*” occurs 5% of the time, with 76 instances, and “*would*” is present 5% of the time, with 70 instances. In addition, the verbs “*need*” and “*have to*” are used in 5% and 4% of cases, respectively, with 68 and 52 occurrences. Moreover, “*may*” is used 2% of the time, occurring 26 times, and “*could*” appears 3% of the time, reaching 43 cases. Finally, “*might*” is found in 1% of cases (17 occurrences), “*shall*” in 1% of instances (7 occurrences), and “*ought to*” in less than 1% of cases (3 occurrences).

The presidents' unwavering belief and confidence in their proposed laws and regulations are conveyed by their extensive use of modal verbs in their speeches, which highlights their strong and determined nature.

J. Biden employs modal verb “*must*” in the sentence: “*We must make the promise of the country real for everybody... [79]*”. He emphasizes categorical determination and absolute need. Using the verb “*must*” he stresses his clear responsibility and unwavering commitment to make sure the country's promise is fulfilled for all people.

In order to make a promise and demonstrate his commitment to certain courses of action president Trump employs the modal verb “*will*” in the sentence: “*...we will always put America's interests first, and we will deal fairly with everyone [74]*”. In such a way Trump creates a sense of confidence and dedication to the future plans of his administration. This modal verb gives a feeling of certainty, suggesting that he is firmly committed to prioritizing America's interests.

In his address, Obama mixes a variety of modal verbs, including “*should*”, “*can*”, and “*must*” stating: “*Our government shouldn't make promises we cannot keep - but we must keep the promises we've already made [83]*”. Through the

³ The analysis of the modality was made on the basis of 19 speeches, which make up a total of 164 pages

use of the modal verb “*should*” together with the negative particle “*not*”, he points out a sense of obligation and responsibility to indicate what the government should do to maintain its credibility. Furthermore, using the negation with the verb “*can*”, Obama acknowledges the government's inability to uphold its commitments and highlights the significance of feasibility in governance. Finally, the use of “*must*” indicates the critical need to follow stated agreements and underlines the importance of accountability and integrity in governance. Using this combination of modal verbs, Obama effectively demonstrates his expectations for government behavior as well as highlights the importance of ethical responsibility, capacity, and accountability in keeping commitments to citizens.

The use of the modal verb “*should*” with past participle is employed by Trump to express an expectation or obligation concerning the previous conduct of the Republican Party: “...*the Republican party should have done better... [75]*”. In this context, the president indicates that the Republican Party was expected to do better in some aspects. It conveys disappointment or criticism of the previous performances of the party and indicates that Trump thinks they might have achieved better results.

President Trump employs the grammatical construction “*be to*” in the sentence “*Our biggest victories are still to come [88]*” in order to convey a sense of anticipation and forward-looking optimism. The expression “*are still to come*” points out that the most important victories or achievements will happen in the future. Using this construction, D. Trump not only notes previous achievements but also instills confidence and hope about what is still to be accomplished. In such a way he emphasizes his vision for the future and delivers a message of determination and dedication, encouraging his audience to remain dedicated to their goals and dreams.

The analyzed speeches contain a wide range of conditional sentences that show the ability of the speakers to describe hypothetical situations and potential outcomes. For instance, D. Trump uses conditional sentence of the first type in

the following sentence: *“There is a new opportunity in American politics, if only we have the courage to seize it [88]”*. This type of conditional sentence demonstrates a real possibility and its potential consequences. Through the conditional sentence of the first type, Trump clearly stresses the necessity to focus on opportunities in American politics.

A conditional sentence of the second type is employed by president Obama: *“If anyone had a right to believe that this democracy did not and could not work, it was those Americans [89]”*. Here, he introduces the hypothetical condition, meaning that many Americans, in this case those from past generations, may have been justified in thinking that democracy was inefficient or impractical.

The analyzed speeches also include mixed conditional sentences: *“And Ukraine, which would never have happened if I were your president [75]”*. Trump uses the second and third type of conditional sentences. In such a way Trump suggests that the situation in Ukraine, stated in the main clause, could have been different if he had been the president, as indicated in the subordinate clause. This structure allows Trump to express regret or disappointment with the existing situation while at the same time offering a possible alternate conclusion under different circumstances.

Obama employs a mixed conditional sentence combining the third and the first types of conditional sentences: *“If you haven't been personally affected by this recession, you probably know someone who has [76]”*. Using this mixed conditional construction, Obama expresses the extensive effects of the recession but at the same time states that individuals are likely to know someone affected by it. He also uses the word *“probably”*, which further reduces the confidence and categoricalness of his statement.

In the sentence: *“If there is going to be peace and legislation, there cannot be war and investigation [88]”* Biden conveys a strong point combining a conditional sentence of the first type with the modal verb *“can”*. This

combination successfully emphasizes the importance of prioritization and compromise in order to achieve peace and legislative progress.

Trump uses the auxiliary verb “do” in the affirmative sentence: “*We do love our country [75]*” to emphasize and strengthen the emotions. Adding the auxiliary verb Trump not only highlights but also increases his affection for the country as a whole, expressing the firm belief and sincerity behind his statement. In addition, the use of “do” can serve to contrast or respond to any potential concerns or criticisms, enhancing his unshakeable commitment to the nation.

In the statement: “*Do not let them take away your power [89]*” Obama uses the imperative mood to express a clear and strong command to his audience. The president stresses the significance of the action he is calling for. The imperative mood is particularly effective as Obama encourages his audience to remain firm and defend their authority against external threats or challenges. The powerful tone of the imperative mood emphasizes the relevance of the message.

In addition, the imperative mood is also used by J. Biden to urge the addressees to get vaccinated. He does this in order to form in the subconscious of the listeners the idea of the absolute necessity and immediacy of this action. Everyone perceives it differently. Some people subconsciously understand this as an order, and some as a request: “*So get vaccinated now [85]*”. He urges people to get vaccinated and protect both themselves and their family from this dangerous disease. Biden uses adverb “now” to draw attention to the urgency of this need.

Biden also uses the imperative mood in his election campaign with the line, “*Let's finish this job [80]*”. In such a way he sends a direct and strong request to his audience and encourages them to take action and fulfill a specified job or objective. In the given sentence, “*finish this job*” refers to the action Biden is asking his audience to perform, referring to the task of ensuring his victory in the election.

In his address, Obama employs the imperative mood as well: “*Let us resist the temptation to fall back on the same partisanship... [82]*”. Obama gives a strong and compelling call to action, urging his audience to actively fight negative behaviors in politics. In the sentence: “*Take a vote, and send me that bill [83]*” he sends a clear and authoritative message to members of Congress and commands them to take certain actions. Obama's forceful tone emphasizes his commitment to address the matter quickly and his expectation of legislative cooperation in reaching the desired result.

Presidents use different types of comparisons to convey their message successfully. In particular, Trump uses comparisons “*as...as*” in his address: “*I believe that real and positive immigration reform is possible, as long as we focus on the following goals [73]*”. In this case, the comparison conveys a sense of efficiency and hope, suggesting that accomplishing immigration reform is possible if specific objectives are achieved. It enables him to highlight certain circumstances or criteria required for success while giving his opinion in a straightforward and understandable manner.

The comparative degree of adjectives is used by J. Biden to underscore America's strength and resilience in his speeches. For instance, in his statement “*America's an idea, an idea that's stronger than any army, bigger than any ocean, more powerful than any dictator or tyrant [81]*” the comparative degree of adjectives is used to emphasize the unique features of the American idea. Biden compares America to armies, oceans, dictators, and tyrants, portraying the strength and influence of the USA.

Obama employs a cleft sentence: “*What is required of us now is a new era of responsibility [78]*” to highlight a specific point and draw attention to a crucial topic or idea. Formulating the statement in such a way, he emphasizes the need and importance of accepting responsibility as an essential aspect of society. The phrase “*What is required of us now*” at the beginning of the sentence places what follows as the main point of his message, emphasizing the necessity for change in society.

In his speech, Biden deliberately uses fronting to underline a key point: “*For without unity, there is no peace, only bitterness and fury [77]*”. He focuses on the direct link between unity and peace. Biden emphasizes the importance of the argument he is going to make, establishing it as the foundation for his subsequent statements.

Trump uses a tag question: “*Hard to believe, isn't it? [75]*”. In such a way he brings out his argument and involves the audience in his speech. Following his story on the election, Trump employs the tag question to get feedback from the audience. He presents the previous events as difficult to believe and encourages listeners to doubt the acts and decisions of the previous president. It also sets a conversational tone, urging the listener to agree or acknowledge.

In the sentence: “*Decades ago, we used to invest 2% of our GDP in research and development [85]*” Biden makes a contrast between previous practices and the current situation using construction “*used to*”. He emphasizes that things have changed over time. This construction enables Biden to provide a background and historical perspective on the issue at hand and stress the significance of previous actions while simultaneously highlighting the need for change or improvement in the present.

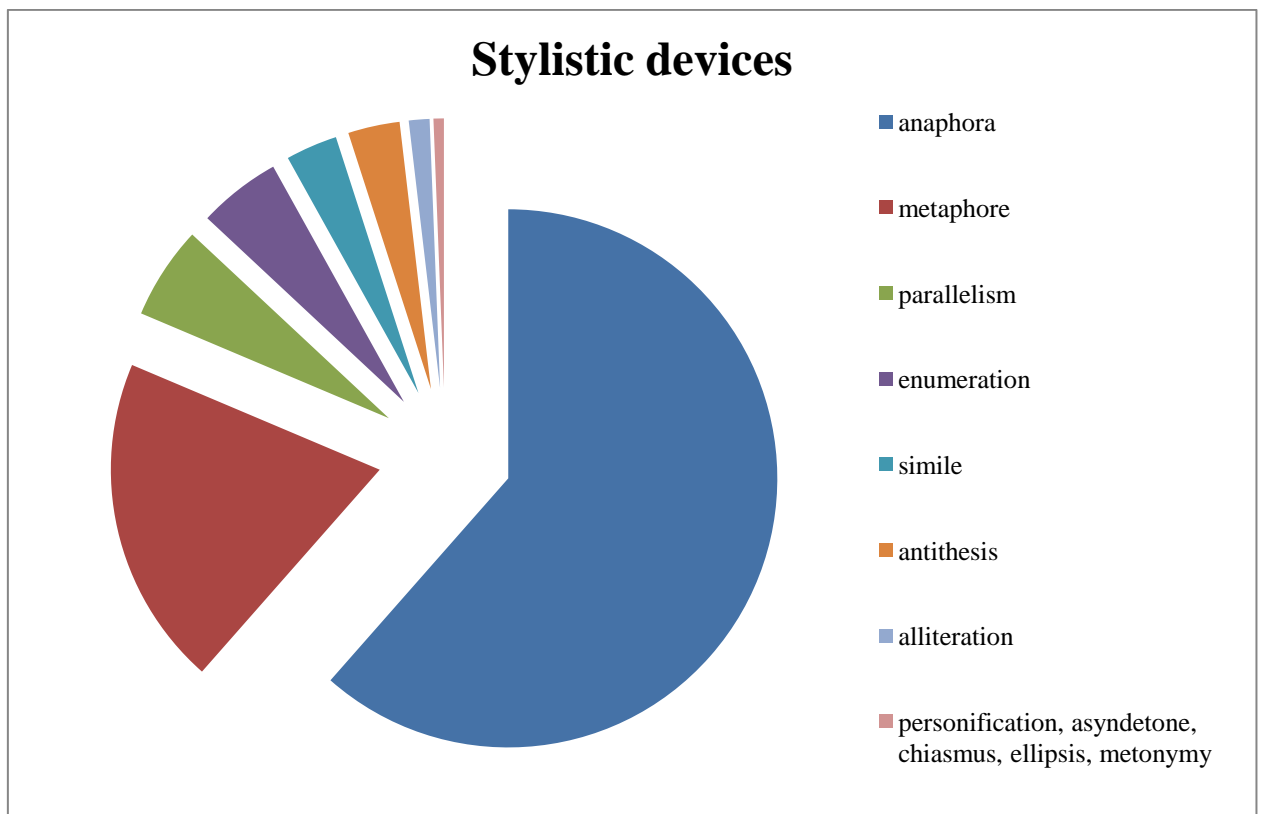
In general, a variety of grammatical means are used by politicians to improve the effectiveness of their speeches. Among these, they employ diverse sentence structures to achieve distinct rhetorical objectives. Presidents frequently use modality to show their categorical and strong positions, and often employ conditional sentences to explain hypothetical situations—often to their own advantage. Using the imperative mood, it is possible to gather support for decisive steps by urging, encouraging, or commanding action. Furthermore, the comparative degree of adjectives is purposefully used to draw attention to particular features and to contrast opposing viewpoints. In order to highlight points and evoke emotions from the audience, politicians use fronting, cleft sentences, and tag questions. This allows them to make sure that their words are

understood and have a lasting effect. Politicians produce speeches that are not only compelling but also connect strongly with their intended audiences through the skillful use of certain linguistic devices, impacting political results and public opinion.

2.3 Stylistic indicators of political speeches

The speeches that were taken for the analysis consist of a wide range of the stylistical devices. A detailed description of analyzed percentage of the stylistic devices can be found in the diagram below.

Table 2.3 “The use of stylistics devices”



4

According to the 19 analyzed speeches of politicians, which amount to 164 pages, the most commonly used stylistic device is anaphora. It is used 99

⁴ The analysis of the stylistic devices was made on the basis of 19 speeches, which make up a total of 164 pages

times and accounts for 61% of all devices used in the president's addresses. In the second place among the most common rhetorical devices of politicians is metaphor, which is 20% and occurs in the texts of speeches 32 times. Then 6% of all devices are referred to the parallelism, which occurred in the texts 9 times. 5% of the total frequency of rhetorical devices is occupied by the enumeration, which occurred 8 times. 5 cases of use of the simile account for 3% and the same percentage is the sum of the cases where the antithesis is used. 1,1% is the alliteration which is used in the speeches 2 times. The stylistic devices such as personification, metonymy, asyndeton, chiasmus, and ellipsis occupy only 0.9% of all analyzed speeches. Each of these terms is found in the texts only once.

Metaphors are extensively used in the speeches to highlight the significance of the core values as well as the prosperous future of the country and its nation. The politicians metaphorically characterize their presidency as a "journey", "path forward", "climb", "golden age".

In his speech Obama even metaphorically refers to food: "*Above all, America must remain a beacon to all who seek freedom during this period of historic change [83]*" the metaphorical use of "beacon" operates as an effective device that emphasizes America's role and responsibility in leading and encouraging others. This metaphor stresses America's standing as a symbol of liberty, democracy, and opportunity. Moreover, it emphasizes the idea that America's influence extends beyond its boundaries, showing its importance on an international level.

The process of overcoming the challenges is often referred to a war and an extreme weather. Therefore, the metaphorical use of words such as *storm, clouds, army, defense* and *battle* are very common.

Using the term "battle" metaphorically in the line "*...in the great battles of our time [79]*", Biden effectively describes the obstacles and conflicts that society faces when it is confronted with critical issues. He compares these obstacles to battlefields to instill a feeling of pressure, significance, and the collaborative effort necessary for success. The metaphor evokes images of

struggle and determination as well as underlines the importance of partnership and resilience in dealing with serious matters.

In the following line, D. Trump employs personification: “*When the virus hit our shores, I took decisive action... [75]*”. By personifying the virus, he highlights the pandemic's sudden emergence, distributing the need for quick action. In such a way the president emphasizes the seriousness of the issue and the significance of strong leadership in reacting to emergencies. Moreover, personifying the virus shows its ruthless nature and highlights how it affects not only people but entire nations and their economies.

Metonymy can sometimes be found in the speeches and addresses of politicians. In particular, Joe Biden says the phrase “*the White House*” while referring to the American administration: “*Our flag at the White House was still flying at half—staff for the 8 victims of the mass shooting in Georgia... [85]*”. Moreover, Trump uses the word “*Pentagon*” referring to the Department of Defense and the offices of the U.S. Armed Forces which is also metonymy: “*We have seen the attacks at home — from Boston to San Bernardino to the Pentagon and yes, even the World Trade Center [73]*”.

In order to evoke vivid imagery and highlight the strength and depth of justice and righteousness B. Obama uses a simile in the following sentence: “*...let justice roll down like water, and righteousness like a mighty stream [71]*”. He compares justice to water and righteousness to a mighty stream to convey the image of powerful and constant flow and also to emphasize the unstoppable nature of these ideals. The comparison brings up an appealing visual image, stressing that justice and righteousness should be as widespread and effective as water flowing powerfully down a stream. This analogy creates a sense of eagerness to pursue justice and morality, while at the same time highlighting the transformational power of these principles in changing society for the better.

President Biden also employs this stylistic device to demonstrate how some people consider that unity is unrealistic or ineffective: “*I know speaking of*

unity can sound to some like a foolish fantasy [77]”. By connecting the concept of unity to a “*foolish fantasy*”, J. Biden clearly shows the skepticism or doubt that some individuals may have about the possibility of creating unity in a divided society. This simile not only presents a vivid picture of unity as amusing or fictitious, highlights the apparent challenge of achieving this goal.

D. Trump tries to convey a sense of urgency and highlight the depth of America's challenges using asyndeton in the sentence: “...*mothers and children trapped in poverty in our inner cities;_rusted-out factories... across the landscape of our nation;_an education system... students deprived of all knowledge;_... [87]*”. He deliberately removes conjunctions “*and*” or “*but*” between words discussing social issues. In such a way Trump makes a rapid succession of images that offers a striking picture of the difficulties many Americans face. This approach stresses both the individual concerns and the overall weight of these issues. The lack of conjunctions adds a sense of urgency and heaviness to the story, encouraging listeners to understand the seriousness of the situation and forcing them to act.

Chiasmus is one more stylistic device used in the speech of President Biden: “*And we lead not by the example of our power, but by the power of our example [79]*”. He highlights the importance of moral leadership above forceful power. In this case, “*the example of our power*” is mirrored by “*the power of our example*” leading to a symmetrical structure which demonstrates the contrast between the two ideas.

Trump underlines and supports his idea of restoring America using anaphora: “...*we will make America powerful again. We will make America prosperous again... [75]*”. By introducing every statement with the words “*we will make America*”, Trump produces a rhythmic repetition that not only grabs attention but also gives a promise with urgency and dedication. Furthermore, the consistent structure of the sentences allows for simple understanding and retention, increasing the effect of Trump's pledges and fostering a feeling of unity and purpose in his audience.

In his address at the Democratic National Convention, B. Obama uses ellipsis: “*Because that is what's at stake right now. Our democracy [89]*”. He wants to convey a sense of urgency and highlight the importance of the subject matter. Obama eliminates the word “*is*” after “*Our democracy*” to be concise while emphasizing the main point of the sentence. This purposeful omission underlines the seriousness of the situation and the importance of the issue at hand, which is the defense and preservation of democracy.

President Biden uses enumeration as a rhetorical device to highlight the numerous obstacles that people deal with in countries such as Guatemala, Honduras, and El Salvador, all of which contribute to the southern border migration problem. By listing “*The violence. There's corruption. The gangs. Political instability. Hunger. Hurricanes... [85]*” he outlines a number of connected problems that cause people to leave their homes in search for protection and opportunities. This device highlights the complexity and seriousness of the circumstances that drive migration, providing a full picture of the basic motives that must be addressed. The enumeration clearly expresses the urgency and need for providing assistance to relieve the many problems encountered by regional populations.

Obama employs parallelism in his speech “*... America cannot meet the threats of this century alone, but the world cannot meet them without America [76]*” in order to emphasize that the United States relies on the global community to solve modern-day challenges. Arranging the sentence in such a way, Obama not only underlines the interdependence between America and the rest of the world, but also supports the concept that cooperation and collaboration are critical in facing shared problems. This parallel structure stresses a mutually beneficial link between America's strengths and the world's needs, as well as the importance of global cooperation and involvement.

In the sentence: “*Our overarching goal remains the same: to disrupt, dismantle, and defeat al Qaeda... [86]*”, Obama uses alliteration in the words “*to disrupt, dismantle, and defeat*” to emphasize the urgency of the intended

actions. The repetition of the “d” sound not only provides a rhythmic pace that draws attention, but it also points out the variety of approaches that are required. The combination of these verbs along with alliteration helps Obama underscore the need for an in-depth strategy to combat the danger.

Trump also uses alliteration in the sentence: “*This is a smart, strategic, see-through steel barrier... [88]*” in order to create an impression of authority, effectiveness, and innovation in describing the barrier. The repetition of the “s” sound in words “*smart, strategic, see-through steel*” not only adds a distinctive and rhythmic element to the phrase, but it also highlights the qualities given to the barrier.

In his speech, Obama uses antithesis to emphasize the collaborative nature of political leadership and the common responsibility that comes with a progressive society: “*Fifty-one years ago, John F. Kennedy declared to this Chamber that “the Constitution makes us not rivals for power but partners for progress...[83]*” By contrasting the notions of “*rivals for power*” and “*partners for progress*”, Obama emphasizes the fundamental shift from political rivalry to collaborative effort for the sake of the country. This contrast not only stresses unity of purpose, but also instills in the audience a sense of shared obligation, reflecting Kennedy's principle of shared responsibility.

Overall, the presidents employ a wide range of rhetorical devices in their speeches. The most frequently used devices include anaphora, metaphor, parallelism and enumeration.

Conclusions to Part 2

Presidential speeches often employ a variety of lexical indicators to convey messages of unity, praise, emotion, and morality. Politicians use the unified language in order to emphasize on the collective identity and shared responsibility. The use pronouns such as “*we*”, “*our*”, “*they*”, and “*their*” reinforces the sense of inclusivity. The language of praise is employed by presidents to highlight the significance of events or accomplishments, inspiring

confidence and optimism among the audience. The use of emotive language evokes positive feelings and aspirations for a better future and at the same time addresses deeper concerns and challenges. Religious language, such as references to God, the Bible, and religious concepts, underscores moral principles and values, appealing to shared beliefs and ideals within society. By invoking religious imagery and symbolism, presidents aim to connect with religiously inclined audiences and stress the crucial need of unity, peace, and cooperation.

Politicians use various grammatical means to enhance the effectiveness of their speeches. They use sentence structures such as simple, compound, and complex sentences to convey their ideas and maintain audience engagement. Presidents use simple sentences to convey straightforward ideas, compound sentences to connect similar ideas, and complex sentences to explain more complex thoughts.

Modal verbs are used to express determination, commitment, and expectation, while conditional sentences describe hypothetical situations and potential outcomes. Modal verbs such as “*must*”, “*will*”, “*should*”, “*can*”, and “*would*” emphasize the speakers' commitment to specific actions.

The imperative mood is used to give direct commands or requests, urging listeners to take specific actions emphasizing necessity or importance.

Conditional sentences describe real or hypothetical situations and emphasize the importance of specific actions.

Fronting, tag questions, and cleft sentences are used to highlight key points, engage the audience, and point out the main ideas of their speeches. All of these grammatical indicators contribute to the overall effectiveness of presidential addresses, enabling speakers to convey their messages clearly, persuasively, and memorably.

Presidents use a variety of rhetorical devices in their speeches, including anaphora, metaphor, parallelism, enumeration, personification, metonymy, simile, asyndeton, chiasmus, ellipsis, alliteration, and antithesis.

Anaphora is the most common, as it creates rhythm, emphasizes key points, and evokes emotional responses. Metaphors are used to highlight the significance of core values and future aspirations, making complex ideas more accessible and memorable. Parallelism creates balance and symmetry in speech, reinforcing the message of the speaker. Enumeration lists or enumerates ideas, emphasizing the depth and complexity of a topic. Personification adds depth and emotional resonance to speech. Metonymy evokes complex ideas or institutions. The use of simile such as “*like*” or “*as*” creates vivid imagery and emphasizes similarities between disparate concepts. Asyndeton omits conjunctions, creating urgency and momentum. Chiasmus adds complexity and complexity, inviting audiences to reconsider assumptions and expectations. Ellipsis creates suspense and drama, drawing listeners in and encouraging active engagement. Alliteration repeats initial consonant sounds in neighboring words, creating rhythm and melody. Antithesis confronts contrasting ideas within a sentence or passage, highlighting the tension between opposing forces and underscores the speaker's argument or theme. All of these rhetorical devices enable presidents to craft persuasive, memorable, and emotionally resonant speeches, effectively conveying their messages.

3. THE USE OF LANGUAGE MANIPULATION TOOLS IN MODERN POLITICAL PROCESSES IN THE USA

3.1 Manipulation strategies and tactics in Joe Biden's inaugural speech

President J. Biden's inauguration speech is well structured to resonate with the American people on many different levels, tying together notions of unity, dedication, and core principles of the United States.

The speech starts with a sincere acknowledgment of his predecessors and their contributions to the nation, pointing out the continuity of American leadership and the peaceful transition of power.

As he addresses the Americans, President Biden highlights the virtues of the nation, emphasizing its rich history, diversity, and determination in the face of adversity. He reminds people of the hardships that have formed the American spirit.

His address focused on the call for unity and democracy, stressing that Americans can overcome any difficulty if they work together as one nation. He reassures the nation that, while there is a challenging way to go, it is not insurmountable, reflecting the spirit of determination and hope that defines the culture of the US.

Following that, President Biden suggests a minute of silent prayer as a symbolic gesture of remembering all those people who died fighting for the values of the country and a solemn reminder of the serious duties that come with leadership.

The speech then turns to an appraisal of the American nation, highlighting their courage, ingenuity, and dedication to liberty and democracy. The President reaffirms his commitment to serve the country faithfully and honorably, promising to maintain its core values.

At the end, Biden points out the key principles of the US including freedom, equality, and justice as the basis upon which the country is

built. He urged every American to embrace these principles and contribute to create a better future for the generations to come, emphasizing his commitment based on honesty, compassion, and unity.

Biden uses various strategies and tactics of manipulation in his speech. One of the most common is the tactic of inclusiveness which is realized within the group identification strategy: “*We have been through so much in this nation [78]*”. Using the collective pronoun “*we*,” Biden unites all layers of American society, underlining that all Americans, regardless of origin or views, have faced challenges together. The pronoun “*we*” is used 92 times and “*our*” 43 times throughout his speech while personal pronoun “*I*” was used only 32 times. This expression subconsciously makes people realize their resilience while also creates a feeling of unity and shared responsibility for overcoming adversities. Biden inspires confidence that Americans, as a unified body, can face and overcome any obstacles that may arise emphasizing on the collective power of a nation.

The president skillfully employs the tactic of repetition in order to firmly instill in the minds of his listeners the fundamental ideals he is devoted to. He uses the term “*democracy [78]*” 11 times in his speech, thus emphasizing the critical need of maintaining democratic principles and procedures as the basis of the administration of the United States.

Furthermore, by repeating the word “*unity [78]*” 9 times, he highlights the vital need in a sense of unity and solidarity for the greater good of the country. Additionally, the word “*together [78]*” is used 6 times in his address underlining the idea that collaborative effort is required to handle the multiple challenges of the nation. Biden's intentional repetition powerfully promotes his message of democracy, unity, and togetherness, imprinting these principles firmly in the minds of his listeners.

In the sentences: “*As does President Carter, who I spoke to last night but who cannot be with us today, but whom we salute for his lifetime of service. I have just taken the sacred oath each of these patriots took — an oath first sworn*

by *George Washington* [78]” Biden uses the strategy of immunization of statements and the tactic of calling for authority to strengthen his own legitimacy and credibility. By mentioning his conversation with President Carter and expressing regret for his absence at the inauguration, J. Biden protects himself from potential criticism or doubt about his relationship with previous leaders, reinforcing his commitment to bipartisanship and respect for his predecessors. Moreover, by mentioning historical leaders like G. Washington, Biden provides the authority and heritage of the founding fathers of the country to support the administration he leads. Biden boosts his own authority and legitimacy as the leader of the nation aligning himself with these distinguished leaders and emphasizing their common dedication to the oath.

The President expands the tactic calling for authority beyond historical figures when he mentions Saint Augustine's quote: “*Many centuries ago, Saint Augustine, a saint of my church, wrote that a people was a multitude defined by the common objects of their love* [78]”. In such a way he adds depth and breadth to his message emphasizing that the ideas he is promoting are timeless and universal. Biden quotes Saint Augustine's thought on the nature of a people as a collective bound by shared values and affections to underline the necessity of unity and common purpose in the formation of a nation's identity. This reference not only gives moral credibility to Biden's statements, but also demonstrates the everlasting wisdom in leading the moral conscience of society.

In addition to referencing political figures and religious concepts, Biden focuses on the encouraging words of the “American Anthem”, particularly a passage that he finds inspiring. He quotes the lines: “*The work and prayers of centuries have brought us to this day, What shall be our legacy? What will our children say? ... Let me know in my heart when my days are through, America, America, I gave my best to you* [78]”. Here Biden focuses on the efforts and sacrifices of previous generations that formed current identity of the nation. Biden emphasizes his commitment to serving the country with greatest passion

and resolution, reflecting the key values of patriotism and responsibility that consists within its lines.

In the sentence “*I understand that many Americans view the future with some fear and trepidation [78]*”. J. Biden effectively employs the tactic of using universal expressions within the strategy of immunization of statements to reassure the nation. Biden uses the phrase “*I understand*” to show empathy and compassion, building a feeling of connection with the people. He uses personal pronoun “*I*” 32 times throughout his speech. He admits the widespread fear and anxiety that many Americans might experience about what lies ahead. He tends to generalize the experience, making it relevant to the public at large hence preventing himself from any criticism for being out of touch with the everyday problems of citizens. This sympathetic response reassures people that their worries have been acknowledged and validated, while also demonstrating Biden's intention of making those concerns easier through his presidency.

The use of the universal phrase “*I guarantee*” demonstrates J. Biden's confidence to the American people: “*This is our historic moment of crisis and challenge, and unity is the path forward. And, we must meet this moment as the United States of America. If we do that, I guarantee you, we will not fail [78]*”. However, the use of conditional sentence type 1 reduces the categorical nature of this sentence, placing the responsibilities on both the government and the citizens. By phrasing the promise in this way, Biden once more emphasizes on the shared responsibility for success and the significance of collaboration and unity in addressing the challenges that lie ahead.

President Biden also emphasizes on his commitment to unite the country and act as a leader for all citizens using the phrase “*I pledge*” in the sentence “*And I pledge this to you: I will be a President for all Americans [78]*”. He aims to reassure Americans about his dedication to protect their interests, regardless of their political beliefs, color, or origin. The pronoun “*you*” personalizes the message. It establishes a direct link with the audience and expresses a sense of obligation to the people.

In the statement “*We must set aside politics and finally face this pandemic as one nation [78]*” President Biden employs the strategy modification of illocutionary power of utterances and the tactic of categorical nomination to show his unwavering determination in tackling the COVID-19 pandemic, which is one of the biggest challenges of his presidency. He uses modal verb “*must*” to create a sense of urgency and necessity and highlights the essential need of collective effort to solve the problem effectively. Additionally, we can see that Biden often mixes several manipulation tactics in one sentence. Apart from the tactic mentioned above this sentence also includes the tactic of inclusiveness where the pronoun “*we*” once again underlines the significance of unity and collective collaboration.

The tactic of non-categorical nomination is used in the sentence “*We are entering what may well be the toughest and deadliest period of the virus [78]*” to express the potential seriousness of the issue without stating it fully. The modal verb “*may*” provides a level of uncertainty, suggesting that while the situation might become extremely difficult and dangerous, it is not an absolute certainty. It allows Biden to acknowledge the severity of the virus while still offering a room for hope and the possibility to reduce its effects. Biden's goal is to draw attention without spreading fear or worry.

Overall, J. Biden's inauguration speech is a powerful reflection of the United States' core principles, focusing on unity, dedication, and the nation's resilience. He acknowledges his predecessors and the nation's leadership continuity, emphasizing peaceful power transitions. Biden celebrates America's diverse history and resilience, instilling national pride and determination. He calls for unity and democracy, emphasizing the nation's ability to overcome challenges through collective effort. Biden uses various strategies and tactics of manipulation, including, inclusive language, repetition, and call for authority to reinforce his messages. He invokes historical figures and religious concepts, drawing inspiration from patriotic anthems to emphasize past generations' sacrifices. He uses universal phrases to assure the public of his understanding of

their concerns and shares responsibility for addressing them. Biden's speech aims to inspire confidence, unity, and resolve among Americans, positioning him as a unifying leader.

3.2 Manipulation strategies and tactics in Donald Trump's inaugural speech

D. Trump's inaugural address is planned to cover a number of details that connect with both past events and his vision for the future of the country.

The speech starts with an address to his predecessors and an important acknowledgement of the seriousness of the situation, both in terms of the position he is taking on and the duty assigned to him by the American people. Trump expressed gratitude to those who came before him, noting their contributions to the history of the country.

As he moves into the main point of his address, Trump highlights the significance of the American people. He claims that it is time to change the role of the government that does everything for its prosperity instead of ensuring the wellbeing of its people. He contrasts the existing situation with his vision of how things should be done, emphasizing the need of unity and collaborative effort in overcoming obstacles and achieving success.

The key point of the speech is the significance of the oath he is taking, promising to maintain Constitutional principles and honorably serve the nation. He pledges to do his best for a better future and take actions that will improve the interests of all Americans.

After that Trump refers to the Bible, highlighting the principles of unity, equality, and the shared future of the American people. He emphasizes that, despite their differences, Americans are bonded by similar aims and aspirations, and that everyone has an equal opportunity to contribute to the success of the country.

Donald Trump uses the tactic of inclusiveness to match his values with those of the nation, establishing a feeling of common purpose and duty:

“Together, we will determine the course of America and the world for many, many years to come [87]”. Trump appeals to Americans' sense of shared identity and destiny. He uses the pronoun “*we*” 49 times in his speech, thus emphasizing the collective effort necessary to define the future. He portrays himself as a uniting figure capable of guiding the country toward its common goals. Here the group identification strategy not only promotes the idea that his beliefs are compatible with those of the nation, but it also develops a sense of unity and harmony among different parts of society.

Trump intentionally employs the tactics of inclusiveness and distancing within the group identification strategy to draw a clear line between the American people and his predecessors using the pronoun “*they*” 5 times and “*their*” 10 times in his speech: *“Their victories have not been your victories; their triumphs have not been your triumphs; and while they celebrated in our nation’s capital, there was little to celebrate for struggling families all across our land. [87]”*. He deliberately creates a significant contrast in the minds of the people emphasizing the difference between outcomes of the previous administration and the state of the nation at that time. The distancing tactic puts Trump as a rival to the elite, which allows him to establish closer connection with the struggles and desires of ordinary Americans. At the same time, he subconsciously promotes a sense of unity and common purpose in the minds of his audience that demonstrates American's collective identity. In such a way, Trump aims to emphasize his dedication to represent the interests of the nation while also promoting the idea of change and development under his command.

In the sentence, *“...we are transferring power from Washington DC and giving it back to you, the people [87]”*. Trump purposefully employs the tactic of evasion of truth and the tactic of glittering generalization to influence public opinion. He tends to avoid specific actions that could have been done wrongly by the previous president. Instead, Trump subtly undermines their efforts while emphasizing the need for change. The tactic of glittering generalities is clearly seen in the statement *“giving it back to you, the people”* that provides the

transfer of power with patriotic and powerful meaning. Trump's choice of language suggests that his presidency will prioritize the needs of people, in contrast to previous failures. This generalization allows Trump to show himself as a revolutionary leader capable of providing a significant change for the American people.

He uses the term “*people [87]*” in total of 10 times during his speech. This deliberate repetition instills in the minds of his audience the unbreakable notion that his presidency is completely focused to putting the well-being and interests of the people ahead of all other concerns. Such persistent repetition not only highlights the significance of the people, but also confirms Trump's broader image of a government that is completely devoted to servicing its nation.

Trump employs the strategy of immunization of statements and the tactic of calling for authority to support his call for patriotism and solidarity. The President appeals to a higher authority referring to the Bible, he quotes the verse: “*How good and pleasant it is when God's people live together in unity [87]*” putting his messages in line with religious and moral principles. This tactic gives validity to his call for unity and enhances the belief that solidarity is both a political need and a moral responsibility.

In the following sentence: “*We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity [87]*” Trump uses the tactic of categorical nomination to further promote his ideas of patriotism and solidarity. The use of the modal verb “*must*” serves as a strong obligation, with no room for ambiguity or different interpretations. It creates a sense of urgency and obligation, motivating people to follow the specified course of action. The tactic of categorical nomination used by D. Trump, not only underlines the significance of open communication and honest debate, but it also emphasizes the importance of solidarity.

The president sometimes mixes the tactics of categorical and non-categorical nomination: “*There should be no fear – we are protected, and we*

will always be protected. We will be protected by the great men and women of our military and law enforcement and, most importantly, we are protected by God [87]". In this statement, the modal verb "should" suggests an expected or desired consequence. Trump believes that fear is pointless since the country is well secured. The modal verb "will" is used to emphasize certainty or inevitability about the future. Trump claims that both the military and the diplomats will defend the nation. Furthermore, the phrase "we are protected by God" implies a strong belief in supernatural protection, showing it as a guarantee that goes beyond human efforts. The use of the modal verb "will" demonstrates Trump's belief in unwavering protection of the United States.

In the sentence: "*In America, we understand that a nation is only living as long as it is striving* [87]" the tactic of universal expressions within the strategy of immunization of statements is employed together with the tactic of inclusiveness. In such a way, Trump highlights a subconscious and undeniable belief in national resilience. He tries to encourage the belief that constant improvement and effort are required for the longevity and prosperity of the nation. This idea, which is deeply rooted in the collective consciousness of Americans, serves as the core concept that underpins the ethos and identity of the people. Trump underlines this concept putting the emphasis on perseverance, ingenuity, and unity in overcoming obstacles. Through this phrase, he seeks to establish this concept as an undisputed reality, generating support for his vision of an innovative America.

In the sentence: "*What truly matters is not which party controls our government, but whether our government is controlled by the people* [87]" Trump expresses an attitude that goes beyond political divisions, showing it as universal ideals. By emphasizing the significance of government being controlled by the people rather than any particular political party, he attempts to protect his statement from criticism or resistance based on party affiliation. This strategy aims to appeal to a broad audience promoting a philosophy that is consistent with democratic ideals and the fundamental principles of the

administration of the United States. In such a way, Trump hopes to strengthen the idea of government responsibility and reaction to the will of the people, presenting himself as a leader of democratic ideals and citizen empowerment.

In the sentence: “*January 20, 2017, will be remembered as the day the people became the rulers of this nation again [87]*” D. Trump uses the tactic of labeling within the strategy of evasion of truth. He purposefully employs the term “*rulers*” referring to the people, putting them at the center of the process of governing of the country. He links the date of his inauguration and switches attention from himself toward the wider notion of people's power. This tactic minimizes any potential criticism and represents his administration as a means that will restore the fundamental principles of democracy, where the interests of the people are prioritized above the interests of the authorities. Through this strategic move, Trump effectively separates himself from those in power and emphasizes his dedication and focus on the needs and desires of the American people throughout his presidency.

Overall, D. Trump's inaugural speech aims to connect past events with his vision for the future of the nation. He acknowledges his position and the duty entrusted to him by the American people, emphasizing the importance of shifting --the government's focus from self-serving prosperity to the well-being of its citizens. Trump's commitment to upholding Constitutional principles and serving the nation honorably is central to his address. He employs manipulative tactic of inclusiveness to enforce unity, emphasizing collective effort and portraying himself as a unifying figure capable of leading the nation toward common goals. He strategically contrasts his vision with past administrations applying the tactic of distancing. In such a way he separates himself from the elite while aligning with the struggles and aspirations of ordinary Americans. Trump uses tactics such as evasion of truth, immunization of statements, and appeals to authority to reinforce his message of patriotism and solidarity. He emphasizes open communication, honest debate, and governmental responsibility, appealing to broad democratic ideals and empowering citizens.

3.3 Manipulation strategies and tactics in Barack Obama's inaugural speeches

B. Obama's first inaugural speech in 2009 was a reflection on difficulties and ambitions of the nation. It is well-structured and opens with a sense of appreciation and recall, mentioning the difficulties that had obscured throughout America's journey. He speaks of the difficult way ahead and admits the seriousness of the economic situation and the critical need for unity and courage.

As the speech goes on, Obama proceeds with his vision for the future, including critical issues such as the economy and national defense. He states his administration's objectives, highlighting the significance of perseverance and teamwork in fighting the challenges ahead.

Obama extended a hand of friendship and cooperation to both his fellow Americans and the international community. He addresses the Muslim world as well as the people of developing countries, expressing a desire for peace and understanding. While discussing war and peace, he emphasizes nations' interconnectivity and the importance of mutual respect and collaboration.

Throughout his speech, Obama mentions America's diversity and underlines the common principles that bring its people together. He paid respect to the supporters of liberty and justice, recalling the core values on which the country was founded.

At the end of his speech, he quotes G. Washington and emphasizes the need for bravery, dedication, and togetherness.

In his speech, he successfully employs the tactic of inclusiveness to underline the collective responsibility and resilience of the American people. Obama uses the pronoun “we” 62 times throughout his speech: “*At these moments, America has carried on not simply because of the skill or vision of those in high office, but because we, the people, have remained faithful to the ideals of our forebears and true to our founding documents [84]*”. The

president aims to unite citizens with diverse backgrounds and beliefs. In such a way, he admits the efforts of Americans to support the values and achieve progress. It also creates a feeling of community and purpose among people emphasizing their mutual dedication to the ideas expressed in the founding documents. Furthermore, Obama urges Americans actively participate in the democratic process and strive toward a brighter future for all people.

Through the use of the tactic of distancing, Obama uses the personal pronoun “*they*” to distinguish between those who deny America's potential and those who trust in its ability to achieve success. He uses the pronoun “*they*” 19 times and “*their*” 10 times in his speech: “*Their memories are short, for they have forgotten what this country has already done, what free men and women can achieve when imagination is joined to common purpose, and necessity to courage [84]*”. This tactic reinforces the commitment of his supporters while quietly restricting those who doubt it, emphasizing the necessity of collective purpose, and bravery in achieving ambitious objectives.

Moreover, Obama's employs the tactic of distancing to bring the people together. However, this time he contrasts not those who opposes his presidency, but the challenges that are waiting ahead: “*They will not be met easily or in a short span of time. But know this America: They will be met [84]*”. He uses the personal pronoun “*they*” to underline the distinction between the issues and the collaborative effort required to solve them.

In his speech, Obama used the tactic of categorical nomination, using the modal verb “*must*” to make a decisive assertion about the greatness of the country and how it may be achieved: “*In reaffirming the greatness of our nation we understand that greatness is never a given. It must be earned [84]*”. He uses the phrase “*It must be earned*” to emphasize the importance of active work and persistence in obtaining success. It instills in the minds of the listeners that greatness is not a given, but rather the consequence of deliberate effort and resilience. Furthermore, in the first sentence the tactic of use of universal

expressions within the strategy of immunization of statements to subconsciously instill a feeling of mutual understanding and solidarity among his listeners.

Obama uses the tactic of using universal expressions to give comfort and build connection: “*To the people of poor nations, we pledge to work alongside you... [84]*”. He addresses “*the people of poor nations*” and uses the phrase “*we pledge*” to emphasize a commitment to collaborative action and assistance, he delivers a message of solidarity and participation in tackling global concerns. Obama states specific goals that are in line with basic human needs and ambitions, focusing on the message of shared support and solidarity for the well-being of all people, regardless of nationality. The use of universal phrase reassures the audience of America's commitment to global cooperation and humanitarian initiatives.

In the sentence: “*Our challenges may be new [84]*”, Obama uses the tactic of non-categorical nomination with the modal verb “*may*” to convey an impression of strength and stability in the face of new problems. He recognizes the possible distinction and unpredictability of the challenges ahead. However, he underlines the long-term need of fundamental values such as honesty, hard work, courage, and tolerance. The use of non-categorical nomination implies that, regardless of the specifics of the problems, these universal values will serve as guiding principles for dealing with them. It conveys a message of confidence and determination, reminding the audience that with the help of these values, they can overcome any challenges that may emerge.

The strategy of immunization of statements and the tactic of calling for authority is realized through the reference to the “*Founding Fathers*”: “*...our Founding Fathers, faced with perils that we can scarcely imagine, drafted a charter to assure the rule of law and the rights of man ... [84]*”. Obama emphasizes their respected role in American history, portraying them as authoritative leaders whose values continue to guide the country. Moreover, at the end of his address, Obama quotes G. Washington to emphasize America's ever-lasting spirit of unity and determination in the face of hardship: “*Let it be*

told to the future world...that in the depth of winter, when nothing but hope and virtue could survive... [84]". This reference is a strong reminder of the nation's potential to overcome obstacles when people work together for a common goal, instilling optimism in a time of uncertainty.

Moreover, Obama also refers to God: "*...the knowledge that God calls on us to shape an uncertain destiny [84]*". He calls to a higher authority and gives his message a sense of spiritual power and meaning. This reference builds trust and commitment in a time of uncertainty. By linking the nation's efforts with God's plan, Obama outlines the value of faith and persistence in overcoming obstacles and building a better future. This reference to God adds credibility and depth to the message, emphasizing the notion that the nation's future is connected with the will of God.

The second inaugural speech of B. Obama is quite similar to the first one. It also includes topics such as unity, faith, and the challenges ahead, however they differ in the emphases and tones. The first speech repeatedly refers to previous struggles and underscores the nation's concerns. Obama highlights the need of perseverance in overcoming these problems and sets specific objectives for the future.

In contrast, Obama's second inaugural speech emphasizes the enduring strength of the Constitution as well as the values of justice and equality. While admitting the problems ahead, Obama takes a more forward-looking strategy, concentrating more on the future accomplishments rather than past concerns. He highlights the necessity of supporting beliefs and remembering those who ensured this freedom for generation to come, but he also underlines the need to deal with current concerns and work toward ensuring more justice and equality. The second address, as well as the first one, ends by honoring defenders and mentioning essential principles.

Both Obama's speeches include the tactic of inclusiveness within the group identification strategy: "*We affirm the promise of our democracy [77]*". He promotes a common sense of ownership and involvement in supporting the

principles of democracy. This usage of “we” is used 66 times and aims to bring the audience together under a common identity as citizens of a democratic nation, regardless of individual distinctions.

In his second inaugural speech, Obama applies the tactic of repetition within the strategy of distortion of information, using the term “*people [77]*” 11 times during his address. This purposeful repetition highlights the president's fundamental emphasis on the welfare and interests of the American people, strengthening the bond between the government and the people it serves.

Obama employs the tactic of calling for authority referring to the patriots who fought for liberty: “*The patriots of 1776 did not fight to replace the tyranny of a king with the privileges of a few or the rule of a mob [77]*”. The president mentions the patriots of the American Revolution, who are honorable figures in American history, to support his argument about democratic ideas. He appeals to the nation's fundamental values emphasizing the need to maintain these principles throughout his current administration. This tactic gives credibility and validity to his argument, highlighting the ongoing importance of the principles for which the patriots fought.

In his address Obama refers not only to certain people, but also to the Declaration of Independence to bring out the fundamental ideas that form American identity: “*We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights... [77]*”. Reciting these lines, Obama underlines the critical value of equality and individual liberties that shaped the American spirit. Furthermore, as he connects the present-day concerns and aims to the ideas outlined in The Declaration of Independence, Obama points out the concept of continuity and common purpose across generations of Americans.

In his second address, Obama used categorical nomination to subtly evoke the sense of unity among Americans: “*Now, more than ever, we must do these things together, as one nation and one people [77]*”. The use of the modal verb “*must*” demonstrates that unity is not just desired, but also necessary for solving

the difficulties at hand. It stresses shared responsibility and an enduring desire to work together despite differences. This language choice underlines the idea that unity is not an option, but rather an essential requirement for overcoming hardship and improving the common good.

Employing the phrases such as “*we know*” and “*we believe*” Obama adopts the strategy of immunization of statements and the tactic of using universal expressions to reinforce his message and present it as widely accepted: “*We believe that America’s prosperity ... We know that America thrives when ... [77]*”. He asserts common beliefs between himself and his audience that leads to the agreement and consensus. This strategy actively eliminates any future objections about the reliability of his statements representing them as established truths or commonly held beliefs. Obama creates a sense of community and cooperation among his audience by stressing common values and interests. Overall, it contributes to the effectiveness of his argument and reinforces a sense of shared purpose and dedication to his goal. It is also important to mention that the president employs this strategy more frequently in his second speech in contrast to the first one.

Conclusions to Part 3

Inaugural speeches capture the hopes, priorities, and values of new presidents. Despite their different backgrounds and views, J. Biden, D. Trump, and B. Obama have a structural similarity in their inaugural addresses.

Each speech begins with a traditional address to both predecessors and the nation as a whole, representing succession of leadership and power transfer within a democratic context. This opening gesture sets the tone for a reflection on the obstacles and hardships from the past, which must be recognized and overcome in order to move forward to a brighter future.

Furthermore, within the main points of their speeches, each president stresses an objective that reflects their vision for the nation. J. Biden puts a strong focus on unity and democracy, understanding the need of creating

collaboration and teamwork in times when country is divided. In his inaugural address, D. Trump prioritizes the people, stating the interests and ambitions of the American people as the main focus to his administration. Similarly, B. Obama links together concepts of people and equality, highlighting diversity and social justice as essential elements of his presidency.

Moreover, these speeches include the honour to the country's soldiers and defenders mentioning the sacrifices made to pursue the core values of democracy. References to the Bible are common in these speeches that convey a sense of moral guidance and historical continuity.

As the speeches come to an end, each president takes the moment to bring out the key values that will guide their presidency. These values, such as unity, people empowerment, and the pursuit of equality, serve as guiding principles for policy agendas and presidential legacies.

Thus, while the political landscape changes with each new administration, the basic structure of inaugural addresses stays relatively consistent.

Inaugural speeches frequently involve a variety of strategies and tactics aimed at influencing public opinion and gaining support. The tactic of inclusiveness is realized within the group identification strategy that appears the most frequently throughout all analyzed speeches.

Presidents aim to establish a connection between themselves, their principles, and goals, and the people. The use of pronouns such as “*we*” and “*us*” helps the speaker to be closer to the audience, which subconsciously builds a sense of unity and connection among contrasting groups of society emphasizing common experiences, goals, and difficulties. Additionally, D. Trump extensively uses of the tactic of distancing in his inaugural speech, to contrast between people's needs and the actions or priorities of the previous administration. Trump points out that the needs of people have not been met or prioritized. He creates a distinction between his own agenda and his predecessors' policies to highlight his commitment to focusing on these issues and setting new goals during his presidency.

Another strategy used in every inauguration address is the modification of the illocutionary power of utterances, which usually happens through the tactics of categorical and non-categorical nomination. Presidents use categorical nominations to express their belief and confidence in the thriving future of the nation. Presidents clearly state their aims, aspirations, and policy priorities to show their unbreakable commitment. As a rule, they also apply non-categorical nomination to stress that it does not matter how hard the situation may be, it is possible to deal with it.

Presidents frequently employ the strategy of distortion of information and the tactic of repetition to highlight their main values and objectives. In J. Biden's speech, the term “*democracy*” appears 11 times and “*unity*” 9 times, indicating his dedication to defending democratic ideals and encouraging national unity. D. Trump uses the term “*people*” 10 times in his address to emphasize his commitment to the interests of the American people. And so does B. Obama using the term “*people*” 11 times, emphasizing his dedication to meeting the needs and desires of the nation.

Presidents also use the tactic of calling for authority as part of the strategy of immunization of statements to give their arguments more weight and validity. J. Biden extensively employs this strategy, referring to the former US presidents such as Carter and Washington he also mentions God and Saint Augustine. Additionally, he recites several lines from the American Anthem which helps him strengthen the legitimacy of his messages. In contrast, D. Trump refers only to God in his speech, relying on a higher power to justify his objectives. B. Obama makes a similar call for authority as he mentions the Founding Fathers and God in his first inaugural speech. In his second inaugural speech, Obama refers to the patriots who fought for democracy.

Another frequent tactic in presidential inauguration addresses is the use of universal expressions, which is often combined with the tactic of inclusiveness. Presidents use statements like “*we understand*” and “*we pledge*” to instill a

sense of shared responsibility and duty among the citizens. They demonstrate that their goals and principles are shared by the general public.

In his inaugural addresses, D. Trump uses the strategy of evasion of truth which includes the tactics of labeling and glittering generalities, to proclaim that power belongs to the people. Trump aims to create pleasant feelings and connections, portraying himself as a defender of these ideas.

Finally, the subtle differences in the inaugural speeches highlight the presidents' unique points of view and different approaches to governance, even while they clearly demonstrate structural resembles and use similar manipulative techniques. These minor variations reveal the complex nature of the leadership and its dynamic role in determining the direction of the country. They also serve as vivid indicators of the various ideologies, priorities, and leadership philosophies of each president. Although inaugural addresses are ceremonial in nature, they serve as powerful statements of the individual goals and dreams of each president, outlining their own political views and guiding principles.

Scholars suggest three primary objectives of presidential discourse: obtaining political power, changing public opinion, and influencing political outcomes. Presidents use a variety of strategies to achieve these objectives, such as adjusting language to impact public opinion, shaping public opinion through media and press, and defining challenges to gain authority. Presidential discourse has various genres, including formal addresses, campaign speeches, crisis communication, policy announcements, press conferences, and social media engagements, all of which serve different communication goals and audience engagement strategies.

GENERAL CONCLUSION

Political discourse plays a vital role in shaping societies and governance systems and serves as a means for communication, negotiation, and the expression of power relations. It is a tool for informing, influencing, and forming public opinion on important subjects. Political discourse underlines the importance of language in political communication, using many definitions and opinions offered by scholars. Political discourse is defined as the language used in political contexts in order to negotiate power relationships, social identities, and ideological perspectives. Its roles involve informing the public, persuading, encouraging, expressing, and propagating. Political discourse also controls the dissemination of information, supports political strategies, and shapes public opinion. The aims of political speech, such as establishing agendas, projecting into the future and past, creating speech reality that influence perceptions of political leaders. Overall, political discourse is depicted as a complex process that requires careful consideration of its numerous roles and styles in order to properly engage the audience.

Persuasion in political discourse plays an important role and includes a wide range of techniques used by politicians to influence public opinion and political decisions. Emotional appeals, building credibility, appeals to authority, logical reasoning and appeals to social norms have been highlighted as significant components of persuasion, each of them contribute to shaping opinions and behaviours. Furthermore, framing, clear calls to action as well as the repetition of the message improve the effectiveness of persuasive communication. The development of social media has created new challenges and opportunities, stressing the need of involvement and an awareness of online communication dynamics.

Pragmatics is essential in studying political discourse as it interprets hidden meanings, nonverbal clues, and cultural nuances, which results in better comprehension and message delivery. The deliberate use of persuasion as well as

pragmatics, politicians can manage communication obstacles, gather support, and achieve their objectives within democratic frameworks.

Manipulation is a form of social influence that occurs when the manipulator indirectly applies their own objectives, ambitions, and intentions on the addressee, that are inconsistent with the needs of the addressee. Manipulation strategies consist of evasion of truth, distortion of information, immunization of statements, modification of illocutionary power of statements, strategy of group identification and strategy of structuring on the principle of relevance. Every strategy includes a wide range of tactics to influence a person or a group of people.

Presidential discourse is a set of communication methods used by presidents to influence public opinion, establish policy objectives, and demonstrate their authority. Its main goals are to achieve political power, influence public opinion, and shape political results. Presidents express their messages using a variety of genres, including ceremonial addresses, campaign speeches, crisis communication, policy announcements, press conferences, and social media engagements. These genres influence public perception and policy results, and knowing their impact is critical for better understanding the dynamics of presidential communication.

The use of lexical indicators in presidential discourse creates persuasive speeches that appeal to a wide range of audiences and influence public opinion. The analysis of speeches by J. Biden, D. Trump, and B. Obama demonstrates the use of unified language, collective pronouns, extreme adjectives, emotive language, and religious language in their speeches. Unified language emphasizes common identity and shared responsibility. Collective pronouns are extensively used, indicating inclusivity and shared ownership. Extreme adjectives are used to express admiration, approval, or enthusiasm for specific subjects or achievements. Emotive language, consisting of words that evoke strong emotions or vivid imagery, is a common feature of presidential speeches used to inspire confidence, optimism, and determination while addressing nation-wide concerns. Religious language is employed to appeal to moral principles and spiritual beliefs, with references to God and the Bible to underscore shared values and unity.

Politicians employ various grammatical means to enhance the effectiveness of their speeches. They use simple, compound, and complex sentences to convey ideas and maintain audience engagement. Modal verbs express determination, commitment, and expectation, while conditional sentences describe hypothetical situations and potential outcomes. The imperative mood urges listeners to take specific actions, emphasizing urgency or importance. Conditional sentences describe real or hypothetical situations, emphasizing the importance of specific actions. Fronting, tag questions, and cleft sentences highlight key points, engage the audience, and emphasize the main ideas of their speeches. These grammatical indicators contribute to the overall effectiveness of presidential addresses, enabling speakers to convey their messages clearly, persuasively, and memorably.

Stylistic indicators include a variety of rhetorical devices used by presidents to create persuasive, memorable, and emotionally resonant speeches. Anaphora is the most commonly used figure of speech in the analyzed speeches. It creates rhythm and evokes emotional responses. Metaphors are used to emphasize core values, future aspirations, and societal challenges.

Moreover, parallelism is often used in the presidents' speeches creating a balance and symmetry in the speaker's message, while enumeration provides a complex overview of a topic. Personification is employed by presidents to create emotional resonance to abstract concepts, making them relatable. Metonymy evokes complex ideas or institutions, while simile creates vivid imagery and highlights the strength and depth of the topic.

Furthermore, asyndeton conveys urgency in the analyzed speeches, while chiasmus adds complexity and sophistication, inviting audiences to reconsider assumptions. Presidents employ ellipsis in order to create suspense and add more dramatic patterns to their words, while alliteration enhances the speech's flow making them easy to comprehend. And antithesis highlights the tension between opposing forces, stimulating critical thinking and reflection.

J. Biden's inaugural address is a powerful description of the United States' essential values. The president emphasizes on such principles as unity,

determination, and resilience. He acknowledges the previous leaders and honours America's rich history and perseverance, encouraging patriotism and determination. He calls for unity and democracy, pointing out the potential of the country to overcome any obstacles through collective efforts.

Biden supports his views using a variety of manipulative strategies and tactics, such as inclusiveness, repetition, and call for authority. The president mentions not only historical figures, but also religious concepts, as well as national anthem, to highlight the sacrifices of previous generations. Biden employs universal phrases to assure the audience that he understands their difficulties and accepts responsibility for resolving them. In his speech, J. Biden strives to promote confidence, solidarity, and commitment in Americans.

He uses the manipulative tactic of inclusiveness to encourage solidarity, highlight the significance of cooperation as well as portray himself as a leader who is capable of guiding the whole nation to shared objectives. He carefully contrasts his vision with previous administrations, using the tactic of distancing. In this regard, he distinguishes himself from the elite while connecting with the challenges and ambitions of average Americans.

Trump supports his message of patriotism and fellowship using various tactics that include evasion of truth, immunization of statements, and appeals to authority. He focuses on open communication, honest discussion, and government accountability, appealing to broad principles of democracy. In his speech, he makes a strong emphasis on the needs of the nation.

B. Obama's inaugural speeches share topics of unity, perseverance, and the challenges facing American nation. In the first speech, Obama emphasizes the economic crisis and the need for unity and courage and highlights the importance of perseverance and teamwork in addressing critical issues. He extends a hand of friendship and cooperation to both Americans and the international community, stressing the diversity of the nation and common principles. Obama uses the tactic of inclusiveness to underline collective responsibility and resilience. Additionally,

the tactic of distancing is employed to distinguish between those individuals who doubt and those who trust in America's potential.

The second inaugural speech of the president focuses more on the enduring strength of the Constitution and the values of justice and equality. He acknowledges the challenges ahead and takes a more forward-looking approach, emphasizing future accomplishments rather than past concerns. He uses the tactic of repetition to point out the welfare and interests of the American people, strengthening the bond between the government and its citizens. Obama also appeals to the fundamental values outlined in the Declaration of Independence to underscore the critical value of equality and individual liberties that shaped the American spirit.

Overall, while both speeches share common themes and strategies, they reflect different priorities and contexts of Obama's presidency.

While this thesis has offered useful insights into political discourse in the United States, there are still various areas for additional investigation. Starting with a thorough examination of the effect of cultural and socioeconomic elements on political speech that may assist us better understand how language is used to persuade and manipulate. Moreover, adding multidisciplinary approaches from fields such as psychology, sociology, and communication studies may provide more nuanced information on the cognitive processes involved in creating and analyzing political communications. Also, in order to expand the scope of investigation, it is possible to include speeches by a wider range of political figures, as well as to study the role of developing digital platforms in shaping modern political discourse that could provide perspectives into changing rhetorical practices. Finally, ongoing investigation in these areas has the potential to improve the understanding of the complex relationship of language, power, and politics in the United States.

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SUMMARY

Вивчення політичного дискурсу є ключем до розуміння його впливу на суспільство і політику, особливо в Сполучених Штатах, де політичні лідери пропонують нові підходи та цілі. Актуальність дослідження полягає у вивченні політичного дискурсу як ключового чинника управління, формування громадської думки та соціальних змін.

Об'єктом дослідження є маніпулятивні прийоми, що використовуються в політичному дискурсі англomовними політиками.

Предметом дослідження є вербальні засоби комунікації, зокрема стилістичні прийоми, лексичні та граматичні засоби і прийоми маніпуляції, що використовуються для зміни сприйняття адресата.

Для розкриття мети магістерської роботи були вирішені наступні завдання: визначено поняття політичного дискурсу та явища маніпуляції в сучасній лінгвістиці; розкрито сутність маніпулятивного впливу на свідомість людини за допомогою мови; проаналізовано вербальні засоби комунікативного впливу на адресата в англomовних промовах політиків під час виборчих кампаній; показано конкретні приклади використання в англійській мові маніпулятивних стратегій і тактик, пов'язаних з виборчим процесом.

Політичний дискурс є важливим інструментом у формуванні суспільств і систем управління, сприяючи комунікації, переговорам і відносинам між владою та суспільством. Він інформує, здійснює вплив і формує громадську думку стосовно важливих тем. Політичний дискурс це стиль мови, що використовується в політичному контексті для обговорення розподілу владних повноважень, соціальних орієнтирів та ідеологічних поглядів. Він включає інформування, переконання, заохочення, вираження та поширення інформації, регулювання передачі інформації, підтримку політичних стратегій та зміну громадської думки. Політичне мовлення спрямоване на формування порядку денного, проєктування майбутніх і

минулих подій та створення мовленнєвої реальності, яка визначає, як суспільство сприймає політичних лідерів.

Персуазія в політичному дискурсі охоплює різні техніки, які використовують політики для впливу на громадську думку та рішення. До них належать емоційні заклики, побудова довіри, посилення на авторитети, логічна аргументація та посилення на соціальні норми. Ефективність комунікації підвищується за допомогою фреймінгу, чітких закликів до дії та повторення повідомлень. Прагматика має вирішальне значення у вивченні політичного дискурсу, оскільки вона інтерпретує приховані значення, невербальні підказки та культурні нюанси, покращуючи розуміння та сприйняття повідомлень. Використовуючи персуазію і прагматику, політики можуть долати комунікаційні перешкоди, здобувати підтримку і досягати своїх цілей у рамках демократичних принципів.

Маніпуляція — це форма соціального впливу, коли особа опосередковано нав'язує адресату власні цілі, які часто суперечать цілям і потребам адресата. Стратегії включають ухилення від правди, спотворення інформації, імунізацію висловлювань, модифікацію ілюктивної сили висловлення, групову ідентифікацію та структурування за релевантністю.

Президентський дискурс — це сукупність комунікативних методів, які використовують президенти для впливу на громадську думку, визначення політичних цілей і демонстрації свого авторитету. Його основними цілями є досягнення політичної потужності, формування суспільної думки та політичного результату. Президенти використовують різні жанри, включаючи урочисті звернення, передвиборчі промови, кризові комунікації, політичні заяви, прес-конференції та соціальні мережі, щоб впливати на громадську думку.

Президентські промови часто використовують лексичні індикатори для створення переконливих повідомлень, які резонують з різноманітною аудиторією. У роботі показані приклади промов Дж. Байдена, Д. Трампа та Б. Обама, які використовують уніфіковану мову, збірні займенники, сильні

прикметники, емоційну мову та релігійну лексику. Використання уніфікованої мови в їхніх промовах підкреслює спільну ідентичність і відповідальність, тоді як збірні займенники вказують на інклюзивність і спільну власність. Прикметники найвищого ступеня порівняння вживаються для вираження захоплення або ентузіазму щодо певних понять чи досягнень. Емоційна мова сприяє зміцненню впевненості та оптимізму, коли йдеться про загальнонаціональні проблеми, тоді як біблійні алюзії допомагають наголосити на моральних принципах та духовних переконаннях.

Політики використовують різні граматичні засоби для підвищення ефективності своїх промов. Вони використовують прості, сурядні та підрядні речення, щоб висловлювати ідеї та втримувати увагу аудиторії. Модальні дієслова виражають рішучість, зобов'язання та очікування, тоді як умовні речення описують гіпотетичні ситуації та потенційні результати. Наказовий спосіб використовується, щоб спонукати слухачів до конкретних дій, підкреслюючи терміновість або важливість. Розділові питання, інверсія (fronting) та окличні речення виділяють ключові моменти та виділяють основну думку промов.

До стилістичних засобів, які найчастіше використовуються у промовах президентів, належать анафора, метафора, паралелізм та перерахування. Крім того, персоніфікація, метонімія, порівняння, асиндетон, хіазм, еліпсис, алітерація, антитеза також використовуються для того, щоб створити промови, які запам'ятовуються, емоційно резонують, апелюють до широкого кола аудиторії та впливають на громадську думку.

В інавгураційній промові Дж. Байдена підкреслюються основні цінності Сполучених Штатів, серед яких єдність, рішучість і стійкість. Він визнає багату історію та наполегливість країни, заохочуючи патріотизм і рішучість. Байден використовує маніпулятивні стратегії, такі як інклюзивність, повторення і посилення на авторитет, щоб сприяти солідарності та єдності. Трамп використовує такі тактики, як ухиляння від правди та імунізацію, щоб встановити зв'язок із пересічними американцями.

У своїх промовах він приділяє велику увагу потребам звичайних людей. В інавгураційних промовах Б. Обама звучали теми єдності, наполегливості та викликів, що стоять перед нацією. У першій промові він наголошує на економічній кризі та необхідності єдності і мужності. У другій промові він підкреслює силу Конституції та цінності справедливості і рівності. Обидві промови відображають різні пріоритети і контексти президентства Обама.

A table of strategies and tactics of manipulation

Strategies	Tactics
evasion of truth	<ul style="list-style-type: none"> ● labeling ● glittering generalization ● transfer ● the use of neologisms
distortion of information	<ul style="list-style-type: none"> ● repetition ● hyperbolization ● reduction ● simplification of concepts ● default ● fraud ● fabrication of facts ● shredding the whole picture
immunization of statements	<ul style="list-style-type: none"> ● calling for authority ● use of universal expressions
modification of illocutionary power of utterances	<ul style="list-style-type: none"> ● categorical nomination ● non-categorical nomination
group identification strategy	<ul style="list-style-type: none"> ● inclusiveness ● distancing
strategy of structuring according to the principle of relevance	<ul style="list-style-type: none"> ● providing important information at the beginning and end of the message ● use of structures with implicit potential