

**Ministry Of Education And Science Of Ukraine
Taras Shevchenko National University of Kyiv
Educational and Scientific Institute of Philology
Department of English Philology and Intercultural Communication**

Bachelor's thesis

LANGUAGE PROFILE OF DONALD TRUMP

VIKTORIYA MYRONOVA, 

4th year student of the Education Program

'English Studies and Translation
and Two Western European Languages'

Field of science: 03 "Humanities"

Specialty: 035 "Philology"

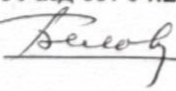
Supervised by:

Candidate of Philological Sciences,
Associate Professor in the Department of English Philology
and Intercultural Communication
Natalia Nesterenko

«Допущено до захисту»

Протокол засідання кафедри англійської філології
та міжкультурної комунікації

Протокол № 10 від 15. 04.2026

Зав. кафедри  д. філол. н., проф. Алла БЕЛОВА

Kyiv – 2026

АНОТАЦІЯ

Миронова В.О. Мовний профіль Дональда Трампа — Кваліфікаційна робота освітнього ступеня “бакалавр”.

Кваліфікаційна (бакалаврська) робота присвячена дослідженню мовного профілю Дональда Трампа як політичного діяча на основі ключових особливостей його публічного дискурсу. У роботі розглянуто теоретико-методологічні основи політичного дискурсу, охарактеризовано поняття мовної особистості та лінгвістичного профілю, досліджено специфіку американської політичної комунікації.

Проаналізовано лексичні, синтаксичні, риторичні та стилістичні особливості публічних промов, передвиборчих виступів та інавгураційних промов Дональда Трампа у період 2015–2025 років. Розкрито роль оцінної лексики, гіперболізації, паралелізму, повторів, метафори, іронії та прізвиськ-ярликів у конструюванні його комунікативного стилю, а також визначено ефективність спрощеної та емоційно насиченої мови як інструменту масового політичного впливу. У результаті аналізу загального функціонування політичного дискурсу Дональда Трампа та його стратегічної побудови визначено основні риси його лінгвістичного профілю, а також обґрунтовано, що його мовлення є не сукупністю спонтанних виборів, а цілісною комунікативною системою, орієнтованою на вплив широкої аудиторії.

Ключові слова: *лінгвістичний профіль, мовна особистість, політичний дискурс, Дональд Трамп, критичний аналіз дискурсу, оцінна лексика, риторичні прийоми, популістська риторика, американська політична комунікація.*

ABSTRACT

Myronova V.O. Language profile of Donald Trump. — Bachelor's degree qualification paper.

The bachelor's thesis is devoted to the study of Donald Trump's linguistic profile as a political figure based on the key features of his public discourse. The research examines the theoretical and methodological foundations of political discourse, characterizes the concepts of linguistic personality and linguistic profile and investigates the specific features of American political communication.

The study analyzes the lexical, syntactic, rhetorical and stylistic characteristics of Donald Trump's public speeches, rallies and inaugural addresses delivered between 2015 and 2025. Particular attention is paid to the role of evaluative vocabulary, hyperbole, parallelism, repetition, metaphor, irony and labelling nicknames in shaping his communicative style. The research also identifies the effectiveness of simplified and emotionally charged language as a tool of mass political influence.

As a result of analyzing the overall functioning of Donald Trump's political discourse and its strategic organization, the key features of his linguistic profile were identified. It is demonstrated that his speech should not be viewed as a collection of spontaneous linguistic choices but rather as a coherent communicative system deliberately designed to influence a broad audience.

Key words: *linguistic profile, linguistic personality, political discourse, Donald Trump, Critical Discourse Analysis, evaluative vocabulary, rhetorical strategies, populist rhetoric, American political communication.*

TABLE OF CONTENTS

INTRODUCTION	5
I. THEORETICAL FOUNDATIONS OF THE STUDY OF POLITICAL LEADERS' SPEECH	8
1.1. The Concepts of 'Linguistic Profile' and 'Linguistic Personality' in Contemporary Linguistics	8
1.2. The Specifics of American Political Discourse: Traditions and Transformations	11
1.3. Methods of Analysing Political Figures' Speech	14
CONCLUSION TO CHAPTER I	17
II. PECULIARITIES OF DONALD TRUMP'S POLITICAL DISCOURSE	19
2.1 Lexico-semantic level: use of evaluative vocabulary, hyperbole and precedent phenomena.	19
2.2 Syntactic Features: Parallelism, Repetition and the Use of Simplified Grammatical Structures as a Strategy of Accessibility.	34
2.3 Rhetorical techniques and stylistic devices: metaphor, irony, and labelling nicknames in speeches.	41
CONCLUSION TO CHAPTER II	49
CONCLUSION	51
RESOURCES	53

INTRODUCTION

Language is one of the strongest tools in politics. The way politicians talk, the words they choose, the rhythm of their sentences and stylistic devices they use shape the public perception just as much as the policies they advocate. In politics words are never neutral, they are a carefully planned way of influencing and persuading the audience.

Donald Trump is one of the most prominent people in political history whose way of talking sparked a lot of debate alongside significant linguistic interest of linguists, journalists and political analysts because of his expressive, emotional and truly unique character. His communicative style is characterized by simplified grammatical constructions, repetitive syntactic patterns, evaluative vocabulary, hyperbole, irony and frequent use of memorable labelling nicknames. These language characteristics help shape a distinct political character and enhance the reach of his messages to a wide audience. Therefore, examining Donald Trump's linguistic profile is important not only for linguistic research but also for understanding contemporary political communication in the United States.

The relevance of this research lies in the increased attention being paid to fields of political discourse. The language of politicians directly affects the awareness of the audience, media narratives and even the outcomes of elections. Donald Trump's communication style is of particular linguistic interest because he has violated many established rules of political rhetoric and proved the effectiveness of simplified and emotional language as a tool of major political influence. Researching the linguistic profile of Donald Trump contributes to better insight into the ways linguistic means affect political persuasion and public perception.

The aim of this study is to provide a full linguistic profile of Donald Trump based on the key features of his political discourse including lexical, syntactic, rhetorical and stylistic levels.

To achieve this aim, the following **research objectives** have been established:

- to address the concepts of "linguistic profile" and "language personality" in modern linguistics.

- to analyze the characteristic traits of American politics and their transformation within the modern media sphere.
- to consider what methods exist for the analysis of political discourse.
- to explore the lexical and semantic features of Trump's rhetoric - evaluative vocabulary, the use of hyperbole and precedent phenomena.
- to analyze the syntactic characteristics of his addresses, such as repetitions, parallelism and simplified grammatical structures.
- to consider the rhetorical and stylistic devices including metaphor, irony and labelling nicknames.
- to determine what makes Trump's linguistic features effective and how these features contribute to the formation of his political persona and campaign.

The object of this research is the political discourse of Donald Trump as reflected in his public speeches. **The subject** of the research is the lexical, syntactic, rhetorical and stylistic features that form Donald Trump's distinctive communicative style.

The research material includes transcripts of Donald Trump's public speeches, campaign rallies and presidential debates delivered during his political activity between 2015 and 2025.

The research methods include:

- Discourse analysis which involves analyzing political speeches in their social and communicative context with the goal to reveal persuasive political strategies.
- Lexical-semantic analysis comprises investigating evaluative vocabulary, hyperbolic and emotionally marked expressions and determining how word choice increases emotional influence and engagement.
- Syntactic analysis focuses on analyzing the grammatical and structural organization of speech.
- Stylistic analysis involves identifying rhetorical and stylistic devices such as metaphor, irony and labelling nicknames with the aim to explain the ways in which Donald Trump's communication style is formed.

- Comparative analysis encompasses comparing Trump's linguistic style with traditional political discourse models in the USA.
- Descriptive method is applied to classify and interpret the linguistic features found in the research material. This method helps to summarize the results of the analysis and provides insight into Trump's political discourse

Practical significance of this research is a contribution to political communication, discourse analysis and media studies. The findings are also valuable for undergraduate and postgraduate students specializing in political communication, as well as for contemporary linguists who study rhetorical strategies in political discourse.

Theoretical significance lies in its benefit for the study of political linguistics and language personality theory. The paper systematizes methods applied to analyzing political discourse and demonstrates how individual speech patterns can function as a strategic political tool. Additionally, it illustrates techniques and transformations peculiar to American political discourse throughout recent decades.

The structure of the thesis consists of an introduction, two chapters, general conclusions and a list of references. The first chapter provides the theoretical background of the research while the second chapter provides an in-depth analysis of Donald Trump's speeches. Each chapter ends with its own summary.

I. THEORETICAL FOUNDATIONS OF THE STUDY OF POLITICAL LEADERS' SPEECH

1.1. The Concepts of 'Linguistic Profile' and 'Linguistic Personality' in Contemporary Linguistics

The examination of language as a representation of personal identity and societal status has recently become a key focus in modern linguistics. In recent decades, researchers have shifted from solely structural analyses of language to investigate how speech patterns reveal the identities of speakers including their backgrounds, beliefs, in-group collaboration and social intentions. Two linked ideas have shown to be especially valuable for this type of investigation: the wider theoretical framework of *linguistic personality* and the term *linguistic profile*. Although these terms are often used interchangeably, they refer to different aspects of the same phenomenon and are worth distinguishing carefully. A clear understanding of both is essential before moving to the examination of the political figure of Donald Trump.

The notion of linguistic personality encompasses the idea that each speaker has a unique and recognizable way of using language - a set of consistent communicative tendencies that show their identity, principles and connection to society. In Western linguistics, this idea is rooted in the sociolinguistic tradition that developed from the second half of the twentieth century. The sociolinguistic viewpoint supports the hypothesis that language varies according to social context, speakers use language to construct a targeted identity and linguistic choices reflect status, gender, ethnicity, solidarity etc. The foundational idea is that differences in language are not random but rather structured in ways in which speakers position themselves and construct social and individual identity. [22;29;35]

In *An Introduction to Sociolinguistics* (2013), Janet Holmes states that speakers consistently make different lexical, grammatical and stylistic choices based on who they are, who they are speaking to and what social roles they occupy. Thereby, these choices are intentional and systematic and they make each speaker recognisable as a truly unique individual. [22]

A significant change in the study of linguistic personality was the shift away from treating identity as a fixed, permanent attribute of the speaker. Earlier sociolinguistic research often linked certain language features to social categories such as class, gender or ethnicity. However, recent studies suggest that identity and therefore linguistic personality are not something that individuals merely have but rather something they produce and express through language.

This perspective is reinforced by Mary Bucholtz and Kira Hall in their article *Identity and Interaction: a sociocultural linguistic approach* (2005) who propose that identity is created through the way people use language, not something that already exists before interaction. This implies that a person's linguistic personality is not static but instead dynamic and flexible, implying that it constantly changes and develops over time through conversations and interactions with others.[10] This perspective is reinforced by *Language and Identities* by Carmen Llamas and Dominic Watt (2010) who similarly emphasise that identity is multi-layered and variable and is shaped through the communicative context just as much as by the speaker's attitude. [29]

The *Routledge Handbook of Language and Identity* (2016), one of the most comprehensive surveys of the field, further develops this view by showing that linguistic identity complex and one again multi-layered phenomenon. All of a person's choices from vocabulary to rhetorical framing are crucial in shaping how language users are perceived by others and how they perceive themselves.[35]

Collectively, these viewpoints characterize linguistic personality as a concept that is socially rooted and realized through discourse: it is not a persistent internal attribute of a person but rather a distinguishable pattern of language use that mirrors and shapes the speaker's identity within the social sphere.

The idea of linguistic profile is different from linguistic personality in terms of its origins and its purpose. A linguistic profile is a systematic description of the recurring features of a particular individual's language use - the lexical preferences, syntactic patterns, pragmatic strategies and rhetorical tendencies that characterise their discourse across different texts and situations.

While linguistic personality is a theoretical concept that describes how a person uses language as part of their identity which usually encompasses thinking style, values and culture, a linguistic profile is an analytical description made by a researcher based on recurring patterns, keywords and communication strategies as identified through close examination of texts, speeches etc. made with the aim to construct a comprehensive portrait of the speaker. Thus, the linguistic profile reflects the observable features of a speaker's linguistic personality which makes the two concepts complementary.

The linguist Paul Chilton describes in *Analysing Political Discourse: Theory and Practice* (2004) how political speakers systematically use framing, in-group and out-group dynamics and various other techniques, such as references to people and institutions, to shape how the public understands politics. When these techniques are consistently applied, a politician's linguistic behavior forms a profile that scholars can analyze.[12]

The central argument of Norman Fairclough's (1989) *Language and Power* is that linguistic choice is never ideologically neutral, since language reflects and reproduces existing world views, power relationships and social classes. Therefore, a politician's habitual use of language reveals their ideological views and can be observed in their style, as demonstrated by the patterns in a typical politician's language. The choice of metaphors, how a politician addresses their audience and their favoured vocabulary are all at the same time indicative of their political identity and the ideology to which they are aligned.[17]

Overall, the ideas of linguistic personality and linguistic profile are interrelated and enhance each other. The former offers the theoretical basis - the realization that language usage carries identity and holds social significance. The latter provides the methodological tools to investigate this in action, through thorough examination of a speaker's output. Collectively, they form the analytical foundation of the current research, which seeks to create a comprehensive linguistic profile of Donald Trump by analyzing the distinctive traits of his public communication.

1.2. The Specifics of American Political Discourse: Traditions and Transformations

Political discourse in the United States has always held a unique role within Western democratic communication. Influenced by constitutional protections for free expression, a decentralised federal structure and a strong tradition of open public debate, American political language has evolved with its own clear rhetorical styles, communication practices and historical developments. Examining these traditions along with the significant transformations they have undergone during the late twentieth and early twenty-first centuries is crucial for grasping modern political speech, particularly that of the USA.

Fundamentally, political discourse refers to the use of language in political contexts: speeches, debates, press briefings, campaign rallies etc. with the goal of gaining, maintaining or exercising political power. Paul Chilton in *Analysing Political Discourse: Theory and Practice* (2004) emphasizes that politics is not merely a point in speech that gets articulated in words; instead, political reality is largely shaped by language itself. This indicates that the language politicians select, the manner in which they present issues and the rhetorical techniques they employ are not merely stylistic decisions - they fundamentally influence how individuals perceive the world that surrounds them. [12]

Isabela and Norman Fairclough in *Political Discourse Analysis: a method for advanced students* (2012) have vividly demonstrated that discourse both reflects and reinforces social and political power structures - a principle that makes linguistic analysis an essential tool for the comprehension of political discourse.[16]

The tradition of public political speech has been vital throughout American history. From the Lincoln-Douglas debates which represented the era of perhaps the highest oratory performance to Franklin D. Roosevelt's fireside chats which had remarkable influence, it can be concluded that American culture has always been an example of strong, persuasive oratory that serves as a mark of good leadership.

Roderick. P. Hart in *American Eloquence: Language and Leadership in the Twentieth Century* (2023) observed how this rhetoric changed during the 20th century

mainly due to the appearance of new communication technologies such as radio and television which became mediums for public discourse. With the emergence of these technologies, political speech eventually shifted away from the formal, elaborate speech of the 19th century to the more conversational, personal and direct kind of public address. Politicians were required to adapt their addresses. Instead of addressing huge crowds of citizens in public gatherings, they had to learn to speak privately with the audience watching TV in their homes. Perhaps one of the greatest transformations in American political communication had to do with the shift toward intimacy and directness as a result of technological advancements.[20]

Another persistent feature in American political discourse is the celebration of national identity. The United States is presented as a special country with a distinct democratic mission in the speeches of numerous presidents over time and across political party lines. Roderick P. Hart points out that presidents often employ symbolic words such as freedom, opportunity and shared purpose that politicians use to connect with audiences and legitimize their policies. Although the exact form of this national narrative varies from one speaker to another, references to American identity continue to function as a consistent rhetorical device. [20]

Meanwhile, the US political world has also transformed in many ways recently, especially after the rise of cable TV, twenty-four-hour news cycles and more recently blogs and social media. In the modern US media sphere, politics is much more focused on catchiness, shortness and emotional engagement. Alan Partington in *The Linguistics of Political Argument: The Spin Doctor and the Wolf-Pack at the White House* (2003) describes the language of modern political discourse in the US as a spin - the strategic use of framing and language to shape public opinion, often prioritizing emotional impact over factual accuracy.[34]

Another factor tightly linked to these developments is a concept that Jennifer Kavanagh and Michael Rich refer to as Truth Decay which stands for the degradation of the role of facts and evidence in public life and policymaking as the line between factual reporting and opinion becomes more and more blurred. Their research shows that the line between facts and opinions is becoming less clear because media sources

are more divided, trust in institutions is decreasing and political polarisation is increasing. As a result, political discussions are changing, since politicians can now use emotional or even misleading language without needing strong evidence to support their claims.[25]

This does not mean that facts have disappeared from political discourse entirely though, but it does mean that they compete on a much more unequal playing field with rumour, exaggeration and outright lies. The 2016 and 2020 presidential campaigns are often seen as examples when this trend became much stronger and more noticeable.

What is also worth mentioning is the growing prominence of metaphor and populist discourse. Jonathan Charteris-Black notes in *Analysing Political Speeches: Rhetoric, Discourse and Metaphor* (2018) that metaphor is a key cognitive instrument through which the electorate can understand and react to political issues. For example, calling immigration an invasion creates a much stronger emotional reaction than simply referring to it as a challenge.[11]

It is also worth noting that populism has grown considerably in the twenty-first century, especially through rhetoric that divides society between the people and a corrupt or out-of-touch elite. Although populism has always existed in American politics, its intensity and acceptance among mainstream political figures have increased significantly in recent years.[9; 15]

In summary, American political discourse can be understood as a field that has developed over time through the influence of traditional political rhetoric, changes in technology and media and growing political polarisation. These factors affect how politicians communicate and how their messages are perceived by the public. The shifts in political discourse described above are crucial for understanding how such a political figure as Donald Trump managed to develop a unique, influential and effective communication style which will be analysed in depth in the practical section of this thesis.

1.3. Methods of Analysing Political Figures' Speech

Analysing the speech of political figures involves a combination of theoretical frameworks and practical analytical tools. Over the past few decades, linguistics and discourse studies have developed a range of methods specifically suited to examining how language functions in political contexts. This section outlines the main approaches to analysing political discourse namely - Critical Discourse Analysis, rhetorical analysis, corpus-based methods and sociolinguistic approaches to style and identity.

Among the most established theoretical paradigms in this area is Critical Discourse Analysis, also referred to as CDA developed primarily through the works of Norman Fairclough and Teun A. van Dijk. CDA starts with the proposition that language is never linguistically neutral but is related to ideology and social practice. Instead of focusing only on grammar and meaning, CDA seeks to explore the hidden intentions and wider social impact of communication. It focuses on the way words, structures and communication strategies can shape public opinion, reinforce authority or influence social relationships. CDA involves closely examining texts, speeches, interviews or media content to comprehend how language mirrors power, ideology and social dynamics. [41]

As proposed by Van Dijk, there exists an ideological square, a pattern in political speech where leaders emphasize the positive aspects of their supporters while criticizing political opponents. Trump's political discourse follows this pattern, focusing heavily on positive characterization of his base while denouncing those who disagree with him. Norman and Isabela Fairclough even further expanded CDA to emphasise how politicians construct arguments. This approach is particularly useful for examining how Trump frames political problems and justifies his arguments. [16]

The second most commonly used method for analysing political speeches is rhetorical analysis. It is considered to be one of the oldest methods for studying persuasive speech. Aristotle was the one who pioneered this type of analysis and categorized persuasion into three ways: ethos (which focuses on building the speaker's credibility), pathos (which emphasizes emotional appeal to the audience)

and logos (which presents the argument as a logical appeal). Rhetorical analysis examines how political figures use rhetorical strategies like repetition, contrast and exaggeration to influence audiences, build rapport and evoke strong feelings. It can be applied to the analysis of both individual speeches and to politician's general manner of public speech.

Pragma-dialectical argumentation analysis is a method of analysing arguments and discussions and was developed by Frans H. van Eemeren and Rob Grootendorst at the University of Amsterdam. This framework treats political speech as a rational debate and tests how well arguments meet logical standards. It is especially useful for spotting misconceptions, misleading arguments and persuasive tricks. The term *strategic manoeuvring*, which describes how speakers attempt to appear reasonable while yet being convincing, was also proposed by Van Eemeren and Rob Grootendorst. This makes the method particularly useful for analyzing politicians who frequently combine claims to common reason with emotional appeal.[42]

In contrast, Systemic Functional Linguistics (SFL), primarily developed by M. A. K. Halliday is largely a grammatical approach. SFL deals with issues such as how transitivity choices, modality and sentence patterns reflect the speaker's worldview. Saying mistakes were made, for instance, as compared to I made mistakes, hides responsibility through passive voice. It is an omission that SFL will identify and describe. In addition, SFL is often paired up with CDA since the first provides deep grammatical analysis whereas the second interprets the social and ideological meaning behind it. [18]

Finally, there exist Corpus Linguistics Methods which include analysing large quantities of texts using computer tools to find patterns and frequencies that close reading of separate texts would never allow to detect. These methods enable scholars to study political discourse in a more reliable and detailed way. Modern computer tools can help identify individual keywords, track the frequencies of particular words and analyse patterns of repeated words.

Tatiana Szczygłowska in the article *Exploring Obama's and Trump's political discourse through the lens of wordlists, keywords and clusters* (2020) compares

Obama's and Trump's political rhetoric using keyword and cluster analysis to show how their language differs in their structure and vocabulary. This study suggests that particular language features are not random but form consistent patterns that reflect each speaker's unique style and rhetorical choices. Therefore, it can be concluded that analysing large amounts of data proves to be more reliable and representative of a person's particular language features.[40]

All of the above mentioned methods of CDA, rhetorical analysis, pragma-dialectical argumentation analysis and systemic Functional Linguistics analysis (SFL) will be used together. CDA will provide the overall way of understanding how Trump's language connects to power and ideology.

Rhetorical analysis will focus on the methods Trump appeals to the targeted audiences, pragma-dialectical argumentation analysis will critically analyze his logic and organization of arguments. SFL will aid to closely analyse grammatical features of his argumentation and the corpus-based findings will give the study broader statistical coverage.

CONCLUSION TO CHAPTER I

The first chapter provided some of the main theoretical and methodological concepts that form the background to the linguistic analysis of Donald Trump's political communication. First, the core notions of linguistic personality and linguistic profile were examined. Next, attention was focused on the general features of American political discourse and how the communication practices of politicians evolved. Finally, a brief description of the most common methods for studying political discourse was provided.

The first section defined two primary concepts of the study: linguistic personality and linguistic profile. Based on Janet Holmes *Introduction to Sociolinguistics* (2013) linguistic personality denotes the unique manner in which people utilize language, showcasing their identity, principles and social connections through habitual selections in vocabulary, grammar, and style. Nevertheless, as proposed by Bucholtz & Hall in their article *Identity and Interaction: a sociocultural linguistic approach* (2005) identity and linguistic personality are not static but rather fluid, constantly influenced by language usage.

A linguistic profile, on the other hand, serves as a research instrument that outlines consistent characteristics of a speaker's language, including lexical, syntactic, pragmatic and rhetorical patterns. According to Paul Chilton and Norman Fairclough, such patterns are always imbued with ideology, particularly in political language. The two ideas are interdependent: linguistic personality gives the theoretical basis whereas linguistic profile presents the methodical way to examine it.

The second section examined the broader context of Trump's language, specifically the evolution of US political discourse. While American politics historically valued persuasive public speaking as a leadership trait, this has changed considerably. Factors like social media, weakened traditional media, and put an emphasis on emotional arguments over facts while linguistic polarisation reshaped political communication. A key concept illustrating this is *Truth Decay* which signifies the erosion of shared factual ground in public debate. Understanding this broader context

is important because Trump's communication style can be seen both as a result of and a reaction to these particular historical developments.

The third section outlined five analytical methods that will be applied in the practical part of this thesis. Critical Discourse Analysis provides the main framework for examining language in relation to power and ideology. Rhetorical analysis focuses on how persuasion is constructed through ethos, pathos and logos. Pragma-dialectical argumentation analysis allows for the evaluation of how arguments are built and where they fall short of rational standards. Systemic Functional Linguistics offers tools for close grammatical analysis, particularly around transitivity and modality. Finally, corpus methods provide a quantitative basis for identifying systematic patterns across a larger body of texts.

When combined, the theories and approaches covered in this chapter offer a strong basis for the analysis that follows. The notion that political language does much more than only convey facts is a fundamental theme that unites all three sections. It also contributes to the formation of identities, the expression of ideologies and the shaping of people's perceptions of reality and political developments. The following chapters' analysis of Donald Trump's language style will be guided by this viewpoint.

II. PECULIARITIES OF DONALD TRUMP'S POLITICAL DISCOURSE

2.1 Lexico-semantic level: use of evaluative vocabulary, hyperbole and precedent phenomena.

This chapter aims to analyze the linguistic peculiarities of Donald Trump's public speeches delivered between 2015 and 2025. A corpus of texts representing key moments in his political career has been selected for this purpose, namely his presidential announcement speech (2015), both inaugural addresses (2017 and 2025), the Mount Rushmore speech (2020), the 2024 election victory speech and several rally speeches. Together, these texts span a full decade of political communication, making it possible to identify both stable patterns and changes in Trump's linguistic behaviour over time.

To ensure a systematic and well-grounded analysis, his discourse has been examined on three levels: lexical-semantic, syntactic and rhetorical-stylistic. At the first level, the focus is placed on evaluative vocabulary, hyperbole and precedent phenomena. At the syntactic level, attention is drawn to such patterns as parallelism, repetition and the use of simplified grammatical constructions. Finally, at the rhetorical-stylistic level, metaphor, irony and labelling nicknames are examined as tools of political persuasion and opponent discrediting. Each level of analysis is supported by specific textual examples drawn from the corpus which contributes to the reliability and objectiveness of the research.

The lexico-semantic level is widely regarded as the primary site at which political meaning is constructed and contested. It is through word choice, above all, that speakers position themselves ideologically, frame events and orient audiences toward particular interpretations of reality. As Norman Fairclough argues in *Language and Power* (2001), lexical selection is never ideologically neutral: every choice between available synonyms or formulations carries evaluative weight and encodes a particular representation of the world. [17]

Paul Clinton, in *Analysing Political Discourse: Theory and Practice* (2004), similarly emphasises that political language constantly exploits the evaluative

potential of the lexicon to construct an opposition between ‘self’ and ‘other’, aligning positive values with the speaker’s camp and projecting negative ones onto opponents.[12]

Against this theoretical backdrop, three lexico-semantic phenomena prove especially relevant to the analysis of Trump’s public speeches. Evaluative vocabulary which includes lexical items carrying positive or negative connotations - is the most direct vehicle of ideological positioning, allowing the speaker to praise, condemn and categorise within a single statement. Hyperbole, the deliberate and sustained exaggeration of scale or significance has been widely documented as a defining Trump’s rhetorical style and functions to intensify evaluative claims and a permanent emotional urgency in his audience.

Precedent phenomena refers to culturally significant names, slogans and allusions that invoke a shared symbolic and historical fund - enable the compression of complex ideological content into instantly recognisable references, reinforcing group identity and bypassing the need for explicit argumentation.

These three phenomena do not function independently. In practice, they interact as an integrated system in which evaluative judgments are intensified through exaggeration and grounded in collective memory via past examples. It is this combined effect - high emotional intensity, sharp moral polarisation and constant appeal to shared cultural codes, that gives Trump’s language its distinctive character.

The most striking feature of Trump’s lexico-semantic system is the radical polarisation of his evaluative vocabulary. From the opening minutes of his presidential announcement speech delivered at Trump Tower on June 16, 2015, his lexicon divides the world into two sharply opposed categories: a positively evaluated field associated with himself, his supporters and his vision for America and a negatively evaluated domain which includes political opponents, foreign competitors and existing institutions. The speaker actively constructs a divided worldview structured around binary oppositions such as strength vs weakness, success vs failure and us vs them. This binary structure is not incidental but systematic and it persists across every topic of the speech.

The pejorative side of Donald Trump's evaluative vocabulary is predominant and remarkably rich. Negative lexical items cluster around three main targets: political opponents and the political class as a whole, existing American institutions and policies and foreign countries and their leaders. The first target is the political class, evaluated through terms foregrounding intellectual inadequacy. *Stupid* and its derivative *stupidity* appear several times throughout the speech - a notable concentration for a single lexical root. These words are directed exclusively at U.S. political leadership.

"How stupid are our leaders? How stupid are these politicians to allow this to happen?" "How stupid are they?" (00:16:26 - 00:16:34) *"They are laughing at us, at our stupidity."* (00:01:33-00:01:47) This triple rhetorical question strengthens the negative evaluation by using a syntactic structure that makes the question seem impossible to answer and the conclusion obvious. Politicians as a group are characterised through a sustained pattern of intellectual and moral degradation: they are described as *"politicians are all talk, no action"* (00:08:40-00:08:55), as people who *"don't know what they are doing"* (00:06:54-00:07:24) and *"they don't have a clue"*, *"they can't lead us"*, *"they can't even answer simple questions"*(00:29:51-00:30:05). [48; 56]

Particularly notable is the repetition of the noun *losers* which functions as a blunt, stigmatizing label: *"We have losers. We have losers. We have people that don't have it. We have people that are morally corrupt. We have people that are selling this country down the drain"* (00:37:37-00:37:49). The use of intellectual rather than moral pejoratives is rhetorically important because it presents the political issue not simply as corruption, but as incompetence, while portraying Trump's business skills as the necessary solution.[48; 56]

The second target is existing policy and national conditions. Here the dominant pejorative is disaster and its derivative disastrous applied to Obamacare, the Iran deal, Common Core educational standards and U.S. foreign policy more broadly. *"We have a disaster called the big lie: Obamacare."*(00:07:29-00:07:36), *" It's a disaster, and we have to protect Israel."* (00:17:18-00:17:27), *"LAX...disaster."*

(00:43:24-00:43:38). The repeated use of this high-frequency negative term across different policy areas creates a unified narrative in which America's problems are presented as the result of ineffective leadership and therefore solvable through a single solution.[48; 56]

Terrible and *horrible* serve as secondary pejoratives within this cluster to describe the state of the economy and the results of negotiations, respectively. "*That is a terrible story. I hate to hear it.*"(00:22:32-00:22:39), "*GDP below zero, horrible labour participation rate*" (00:05:46-00:05:59). Both terrible and horrible are strategically employed by Donald Trump to emphasise crises and failures, particularly in the fields of the economy, trade and national security thus functioning as powerful rhetorical tools of persuasion. [48; 56]

The third target is evaluated through a truly distinctive cluster of aggressive process verbs rather than adjectives. Foreign nations, primarily China, Mexico and Japan are assessed through the verbs: *to beat*, *to kill*, *to rip*, *to take*, *to destabilize*, *to destroy* etc. "*They are beating us economically.*" , "*They are killing us economically.*" (00:01:33-00:01:47), "*They are ripping us.*"(00:21:21-00:21:39), "*So they come in, they take our jobs, they take our money, and then they loan us back the money*", (00:16:06-00:16:26) "*You are going to totally destabilize the Middle East.*"(00:03:33-00:04:19), "*It is destroying our country.*" (00:12:16-00:12:40). [48; 56]

This lexical choice is important because, unlike negative adjectives used for political opponents, these verbs present foreign politicians as aggressive actors and the United States as a passive victim. As a result, the speech creates an implicit predator-victim framework through its narrative structure. "*much smarter than our leaders*"(00:21:00-00:21:21), a formulation that combines praise for the foreign leader with a condemnation of American leadership, thereby both evaluations serve the same argumentative purpose.[48; 56]

A particularly important feature of Trump's evaluative vocabulary is its informal register. Most of the pejorative terms, such as *stupid*, *losers*, *hack*, *junk*, *crass* and *crap* come from everyday colloquial English rather than formal political language.

This use of informal speech reflects a deliberate rejection of elite political discourse and helps him identify with ordinary citizens. By speaking like an ordinary person instead of a traditional politician, Trump strengthens his populist image as a plain-speaking outsider opposed to a corrupt political elite.

***Negative evaluation vocabulary in Trump's 2015 announcement speech**

Word / word family	Occurrences
disaster / disastrous	6
kill / killing	5
beat / beating	5
stupid / stupidity	4
horrible	4
bad	4
terrible	3
weak/weaker	3
no clue	3
traitor	2
overrated	2
loser/losers	2
corrupt	2
dying	2
useless	2
ripping us	2
laughing at us	1
dead	1
destructive	1
obsolete	1
laughable	1
unsalvageable	1
scary	1

Word / word family	Occurrences
illegal	1
bloated	1
nonsense	1
incompetent	1
eating us up	1

On the meliorative side, Trump's vocabulary is notably limited in scope but exceptionally high in frequency. Throughout the speech, a small set of adjectives such as *great*, *wonderful*, *good*, *nice*, *successful* and *talented* is repeated. The positive evaluative vocabulary performs a crucial rhetorical function: it shapes Trump's alternative vision of American greatness and serves as a primary vehicle for his self-representation as a uniquely qualified candidate.

The dominant finding of the research on positive evaluative vocabulary is the overwhelming frequency of the word *great* which is primarily attached to Trump himself, his family, his business record, his allies and his prospective policies. "*Truly great leader*" (00:12:34-00:13:01), "*Evanka did a great job. Did she do a great job?*" (00:31:25-00:31:43), "*I ventured into Manhattan and did a lot of great deals... I did a lot of great deals.*" (00:33:57-00:34:15), "*Great state, great people*" (00:22:41-00:23:03), "*...take this country and make it great again.*" (00:14:09-00:14:25). Most importantly, by the end of the speech, the word *great* accumulates such evaluative saturation that its mere mention functions as a marker of political alignment rather than a specific descriptive claim and transforms into a political programme. The phrase "*Make America Great Again*" becomes a brand identifier strongly associated with Donald Trump's efforts to restore the US to its former glory.[48; 56]

In Donald Trump's rhetorical style, another continually repeated adjective is *wonderful* which functions as a high-intensity evaluator and denotes personal sympathy as well as aids to paint an idealized future or perfect past. "*It's great to be*

in a wonderful city, New York." (00:00:03-00:00:24) The usage of the adjective *wonderful* at the beginning of the speech helps to establish rapport with the local audience. *"And I hear my fellow Republicans. And they're wonderful people. I like them. They all want me to support them. They don't know how to bring it about."* (00:08:55-00:09:21). This is one of the key rhetorical strategies in Trump's discourse: commenting on an individual's character prior to criticizing their competence. By describing the person as *wonderful*, he protects himself from possible accusations of being too harsh or unfair. [48; 56]

"I love my life. I have a wonderful family." (00:14:25-00:14:39). Trump often emphasises having a wonderful family as a foundational element of a successful individual. It presents his candidacy not as a personal need, since his life is already shown as successful, but as a selfless dedication to the country. [48; 56]

In the linguistic profile of Donald Trump there is such a word as *good* that considerably contrasts with previously mentioned adjective *great* and functions to clearly distinguish between his leadership and his achievements which are *great* and organizations, people, deals and plans that are cooperative and morally acceptable in his framing as *good*. *"And some, I assume, are good people"* (00:01:56-00:02:28) In this statement the adjective *good* functions as a linguistic disclaimer to prevent a generalized negative inference during his controversial comments on immigration.[48; 56]

"Ford. Good company." (00:23:16-00:23:40). Here, Trump acknowledges Ford's reputation as a well-established American brand. However, he immediately criticizes the company's 2.5 billion dollars investment in Mexico. *"They had a plan that was good. They have no plan now. "* (00:10:44-00:11:14). Donald Trump strategically uses the word *good* to indicate to the audience what the American society has lost and deliberately creates a feeling of nostalgia. [48; 56]

In contrast to the conventional political preference for humility, Trump uses the word *proud* to legitimize personal success and foster emotional alignment with his audience. It in turn reframes ego as a form of patriotism and personal virtue of the politician. *"Look at my family. I'm proud of my family."* (00:31:15-00:31:25). *"I'm*

proud of my net worth. I've done an amazing job." (00:33:17-00:33:22). In these instances, the adjective *proud* serves as a means of projecting positive emotional states onto others which encourages the audience to share in and internalize this evaluative stance. [48; 56]

Finally, in order to motivate the audience and to illustrate the nation's capacity, scale and strength, Trump uses the word *tremendous*. He strategically makes the audience feel powerful and undervalued by the current leaders by indicating: "*Our country has tremendous potential. We have tremendous people.*"(00:15:11-00:15:16) Donald Trump identifies a selected group as high-performing individuals and constructs himself as the only figure capable of unlocking this collective potential strength.[48; 56]

An important observation is that in contrast to *tremendous*, Trump actively uses the word *talented*. However, this adjective is reserved only for specific individuals, especially those associated with success, expertise and high performance. It is less about the masses and more about expert ability. "*...the General Services, who are terrific people, by the way, and talented people, they wanted to do a great job.*" (00:42:51-00:43:07). Here, *talented* operates as a marker of elite competence and is applied to a specific institutional group rather than the general public. [48; 56]

***Positive evaluation vocabulary in Trump's 2015 announcement speech**

Word / word family	Occurrences
great	28
good	6
wonderful	6
proud	5
nice	5
best	5
successful	3
tremendous	3

Word / word family	Occurrences
beautiful/gorgeous	2
thriving	2
smart	2
amazing	1
talented	1

Linguistic research has long benefited from studying political rhetoric, especially with regard to the strategic deployment of figurative language. One of the most notable devices is hyperbole which is defined as the deliberate exaggeration that serves to persuade the audience or create a strong impression instead of being understood literally. In CDA (Critical Discourse Analysis), hyperbole is not merely seen as a stylistic device but rather as an ideologically loaded tool that shapes social reality, public interpretation of political events and legitimizes political action.

Donald Trump's 2017 Inaugural Speech was selected for analysis because it contains many hyperboles that shape audience perception and strengthen persuasion. The speech is built on a repeated contrast between exaggerated descriptions of national decline and amplified promises of recovery, presenting the United States as being in crisis and Trump as the leader capable of saving it.

"Rusted-out factories, scattered like tombstones across the landscape of our nation." (00:05:02-00:05:51) The exaggeration in *scattered ...across the landscape of our nation* implies the scale of industrial decline by presenting it as alarming and widespread. This overstatement is intended to intensify the severity of the situation and create a sense of national crisis. Furthermore, hyperbole is thoughtfully combined with metaphor *like tombstones* to construct a powerful representation of economic deterioration. The speaker frames deindustrialization as a symbol of death of the nation's past prosperity and encourages the audience to interpret the situation as urgent therefore showing the need for decisive political involvement. [54; 62]

"This American carnage stops right here and stops right now." (00:05:51-00:06:54) The phrase relies heavily on a combination of hyperbole and metaphor to form a

forceful narrative of complete crisis. *Carnage* belongs to the semantic field of mass violence and is applied in this phrase to represent a wide range of social, economic and political problems all over America. However, it functions hyperbolically by overstating the severity of these issues and putting them to urgent national emergency. The declarative structure *stops right here and stops right now* places the speaker in the position of the only decisive politician capable of ending the crisis immediately and thereby again strengthening Trump's position. [54; 62]

"I will fight for you with every breath in my body." (00:09:10-00:09:31) This hyperbolic phrase emphasizes the speaker's total dedication to American society and willingness to sacrifice himself for the public. By portraying his commitment as absolute and constant, Trump strengthens his authority and moral right to act on behalf of the people. [54; 62]

"From mountain to mountain, from ocean to ocean, hear these words: you will never be ignored again" (00:15:25-00:15:43) Not a single speech can literally cover all mountains and oceans, so the expression emphasizes absolute attention and omnipresence of authority. The speaker uses hyperbole and metaphor to exaggerate the reach of their attention to all regions and people. The promise to never make citizens feel ignored makes the audience feel seen and valued therefore increasing loyalty and trust towards the speaker. [54; 62]

"The wealth of our middle class has been ripped from their homes" (00:07:31-00:08:13) The verb *ripped* is abrupt, violent and physical. Hyperbole is applied here to dramatize economic decline which requires immediate intervention. The hyperbole evokes sympathy for middle-class citizens affected by economic injustice, including job loss, foreclosure, and inflation. [54; 62]

Alongside evaluative vocabulary and the use of stylistic devices, Trump's speeches exhibit a consistent reliance on precedent phenomena - culturally loaded units that activate shared knowledge between the speaker and the audience and function as an efficient tool of persuasive communication. Examples of these units include well-known names, quotations, historical events and texts which are stored in the cognitive base of a language community and are easily recognizable by its members.

Their usage in discourse allows the speaker to evoke shared background knowledge, to stimulate associative thinking and to intensify the emotional impact of the message.

In political discourse, precedent phenomena serve an important strategic function. They help politicians simplify complex ideas, strengthen ideological messages and connect with audiences through familiar cultural references. Because these references already carry shared meaning, speakers can communicate more effectively and add greater depth to their statements. In addition, precedent phenomena act as a framing device by linking current events to historically or culturally significant moments, shaping audience perception and influencing evaluative judgments. As a result, such elements contribute to the linguistic profile of a political leader and reveal their communicative strategies and ideological position.

Donald Trump's rhetoric actively employs different categories of precedent phenomena with particular emphasis on references to American history, Biblical narratives and elements of popular culture. Precedent phenomena as such do not merely function as a stylistic decoration but rather a purposeful persuasive strategy integral to Trump's broader communicative identity. The reliance on precedent phenomena allows the speaker to both foster a sense of shared identity with the audience while making the political decisions seem more credible by connecting them to well-established cultural values.

Donald Trump's Mount Rushmore address of July 3, 2020 is a remarkably rich speech for the analysis of precedent phenomena in political discourse. Delivered at one of America's most important locations, the speech relies heavily on references to the past - the Founding Fathers, the Civil War, the Civil Rights movement as well as various well-known American figures in order to support and legitimize his current political arguments. These references frame modern conflicts as a continuation of earlier American struggles. As a result, the speech demonstrates how political leaders use appeals to the past to construct authority and national identity.

To begin with, it is worth noting that Trump infuses his speech with mentions of precedent anthroponyms whose cultural and historical authority function as a form of

implicit argumentation. The mere invocation of such a name is intended to transfer its cultural prestige onto the speaker's ideological position. The four faces of Mount Rushmore - George Washington, Thomas Jefferson, Abraham Lincoln and Theodore Roosevelt form the structural and semantic core of the speech. Each figure is presented through a carefully selected biography that emphasizes traits supporting the speaker's rhetorical goals. As a result, Washington is portrayed as a symbol of self-sacrifice, military virtue and republican restraint.

Trump narrates Washington's crossing of Delaware to present endurance and courage as foundational American values. "*George Washington did not claim power but simply returned to Mount Vernon as a private citizen.*" (00:15:51) [51; 60]

Thomas Jefferson is depicted as the architect of rights and liberty. His authorship of the Declaration of Independence is cited to anchor the nation's founding ideas in reason and natural law. "*Americans will forever admire the author of American freedom, Thomas Jefferson, and he too will never, ever be abandoned by us.*" (00:17:56) Abraham Lincoln is presented as the saviour of the Union and a canceller of slavery. "*Abraham Lincoln, the saviour of our union...he had to ensure that the government of the people, by the people and for the people did not perish from this earth...For as long as we live, Americans will uphold and revere the immortal memory of President Abraham Lincoln.*" (00:20:50) [51; 60]

Theodore Roosevelt is displayed as a symbol of national strength and expansion. Roosevelt represents an active and confident national identity. "*Theodore Roosevelt exemplified the unbridled confidence of our national culture and identity...He was American freedom personified in full...*" (00:23:46-00:24:43). [51; 60]

Importantly, these representations are characterized by strategic selectivity: potentially conflicting aspects of the historical legacies of the figures are backgrounded or omitted. Alternatively, only the elements that support the argument for defending monuments and preserving historical memory are emphasised. Consequently, precedent phenomena as such are not neutral but are shaped by the speaker's intentions.

Beyond the four presidents, a further layer of precedent anthroponyms appears later in the speech and spans military figures, civil rights leaders, artists, athletes and inventors. For instance, the inclusion of Frederick Douglass, Harriet Tubman, Jesse Owens and Muhammad Ali and others introduces representatives of African American history into a unified national narrative. In this way, the speech anticipates possible criticism and creates an image of inclusivity.

Similarly, the inclusion of cultural figures such as Louis Armstrong, Elvis Presley, Frank Sinatra, Ella Fitzgerald, Irving Berlin, Walt Whitman and Mark Twain broadened the concept of national achievement beyond politics and war, extending it to domains of art and culture. Thus, creating a representation of a widely productive nation across all fields.

The amount and diversity of precedent anthroponyms in this speech is its most distinctive linguistic feature. Trump does not have to explain the greatness of these figures since their names alone are supposed to do the argumentative work. This is a classical strategy that is actively applied in political discourse with the aim to transfer pre-existing cultural prestige onto the speaker's position.

The Mount Rushmore speech also contains many precedent texts, including foundational documents, hymns and speeches whose authority and prestige existed long before the speaker himself. In political discourse, such texts are used to draw on historical authority and adapt it to modern rhetorical goals. In this speech, Donald Trump refers to several key texts of American political culture.

"All men are created equal." (00:06:14) Donald Trump cites perhaps the most famous phrase in American political history not to debate its meaning but to portray the founding moment as morally unquestionable. By presenting it as a divine truth that transformed the world, he places it above ordinary legal or political discussion and gives it a sacred status.[51; 60]

"Government of the people, by the people and for the people." (00:20:50) is referenced in the biographical section on Lincoln to depict the Civil War as a struggle for democratic self-governance. The familiarity enables Trump to claim a connection between Lincoln's initiative and his own without needing to justify it. [51; 60]

"As he died to make men holy, let us die to make men free, while God is marching on. " (00:31:25) A line from a classical national anthem, used to refer to the soldiers who died in the Civil War. A reference to the hymn serves as the form of cultural memory that functions beneath the surface of argument, evoking patriotic emotions linked to the abolitionist movement and acts of military sacrifice. [51; 60]

Probably the most complex reference is the Martin Luther King *"promissory note"* metaphor drawn from the I Have a Dream speech. *"We must demand that our children are taught once again to see America as did Reverend Martin Luther King when he said that the founders had signed a promissory note to every future generation.*(00:36:03) *"He called on his fellow citizens not to rip down their heritage, but to live up to their heritage."* (00:36:43) This is an example of precedent recontextualisation: a text originally created to oppose racial injustice is used to defend monuments connected to slavery. Trump draws on King's authority to argue that injustice should be addressed by preserving and fulfilling national ideals rather than destroying monuments, thereby reversing the original purpose of the metaphor. [51; 60]

The address constructs a chronological national narrative by referencing a series of shared crisis and victory events. Each functions as a condensed narrative: one name triggers the whole story of suffering, courage and eventual triumph, connecting the audience together through shared memory and provoking a sense of national pride.

The Revolutionary War events such as Valley Forge, the Delaware crossing, The Battle of Trenton and the Battle of Yorktown are narrated with precise detail *"many without boots on their feet, leaving a trail of blood in the snow."* (00:15:51) These events are used to emphasise victory against all odds and to establish the precedent pattern: Americans suffer, persevere and triumph, therefore preparing the audience to interpret Trump's own political moment as a new instance of the same archetypal American story.

Civil War incidents adhere to a similar format: Antietam, Gettysburg, Pickett's Charge with casualties presented in exact numbers *"over 20,000 killed or injured in one day"* (00:20:50) The Emancipation Proclamation and the 13th Amendment are

referenced as the legislative results of this sacrifice, aimed at portraying Lincoln and consequently the current Republican government as the genuine heirs of the anti-slavery heritage. [51; 60]

The sequence of 20th-century accomplishments such as the Hoover Dam, two World Wars, the moon landing and the anticipated Mars mission serves as a progressive ladder of precedent events: each achievement exceeds the previous one, culminating in the space program as the peak of national mythological success. "*And one day not far off, we will establish our presence on Mars*" (00:39:25) continues this legacy into the future, positioning the current administration as the next link in a continuous chain of greatness. A thorough examination shows that Donald Trump does not refer to prior events randomly. They maintain a consistent narrative: crisis, resilience, victory. [51; 60]

In the Mount Rushmore speech, Trump actively employs a wide variety of precedent concepts which serve as abstract ideological units that have accumulated shared significance through their historical usage that invoking them carries some persuasive force. They are distinct from precedent names and events since they are not associated with a particular individual or moment but with a recurring concept that shapes a community's identity.

"*Cancel Culture & Totalitarianism*" (00:09:17) - contemporary phenomenon described as completely alien to American culture and compared to fascism and totalitarian regimes. By labeling it *fascist* later in the speech, Trump performs a rhetorical inversion, portraying his opponents as the historical enemies the US has always defeated. [51; 60]

"*Judeo-Christian principles*" (00:27:17) is a precedent concept that is used to define the moral origin of the nation and positions secularism and progressive ideology as alien to the national identity. "*Manifest Destiny*" (00:36:43) is probably the most revealing precedent concept which is used to symbolize American ambition for territorial expansion and the general spirit of American adventurism. [51; 60]

2.2 Syntactic Features: Parallelism, Repetition and the Use of Simplified Grammatical Structures as a Strategy of Accessibility.

Inaugural speeches hold a unique position in political rhetoric: they are simultaneously ceremonial, performative and programmatic. Presented to a live audience of hundreds of thousands and broadcast globally, they must condense the presidency's ambitions into a single, unified rhetorical occasion. Donald Trump's second inauguration speech, delivered on January 20, 2025 serves as a notably valuable material for linguistic examination. It is remarkably distinct for its range of rhetorical devices such as parallelism and repetition that stand out as primary structural elements.

One of the most prevalent forms of parallelism in this speech is syntactic, which is a repetition of specific grammatical structures and it helps to create a staccato rhythm that emphasises a rapid return to order. *"Our sovereignty will be reclaimed. Our safety will be restored. The scales of justice will be rebalanced."* (00:01:02-00:01:37) By using the passive voice, the speaker removes the agent of the action therefore avoiding clarifying who and how will do the action instead simply presenting the outcome as a finished fact. It creates a sense of divine or historical necessity presenting the promises of political change as natural rather than difficult. [55; 63]

"From New York to Los Angeles, from Philadelphia to Phoenix, from Chicago to Miami, from Houston to right here in Washington D.C." (00:26:09-00:27:18) This structure creates a feeling of omnipresence and suggests the speaker's influence that covers every square inch of American territory. [55; 63]

"...laid down the railroads, raised up the skyscrapers, built great highways..." (00:27:18-00:27:51) By placing three almost identical grammatical blocks, the speaker manages to imitate the physical act of construction and thereby presents the history of American industry as systematic, consistent and inevitable, suggesting that the nation was constructed meticulously and with rhythmic accuracy. [55; 63]

Another pervasive parallelism structure is tricolon - a series of three grammatically aligned elements. Tricolons occur with remarkable frequency throughout the speech, indicating a purposeful compositional approach rather than mere stylistic preference.

" And our top priority will be to create a nation that is proud, prosperous and free." (00:01:37-00:02:21) Three adjectives - proud, prosperous and free serve as grammatically equivalent predicatives joined by coordination. The progression moves from an emotional quality to an economic issue and finally to the abstract concept of freedom, reflecting the value hierarchy within the speech. The final element, freedom, creates the strongest impact, producing a climax that is difficult to challenge. [55; 63]

A structurally similar tricolon appears later in the speech and describes the intentional style of government: *"We will immediately restore the integrity, competency and loyalty of America's government. "* (00:05:49-00:06:28). In this context, the three abstract concepts of integrity, competency and loyalty are again in parallel aligning well with earlier criticism of government failure. [55; 63]

Tricolons built around adverbs appear quite often. *"We will stand bravely. We will live proudly. We will dream boldly"* (00:29:42-00:30:11) This tricolon occurs in the end to consolidate the emotional energy of the whole speech into a concise, impactful and easily memorable formula which secures in the mind of the audience. [55; 63]

One more key pattern of the inaugural address is antithetical parallelism. This tool serves to construct the core binary of the speech: a noble us versus a negligent them which is best shown in this example: *" It fails to protect our magnificent law-abiding American citizens but provides sanctuary and protection for dangerous criminals."* (00:03:15-00:03:43) Trump actively employs the rhythm of the sentence to prove that the current governmental system is fundamentally broken, outdated and needs change that only he can provide. [55; 63]

"We have a government that has given unlimited funding to the defense of foreign borders, but refuses to defend American borders..." (00:03:43-00:04:06) Here, the parallel structure makes the government's behaviour look illogical and by placing foreign borders and American borders in the same grammatical position, the speaker forces a direct rivalry between them. It implies the fact that it is impossible to support one without betraying the other. The symmetry of the sentence achieved through the

use of antithetical parallelism makes a political opinion appear as a mathematical certainty. [55; 63]

"Instead of taxing our citizens to enrich other countries, we will tariff and tax foreign countries to enrich our citizens." (00:15:48-00:16:23) This is a sophisticated example of chiasmus and is considered to be one of the most persuasive forms of parallelism since it uses a mirror structure to suggest a perfect solution. The grammatical elements of the first clause are reversed in the second. The agent-receiver relationship is inverted - citizens go from being taxed to being enriched and vice versa. The structural symmetry makes the reversal feel rational and inevitable, as though it simply corrects an obvious mistake in existing policy. The audience's brain perceives the policy change as fair and makes them believe that Donald Trump will simply return the wealth to its rightful owners through an honest reversal. [55; 63]

What is more, Donald Trump actively utilizes polysyndeton and asyndeton as specific techniques that enhance parallelism. Polysyndeton is defined as the deliberate multiplication of conjunctions beyond what grammar requires. As a device, polysyndeton creates significance and intentionality. Since the listener needs to process a connection between each item, the list slows down. Every element appears equally important and recognized. In political discourse, polysyndeton often appears at moments of climax, unity and closing when the speaker aims for the audience to not quickly overlook separate concepts but to appreciate their overall significance. In Trump's inaugural address, it is used thoughtfully and infrequently focusing on the speech's emotional peaks.

"They were farmers and soldiers, cowboys and factory workers, steelworkers and coal miners, police officers and pioneers who pushed onward, marched forward and let no obstacle defeat their spirit or their pride." (00:27:18-00:27:51) The application of polysyndeton in this example enhances a parallel structure while creating rhythmic accumulation. The repeated conjunction *and* emphasizes each social group separately, contributing to an inclusive and ceremonious representation of national identity.

[55; 63]

Asyndeton, on the other hand, intentionally omits conjunctions between related words and phrases. In political speeches, asyndeton serves as a powerful tool for building momentum and accumulation. By eliminating the pause caused by a conjunction, the speaker prevents any individual element from settling.

Instead, the list moves rapidly, making the audience perceive the items as a continuous flow rather than a fixed order. This creates the impression that the actions and qualities are too numerous and powerful to be fully expressed. One of the clearest examples of asyndeton in the speech appears in the historical list of American achievements.

"They crossed deserts, scaled mountains, braved untold dangers, won the Wild West, ended slavery, rescued millions from tyranny, lifted millions from poverty, harnessed electricity, split the atom, launched mankind into the heavens and put the universe of human knowledge into the palm of the human hand." (00:25:39-00:26:09) Eleven verb-phrase clauses are presented without conjunctions until the last item, forming the speech's most extended and deliberately literary passage. The lack of conjunctions indicates that the listener perceives no break in America's achievements. It emphasizes the scale and continuity of the achievements and strongly shapes audience perception, encouraging feelings of pride, awe and admiration. [55; 63]

Donald Trump's rhetorical style has received significant academic interest specifically because it places much emphasis on repetition, almost making it one of the most noticeable stylistic devices. In contrast to the meticulously crafted language of many presidential speeches, Trump's addresses rely heavily on repetition. Through repeated structures, he builds a narrative of national crisis and successful revival, establishes himself as the one and only agent of change and draws a sharp line between a corrupt past and a glorious future.

The most dominant form of repetition in this speech is anaphora which is a repetition of an initial word or phrase across successive clauses. *"We will not forget our country, we will not forget our Constitution, and we will not forget our God."* (00:10:10-00:10:52), *" We will be prosperous. We will be proud. We will be strong and we will win like never before. We will not be conquered. We will not be*

intimidated. We will not be broken, and we will not fail. " (00:29:11-00:29:42), " We will stand bravely. We will live proudly. We will dream boldly." (00:29:42-00:30:11) [55; 63]

The repeated use of the first-person plural future construction *we will* is a rhetorical decision. Instead of *I will*, the inclusive pronoun invites the audience to join the speaker in a common project placing Donald Trump not as a ruler giving orders but as a leader expressing the collective will of the people. The repetition of the complete phrase *we will* rather than merely changing it for *we shall* or *our nation will* highlights its role as a slogan - impactful, memorable and directly reflective of the speech's main theme of national renewal.

Throughout the address, Trump employs the possessive pronoun *our* in anaphoric patterns that serve a distinct rhetorical purpose: they claim shared ownership of national identity, institutions and future. This is especially evident in parts describing what has been lost or harmed under former administrations "*Our sovereignty will be reclaimed. Our safety will be restored... And our top priority will be to create a nation that is proud, prosperous and free.*" (00:01:37-00:02:21) Through the repeated use of *our* at the beginning of sentences, the speaker frames the abstract ideas of - sovereignty, safety and priority as rightful possessions of the American people, elements that were taken and need to be restored. This repetition has a significant importance as it helps the speaker frame the governance as a moral dilemma involving theft and restoration. [55; 63]

Other relevant examples of different types of repetition include: epistrophe, epizeuxis and diacope. "*I am with you, I will fight for you and I will win for you.*" (00:27:51-00:28:21) In this sentence epistrophe as a stylistic device is used to directly address the audience and reinforce a personal connection between the speaker and the audience. "*Thank you. Thank you. Thank you very much.*" (00:07:01-00:07:57) The usage of epizeuxis adds emphasis and creates a sense of spontaneity and bond with the listeners. "*I will also declare a national energy emergency - we will drill, baby, drill. " (00:13:34-00:14:38) Diacope simplifies a policy idea into a short and memorable expression increasing audience engagement and recollection. [55; 63]*

Transitioning to the analysis of simplified grammatical constructions as strategies of persuasion, a rally held in Reading, Pennsylvania 2024, was selected as the empirical basis for this study. It is a remarkably rich address that exemplifies that linguistic simplification is not merely a result of rhetorical limitation that comes from natural cognitive limits of the speaker but rather a thoroughly selected tool of populist persuasion aimed at constructing an accessible political world, enhancing in-group solidarity and motivating the audience to participate in elections.

Donald Trump's rally in Reading, Pennsylvania tends to consistently use parataxis which favors placing short, independent clauses side by side without grammatical subordination. The use of parataxis in Trump's speech is strategically crucial since it simply presents one claim after another, leaving the connections implied. This reduces the mental effort required by the audience and provides each assertion with the persuasive significance of an independent statement.

" We're on the two-yard line, not the five-yard line. Two days ago, we were at the five. Now, we're at the two." (00:00:00-00:00:30) In this case, three independent clauses are placed side-by-side without subordination. The usage of parataxis in large rallies is logical since the audience does not have time to process long, embedded sentences and parataxis ensures that each claim is processed individually and the cognitive load placed on the listeners is lowered. This in return creates a sense of immediacy and momentum, showing a step-by-step progress and letting the audience infer the conclusion themselves which increases persuasive impact. [52; 61]

" One day, you've got to show up. I don't want any money. I don't want anything. Just show up and bring your vote." (00:02:15-00:02:48) The lack of subordination in this example makes the audience perceive the message as urgent and self-contained statements feel decisive. *"It's disgraceful. Honestly, she's a disgrace. She - they ought to throw her - they ought to throw her the hell out of Congress. "* (00:07:49-00:08:14) Grammatically, each clause has its own subject-predicate structure and none is syntactically dependent on another. This makes the message feel direct and forceful, as it moves quickly from judgement to stronger criticism and then to a call for action, without the need for explanation or justification. [52; 61]

Another notable grammatical feature of the address is its almost total avoidance of conditional or subjunctive constructions. Modal verbs such as might, could or should are mostly missing. Instead, Trump employs either the simple declarative or the direct imperative. Both of these mood options are grammatically straightforward and rhetorically strong and they offer no space for uncertainty or qualification. The declarative mood, especially with will instead of would or hope to, conveys certainty. *"With your vote tomorrow, I will end inflation. I will stop the invasion of criminals coming into our country. And I will bring back the American dream. You're going to have the American Dream back."* (00:01:30-00:01:51) The grammatical structure asserts that the speaker's claims will surely happen, making the speaker sound certain and authoritative. [52; 61]

"Think of that. It's going to be that or whether we will begin the four greatest years in the history of our country." (00:05:07-00:05:28) The command to think is employed in this context as a cognitive anchor. By urging the audience to consider a particular negative statistic (job losses in this case), the speaker draws a clear contrast between the neglected present and potential prosperous future. This creates a binary choice for the audience making them believe that the sole reasonable conclusion is the one given by the speaker. [52; 61]

What particularly stands out in Donald Trump's political rallies is the absence of hedging. Unlike in most formal or academic discourse where speakers actively employ hedging to indicate that a statement is uncertain, imprecise or a subject to argument, Trump's rallies are largely devoid of such phrases as: it seems that, evidence suggests, it is possible that etc. This is a deliberate linguistic choice with distinct persuasive effects. Unhedged language presents statements as definitive truths, avoiding assessment and requiring agreement. In a rally setting, this is effective since the audience is not there to evaluate evidence but to find validation.

"They created it so stupidly with screwing around with my energy policies. I had oil at \$1 - I thought it was 0.87. I was corrected by the government. It was \$1.84 a gallon. Think of this. And today, you're at \$4 and \$5 and actually going up." (00:28:43-00:29:28) *They created it* is a direct transitive clause without any hedging,

qualification or acknowledgement of other contributing factors. The connection between *screwing around with energy policies* and current oil prices is presented as obvious. The subsequent comparison *I bought oil at \$1.84...not it's at \$4 and \$5* is likewise structurally straightforward. Two plain declarative statements positioned next to each other with the causal link left completely unstated. [52; 61]

A final grammatical feature worth examining is Donald Trump's frequent use of ellipsis, where parts of a sentence are omitted because they are contextually inferred. In most official speeches, the use of ellipsis would be perceived as a lack of sufficient preparation. However, at Trump's rallies, it functions differently. It replicates the pace of natural, spontaneous conversation making the speaker sound unscripted and more credible.

"Kamala, you're fired. Get the hell out of here. You're fired." (00:06:17-00:07:10) Relying on the audience's cultural knowledge of his catchphrase, the ellipsis allows the command to stand alone as a punchy, final verdict. *"It's coming to every city. It's already there."* (00:09:54-00:10:16) Using a pronoun without a clear previous noun forces the audience to infer the subject from the general dark tone of the preceding paragraph. *"That's what it was, four years of gross - nothing good happened. What good happened?"* (00:04:46-00:05:07) The omission of full grammatical structures here creates aggressive rhetorical questioning making the argument feel obvious and indisputable. [52; 61]

2.3 Rhetorical techniques and stylistic devices: metaphor, irony, and labelling nicknames in speeches.

In general, political speeches have always been rich in various stylistic devices and rhetorical techniques. Their goal is not simply to inform but to persuade and inspire the audience by being powerful, memorable and emotionally engaging. In essence, they are cognitive tools that shape the way people perceive political processes, leadership and national identity. As has been previously analysed, Donald Trump's rhetorical style is well-known for its remarkable use of figurative language. On the night of November 6, 2024, following his victory in the U.S presidential election,

Trump delivered a victory speech that contains a wide range of metaphors particularly interesting for analysis.

One of the most remarkable metaphorical models in this speech is the conceptualization of the nation as a human body. *"We're going to help our country heal. We have a country that needs help and it needs help very badly."* (00:00:34-00:00:56) *"He came in and he's going to help make America healthy again."* (00:19:35-00:20:24) By framing the country as a sick organism that requires healing, the speaker aligns the concept of physical health with the country's political state indicating that the nation has suffered because of the former, failing leadership.[47; 65]

Simultaneously, such a metaphor portrays Trump as a healer or doctor, somebody whose competence and compassion will restore the nation to health. This metaphor creates a strong feeling of urgency and validates political action. It also simplifies complex socio-political problems by presenting them as medical issues that can be treated by somebody who possesses the ability to cure the country.

Another distinct feature of this speech is the framing of the nation and its resources as highly valuable and precious objects. *"This will truly be the golden age of America. That's what we have to have."* (00:01:51-00:02:20) *"But, Bobby, leave the oil to me. We have more liquid gold, oil and gas. We have more liquid gold than any country in the world, more than Saudi Arabia."* (00:19:35-00:20:24) The metaphor of the golden age implies that the future of America under Trump's presidency will be great and prosperous. It invokes imagery of wealth, prosperity and desirability and resonates with the audience's economic ambitions. [47; 65]

Further recurring metaphor is the conceptual metaphor of politics as a shared journey. *"They've made the journey with me, and we're going to make you very happy."* (00:03:50-00:04:15) *"We've been through so much together."* (00:18:32-00:18:54) *"...there was no other path, there was no other path to victory."* (00:02:20-00:03:09) This metaphor presents political processes as a progression along the route and encourages a feeling of unity and shared goals. It highlights a

connection between the leader and the citizens, indicating that political success is a collective accomplishment. [47; 65]

The speech frequently employs war-related metaphors, thereby framing political activity as a form of combat. *"And to every citizen, I will fight for you, for your family, and your future."* (00:01:15-00:01:51) *"Every single day, I will be fighting for you; and with every breath in my body, I will not rest until we have delivered the strong, safe, and prosperous America that our children deserve and that you deserve."* (00:01:51-00:02:20) [47; 65]

All these metaphors conceptualize politics as a battlefield with opponents represented as enemies and the speaker shown as a protector and warrior who is ready to unconditionally save the country for the sake of the prosperity of the citizens. In addition, these metaphors support the ideas of a clear division between us and them which have previously been mentioned in earlier speeches and thereby legitimize aggressive political decisions.

Throughout the speech, the speaker introduces another central metaphor - a metaphor of restoration which frames politics as a process of fixing and rebuilding a flawed system. *"We're going to fix our borders. We're going to fix everything about our country."* (00:00:56-00:01:15) *"...and we're going to turn our country around, make it something very special."* (00:09:26-00:10:38) [47; 65]

The repeated use of the verb *to fix* in relation to both borders and the country is deceptively simple. It helps to make complex political and social issues more understandable to a wide audience. This type of metaphor reinforces an image of the speaker as a problem-solver capable of reestablishing order and functionality. What is more, it shows a stark contrast between a damaged present and a superior future which increases urgency and motivates support for political change which is particularly persuasive in a victory speech.

From a linguistic perspective, Trump's speech demonstrates how the use of metaphors can simultaneously simplify complex political ideas and issues, shape political identity, validate authority and reinforce emotional commitment.

In considering irony, it is worth noting that it turns out to be one of the most layered aspects of his political discourse as it operates on multiple levels. The frequent incorporation of irony facilitates the simultaneous expression of humour, ambiguity and evaluative position making it a crucial tool for reinforcing alignment with supporters and avoiding criticism. Therefore, the analysis of Donald Trump's political rally which took place on August 22, 2017 in Phoenix is particularly valuable since it allows for deeper assessment of irony as a political strategy and shows how meaning is created and negotiated beyond direct language.

The Phoenix rally, in this context, offers many illustrative examples of irony used for such purposes as: mocking rivals, creating a communal viewpoint with the crowd and allowing the speaker to express controversial opinions while maintaining plausible deniability.

"I will not mention any names. Very presidential, isn't it? Very presidential. And nobody wants me to talk about your other senator, who's weak on borders, weak on crime, so I won't talk about him." (00:52:27-00:52:47) This example vividly demonstrates verbal irony built on the contradiction between what is expressed and what is done. The phrase *I will not mention any names* clearly indicates self-restraint, yet the subsequent remark *your other senator, who's weak on borders, weak on crime* makes the target easily recognizable. The irony lies in the contrast between the literal and implied meanings. Pragmatically, the statement creates meaning through implicature, as the listener is expected to identify the person despite the denial.[49;58]

The expression - *very presidential, isn't it* deepens the irony by introducing a self-referential aspect. Calling the behaviour presidential is ironic since it explicitly breaks expectations of presidential conduct. The tag question transforms the irony into a collective assessment rather than a private contradiction. What makes this example particularly strong is the fact that irony is obvious and deliberate. The speaker does not accidentally contradict himself but rather draws attention to the contradiction, using it as a rhetorical tool to execute a political attack and present

himself as the restrained figure. The rhetorical result is significant: the audience gets the attack, the joke and the simultaneous violation of social norms.

"It's time to expose the crooked media deceptions, and to challenge the media for their role in fomenting divisions." (00:28:52-00:29:29) This is one of the most structurally ironic moments in the rally and a clear example of situational-performative irony. Trump accuses the media of creating division in American society and the accusation through the speech is delivered using language that is itself maximally divisive: crooked, fake, dishonest, bad people, people who don't like our country. [49; 58]

He goes on to say, *"If you want to discover the source of the division in our country, look no further than the fake news and the crooked media"* (00:31:32-00:32:00). Division is framed as something externally produced by the media rather than as a relation effect emerging from multiple factors, including the speaker. The accusations given to the media function to externalize responsibility making the audience perceive division as something that is done to them rather than something that they participate in. The effect is primarily rhetorical. It establishes a distinct in-group versus out-of-group structure, framing the audience as victims of mass media actions rather than participants in a polarized landscape. The usage of irony here is aimed at shifting responsibility for all the divisions in the country onto the media and strengthening group cohesion. [49; 58]

"And do you ever notice, when I go on and I'll put, like, out a tweet or a couple of tweets, 'He's in a Twitter-storm again!' I - I don't do Twitter-storms. You know, you'll put out a little tweet: 'I'm going to be with the veterans today.' They'll say, 'Donald Trump is in a Twitter-storm.'" (00:31:04-00:31:19) [49; 58]

This example illustrates contextual irony, a type of irony based on knowledge outside of the text. By August 2017, Donald Trump had already been known for his frequent and extensive use of Twitter. He had shared thousands of tweets declaring his presidency and was widely known for tweeting rapidly on a variety of topics ranging from policies to personal complaints. The statement that he does not do what is called Twitter-storms, completely contradicts with his practice of frequent and

clustered tweeting therefore creating a gap between self-representation and public perception. In this exact rally, the claim serves to criticize the media for exaggerating the truth instead of providing an objective description of the events that Donald Trump participates in. At the same time, for an audience aware of his tweeting habits, the denial seems ironic since it appears to undermine itself.

"The only people giving a platform to these hate groups is the media itself, and the fake news. Oh, that's so funny." (00:29:54-00:30:15) This is a strong example of situational irony where the outcome or reality of a situation is the opposite of what is expected or claimed. In the prior moments of the rally, Trump repeatedly and explicitly mentioned The KKK, Neo-Nazis, White Supremacists and Antifa. [49; 58]

By mentioning these groups and quoting his own statements about them in front of thousands of people and television cameras, Trump himself gave those groups significant public attention. From a linguistic standpoint, this operates via overgeneralization and the allocation of blame. The effect that is achieved through the usage of situational irony is primarily rhetorical: it shifts responsibility onto the media, presenting them as the main problem while completely ignoring the speaker's role in mentioning these exact groups. Simultaneously, this type of irony supports Trump's division between us versus them which is constantly present in his speeches.

What is more, one can observe another significant feature in Donald Trump's speaking style which is the deployment of short, memorable labelling nicknames for his opponents which serve as acts of assigning a specific word or phrase to a person in a way that shapes how that person is perceived. The employment of nicknames in political discourse is not exclusive to Trump. Political figures have always utilized negative labels to undermine competitors, to establish a rapport with their base and simplify complex individuals to easily understood stereotypes.

However, what distinguishes Trump's implementation of labelling nicknames is their consistent and highly public character. The speaker presents nicknames to massive audiences, repeats them in different contexts and consequently creates media

repetition of these nicknames which in turn extends the influence of these labels beyond the initial mention in the speech.

Perhaps the most iconic of Trump's nicknames is *Crooked Hillary* which was used for the first time during the 2016 presidential campaign with the aim to discredit his opponent Hillary Clinton. " *It's on my. And what does that mean? That means, I'm not controlled by the special interest, by the lobbyists. And they control. They control Crooked Hillary and they control lying Ted Cruz. Right? They control lying Ted. You ever see a guy lie like this? You know. He'll walk into a meeting with a Bible held high.* " (00:11:31-00:12:01) The adjective crooked is semantically dense. It merges connotations of dishonesty with physical distortion. By merging this moral judgment with a name, Trump generates a compound label that does not need any prior knowledge of specific corruption allegations against Clinton since the adjective itself conveys the accusation. [46; 64]

Additionally, Trump's deployment of labelling nicknames is not limited to only one occurrence in a speech but rather happens to be repeated across various addresses over the years. For instance, in 2019 during the Michigan rally he refers to Clinton again " *And let me just tell you a little secret, if crooked Hillary would have won, your economy would have crashed.* " (00:23:26-00:23:52) Even three years after the 2016 presidential election Trump continues to invoke the labelling nickname *Crooked Hillary* despite the fact that Hillary Clinton is no longer his political opponent. The repeated use of a labelling nickname in this context strengthens the story of Trump's personal triumph. The nickname itself serves as a constant reminder of Clinton's defeat and therefore makes the audience share his victory.[53; 57]

Ted Cruz, who was Donald Trump's most consistent rival during the 2016 Republican primaries, became one of the first and most commonly attacked politicians. He was famously called *Lyin' Ted*. This moniker appeared during the primary campaign and remained in use well through Trump's presidency. It is notably mentioned in his rally in Indianapolis in 2016. " *In the case of Lyin' Ted Cruz. Lyin' Ted. Lies. Ooh, he lies. You know Ted. He brings the Bible, holds it high, puts it down, lies.* " (00:02:45-00:02:55) [45]

The shortened adjective *lying* indicates an informal, almost colloquial style that corresponds with Trump's overarching populist image and is perceived by the audience as genuine and unplanned. Semantically, the word *lyin'* also functions as a gerund, indicating a continuous action rather than permanent characteristic. Ted is currently and consistently lying. This gives the nickname a sense of constant wrongdoing that seems urgent and persistent.

Trump was also noticed to have used such a nickname as *Little Marco* for Marco Rubio, the Florida Senator, who was one of the main candidates early on in the Republican primaries 2016 United States presidential election. Donald Trump strategically deployed the adjective *little* to both emphasise Marco Rubio's physical characterization as well as immaturity and lack of experience. In the English language, *little* implies connotations of insignificance, immaturity and weakness, suggesting that the senator is not serious and grown-up enough to be considered worthy of political attention.

From 2019, Trump shifted his focus toward Joe Biden who announced his candidacy. Sleepy Joe became his dominant labelling nickname for Biden. During the NH Rally 2019 the moniker appeared several times. *"What about a sleepy Joe Biden rally?"* (00:10:50-00:10:55) *"But I don't know, I think sleepy Joe may be able to limp across the finish line."* (00:11:55-00:12:01) *"The last administration with sleepy Joe and Obama tried to ram through one of the worst trade deals ever negotiated, worse than NAFTA, worse than WTO."* (00:56:20-00:56:35) [50; 59]

The adjective *sleepy* implies passivity, lack of energy and most importantly questions Biden's physical and mental abilities which stands in stark contrast to energetic and decisive self-representation. Additionally, the word *sleepy* carries a certain amount of softness making the insult seem almost harmless. However, it indicates almost a childlike unpreparedness to put forward his candidacy.

CONCLUSION TO CHAPTER II

Chapter II conveys that Donald Trump's political discourse is a coherent and strategically constructed communicative system that operates simultaneously across lexical, syntactic and rhetorical dimensions. At the lexico-semantic level, Trump's discourse is characterized by a significant reliance on evaluative vocabulary, systematic usage of hyperbole and the consistent invocation of precedent phenomena.

The deployment of positively-valORIZED lexical units primarily occurs in self-referential and national contexts whereas negatively charged vocabulary serves to undermine the image of political opponents and constructs a binary worldview that reinforces in-group cohesion. The utilization of hyperbole serves to intensify emotional impact and simplifies understanding of key political messages. Precedent phenomena situates Trump's rhetoric within a familiar ideological structure, enabling efficient activation of shared cultural memory among the target audience.

The analysis conducted at the syntactic level displays that the speaker's systematic use of parallelism, repetition and simplified grammatical constructions represents a deliberate strategy aimed at enhancing accessibility and emotional intensity. These constructions reduce cognitive strain on listeners, improve memorability and generate a rhythmic aspect in spoken discourse.

At the rhetorical and stylistic level, Trump's consistent use of metaphor, irony and labelling nicknames stands out as a key aspect of his discursive identity. The use of vivid metaphors especially in the contexts of combat and national decay shapes the way in which the audience interprets political events. Irony serves as an undermining action aimed at opponents as well as the media. Labelling nicknames function as memorable tools of reshaping an opponent's image and public perception while positioning himself as the primary agent of national restoration.

All in all, the findings presented in this chapter prove that Trump's political discourse is not a cluster of spontaneous communicative choices but a logically consistent and deliberately crafted linguistic system. The synthesis of specific lexico-semantic, syntactic and stylistic elements produces a discursive identity that is

easily accessible to the public and emotionally charged. Additionally, these features shape a distinctive political image that influences the audience in a targeted way.

CONCLUSION

This research analyzes the language characteristics of Donald Trump as a political communicator, emphasizing the consistent traits of his public speech in terms of lexical, syntactic, rhetorical and stylistic aspects. Using a mix of Critical Discourse Analysis, rhetorical analysis, pragma-dialectical argumentation analysis, Systemic Functional Linguistics and corpus-based techniques, the study offers an in-depth exploration of the linguistic methods that characterize Trump's unique communication style and enhance his political effectiveness.

Chapter I shows that political language does more than just share information, it shapes identities, expresses ideologies and influences how people see politics. The ideas of *linguistic personality* and *linguistic profile*, discussed by researchers like Janet Holmes, Mary Bucholtz, Norman Fairclough and others, form the basis of this study. Linguistic personality captures the idea that every speaker has a recognisable and consistent set of communicative tendencies shaped by identity, values and social context. The linguistic profile, in turn, is the empirically grounded portrait constructed by the analyst through the systematic examination of a speaker's actual language use. Together, these concepts help researchers study political speech from different angles. The analysis also takes into account the features of American political discourse, including its strong rhetorical traditions, the impact of media and political polarisation and the decline of shared trust in facts, which Jennifer Kavanagh and Michael D. Rich called *Truth Decay*. Additionally, the analysis provided an overview of the most commonly used research methods in political linguistics.

Secondly, the analysis in Chapter II shows that Donald Trump uses language in a consistent and carefully planned way across different levels of communication. At the lexico-semantic level, his language is characterised by a clear binary structure: positively evaluative vocabulary is applied to himself and his supporters while negatively charged expressions serve to undermine political opponents and construct an us-versus-them worldview. The systematic use of hyperbole intensifies the emotional impact of his messages and simplifies their content for broad public

consumption. The consistent invocation of precedent phenomena activates shared memory and positions Trump's rhetoric within a recognisable ideological framework.

Furthermore, the syntactic analysis reveals that Trump's use of parallelism, repetition and simplified grammatical constructions is not accidental but represents a deliberate strategy of accessibility and emotional intensification. These features reduce the cognitive load on listeners and improve the memorability of key messages.

At the rhetorical and stylistic level, Trump's consistent deployment of vivid metaphor, irony and labelling nicknames stands out as a defining aspect of his language identity. His metaphors often focus on conflict and the decline of the country, which makes political issues sound more emotional and ideologically charged. Irony functions primarily as a tool of delegitimisation, targeting both political opponents and the media. Labelling nicknames serve as memorable instruments of damaging rivals' political image while simultaneously positioning Trump as the primary agent of national restoration.

Overall, the study shows that Donald Trump uses language in a consistent and strategically organised way rather than making spontaneous choices. The combination of lexical, syntactic and stylistic features creates a political image that is emotional, accessible and strongly aimed at influencing the audience. These features help explain both his broad public appeal and the strong reactions his communication provokes. The research contributes to the fields of political linguistics, discourse analysis and media studies and provides a basis for further research into the connection between language strategies and political persuasion in modern democratic communication.

RESOURCES

1. Гавриляк В. В. Лінгвістична маніпуляція в передвиборчих промовах Дональда Трампа. Вісник ЛНУ імені Тараса Шевченка. 2019. № 2 (325). С. 297–304.
2. Дарчук М. Комунікативні стратегії у політичній промові Дональда Трампа. Науковий вісник ЧНУ імені Юрія Федьковича. Серія: Германська філологія. 2020. № 822. С. 131–141.
3. Корнєлаєва Є. В. Політичний дискурс: основні напрями та підходи. Записки з романо-германської філології. 2022. № 2(49). С. 189–196.
4. Мозер М. Є. Комунікативні тактики та стратегії в політичному дискурсі. Філософія та політологія в контексті сучасної культури. 2020. 12(1), 141–146.
5. Яковлєв М. В. Тропи і пояснення в політичних дискурсах: спроба лінгво-політичної інтерпретації. Філософія та політологія в контексті сучасної культури. 2021. № 1 (13). С. 149–156.
6. Adams S. *Win Bigly: Persuasion in a World Where Facts Don't Matter*. New York : Portfolio, 2017. 304 p.
7. Al Dilaimy H., Hussein A. M., Ali S. R. *Donald Trump's Aggressive and Offensive Language Before and After His Inauguration Speeches: A Critical Discourse Analysis*. International Journal of Linguistics and Translation Studies. 2022. Vol. 3, No. 1. P. 1–9.
8. Bartlett R. C., Behnegar N. *Political Rhetoric in Theory and Practice*. Boston : Brill, 2018. 361 p.
9. Brandt S. L. *Donald Trump, the Reality Show: Populism as Performance and Spectacle. Redescriptions: Political Thought, Conceptual History and Feminist Theory*. 2020. Vol. 50, No. 2. P. 303–321.
10. Bucholtz M., Hall K. *Identity and interaction: a sociocultural linguistic approach*. Discourse Studies. 2005. Vol. 7(4–5). P. 585–614.
11. Charteris-Black J. *Analysing Political Speeches: Rhetoric, Discourse and Metaphor*. London : Macmillan Education, 2018. 298 p.
12. Chilton P. *Analysing Political Discourse: Theory and Practice*. London; New York : Routledge, 2004. 179 p.

13. Chomsky N. *Language and Politics*. Edinburgh : AK Press, 1988. 791 p.
14. Coutanche M. N., Paulus J. P. *An Empirical Analysis of Popular Press Claims Regarding Linguistic Change in President Donald J. Trump*. *Frontiers in Psychology*. 2018. Vol. 9. Art. 2311.
15. De Blasio E., Sorice M. *Populism between direct democracy and the technological myth*. Palgrave Communications. 2018. Vol. 4. Article 15.
16. Fairclough I., Fairclough N. *Political Discourse Analysis: A Method for Advanced Students*. London : Routledge, 2012. 270 p.
17. Fairclough N. *Language and Power*. 2nd ed. London : Longman, 2001. 253 p.
18. Halliday M. A. K., Matthiessen C. M. I. M. *An Introduction to Functional Grammar*. 4th ed. London and New York: Routledge, 2014. 753 p.
19. Hameleers M. *Augmenting polarization via social media? A comparative analysis of Trump's and Wilders' online populist communication*. *International Journal of Communication*. 2020. Vol. 14. P. 331–350.
20. Hart R. P. *American Eloquence: Language and Leadership in the Twentieth Century*. Cambridge : Columbia University Press, 2023. 261 p.
21. Hodges A. *When Words Trump Politics*. Stanford : Stanford University Press, 2020. 157 p.
22. Holmes J. *An Introduction to Sociolinguistics*. 4th ed. London and New York : Routledge, 2013. 479 p.
23. Kaiser A., Riaz M., Siddiqui S. *Corpus-Based Analysis of Conflict Language in Donald Trump's Speeches (2015–25): Military, Economic and Ideological Domains*. *Journal of Applied Linguistics and TESOL*. 2025. Vol. 8, No. 3. P. 343–355.
24. Kaussler B., Kristiansen L. J., Delbert J. *Rhetoric and Governance under Trump: Proclamations from the Bullshit Pulpit*. London : Lexington Books, 2022. 386 p.
25. Kavanagh J., Rich M. D. *Truth Decay: An Initial Exploration of the Diminishing Role of Facts and Analysis in American Public Life*. Santa Monica : RAND Corporation, 2018. 350 p.
26. Körner R., Overbeck A. M., Ziegler R. *How the linguistic styles of Donald Trump and Joe Biden reflect different forms of power*. *Journal of Language and Social Psychology*. 2022. Vol. 41, No. 5. P. 631–658.

27. Lakoff G. *Moral Politics: How Liberals and Conservatives Think*. 3rd ed. Chicago : The University of Chicago Press, 2016. 185 p.
28. Lakoff G. *Whose Freedom? The Battle over America's Most Important Idea*. New York : Farrar, Straus and Giroux, 2006. 275 p.
29. Llamas C., Watt D. (eds.). *Language and Identities*. Edinburgh : Edinburgh University Press, 2010. 301 p.
30. Mark D. *Understanding Political Persuasion: Linguistic and Rhetorical Analysis*. Catania : Vernon Press, 2020. 223 p.
31. Martin K. *Linguistic identity: tracing the relationship between language and identity* : paper presented at Cave Hill Philosophy Symposium (CHiPS 2021). 2021. 32 p.
32. Mercieca J. *Demagogue for President: The Rhetorical Genius of Donald Trump*. College Station : Texas A&M University Press, 2020. 320 p.
33. Morini M. *Lessons from Trump's Political Communication*. Cham : Palgrave Macmillan, 2020. 123 p.
34. Partington A. *The Linguistics of Political Argument: The Spin-Doctor and the Wolf-Pack at the White House*. London and New York : Routledge, 2003. 276p.
35. Preece S. (ed.). *The Routledge Handbook of Language and Identity*. London and New York : Routledge, 2016. 602 p.
36. Reames R. *The Ancient Art of Thinking for Yourself: The Power of Rhetoric in Polarized Times*. New York : Basic Books, 2024. 304 p.
37. Schneider U., Eitelmann M. (eds.). *Linguistic Inquiries into Donald Trump's Language: From 'Fake News' to 'Tremendous Success'*. London : Bloomsbury, 2020. 254 p.
38. Sclafani J. *Talking Donald Trump: A Sociolinguistic Study of Style, Metadiscourse, and Political Identity*. London and New York : Routledge, 2018. 103 p.
39. Schröter M. *Silence and concealment in political discourse*. Amsterdam : John Benjamins Publishing Company, 2013. 199 p.
40. Szczygłowska T. *Exploring Obama's and Trump's Political Discourse through the Lens of Wordlists, Keywords and Clusters*. Brno Studies in English. 2022. Vol. 48, No. 1. P. 93–116.

41. Van Dijk T. A. (ed.). *Handbook of Discourse Analysis*. Vol. 4: Discourse Analysis in Society. Orlando : Academic Press, 1985, 311 p.
42. Van Eemeren F. H., Grootendorst R. *A Systematic Theory of Argumentation: The Pragma-Dialectical Approach*. Cambridge: Cambridge University Press, 2004. 207 p.
43. Wodak R. *The Politics of Fear: What Right-Wing Populist Discourses Mean*. Lancaster University : SAGE, 2015. 256 p.
44. Zienkowski J., Breeze R. (eds.). *Imagining the Peoples of Europe: Populist Discourses Across the Political Spectrum*. Amsterdam : John Benjamins Publishing Company, 2019. 373 p.

Supporting material:

45. Donald Trump Campaign Rally in Indianapolis, Indiana (April 20, 2016) [video]. YouTube. URL: <https://youtu.be/UIT2lwKcGtw> (дата звернення: 18.03.2025).
46. Donald Trump Rally in Watertown, New York (April 16, 2016) [video]. YouTube. URL: https://youtu.be/ahd-bqDYE_0 (дата звернення: 25.03.2025).
47. Donald Trump's Full 2024 Presidential Election Victory Speech [video]. USA TODAY / YouTube. URL: <https://youtu.be/EaqggidyAVg> (дата звернення: 26.03.2025).
48. Presidential Announcement Speech, New York, NY (June 16, 2015) [video]. YouTube. URL: <https://youtu.be/SpMJx0-HyOM> (дата звернення: 01.03.2025).
49. President Trump Historic Phoenix, AZ Rally (August 22, 2017) [video]. YouTube. URL: <https://youtu.be/1qhF4VglmeM> (дата звернення: 25.03.2025).
50. President Trump Manchester, NH Rally (August 15, 2019) [video]. YouTube. URL: <https://youtu.be/gnUZ0aI-Yhs> (дата звернення: 27.03.2025).
51. President Trump's Full Speech at Mount Rushmore (July 3, 2020) [video]. USA TODAY / YouTube. URL: <https://youtu.be/mXD4zPY4Ai0> (дата звернення: 10.03.2025).

52. Speech: Donald Trump Holds a Campaign Rally in Reading, Pennsylvania (November 4, 2024) [video]. YouTube. URL: <https://youtu.be/X2zH8rzBDkI> (дата звернення: 15.03.2025).
53. Speech: Donald Trump Holds a Political Rally in Battle Creek, Michigan (December 18, 2019) [video]. YouTube. URL: <https://youtu.be/Wjf5EM5MhzQ> (дата звернення: 28.03.2025).
54. Trump Inauguration Speech Full (January 20, 2017) [video]. ABC News / YouTube. URL: <https://youtu.be/sRBsJNdK1t0> (дата звернення: 15.03.2025).
55. Trump's 2025 Inaugural Address Full Speech (January 20, 2025) [video]. C-SPAN / YouTube. URL: <https://youtu.be/WQuk73KIqZ8> (дата звернення: 23.03.2025).
56. Donald Trump Announcement Speech, New York, NY — June 16, 2015 [transcript]. Roll Call Factbase. URL: <https://rollcall.com/factbase/trump/transcript/donald-trump-announcement-speech-new-york-ny-june-16-2015/> (дата звернення: 01.03.2025).
57. Donald Trump KAG Rally, Battle Creek, MI — December 18, 2019 [transcript]. Roll Call Factbase. URL: <https://rollcall.com/factbase/trump/transcript/donald-trump-speech-kag-rally-battle-creek-mi-december-18-2019/> (дата звернення: 28.03.2025).
58. Donald Trump MAGA Rally, Phoenix, Arizona — August 22, 2017 [transcript]. Roll Call Factbase. URL: <https://rollcall.com/factbase/trump/transcript/donald-trump-speech-maga-rally-phoenix-arizona-august-22-2017/> (дата звернення: 25.03.2025).
59. Donald Trump New Hampshire Rally — August 15, 2019 [transcript]. Rev Transcript Library. URL: <https://www.rev.com/transcripts/donald-trump-new-hampshire-rally-transcript-august-15-2019> (дата звернення: 27.03.2025).
60. Donald Trump Speech at Mount Rushmore 4th of July Event [transcript]. Rev Transcript Library. URL: <https://www.rev.com/transcripts/donald-trump-speech-transcript-at-mount-rushmore-4th-of-july-event> (дата звернення: 18.03.2025).
61. Donald Trump Speech, Campaign Rally, Reading, Pennsylvania — November 4, 2024 [transcript]. Roll Call Factbase. URL:

- <https://rollcall.com/factbase/trump/transcript/donald-trump-speech-campaign-ally-reading-pennsylvania-november-4-2024/> (дата звернення: 18.05.2025).
62. Donald Trump Speech, Inaugural Address, Washington — January 20, 2017 [transcript]. Roll Call Factbase. URL: <https://rollcall.com/factbase/trump/transcript/donald-trump-speech-washington-dc-january-20-2017/> (дата звернення: 15.03.2025).
63. Donald Trump Speech, Inaugural Address, Washington — January 20, 2025 [transcript]. Roll Call Factbase. URL: <https://rollcall.com/factbase/trump/transcript/donald-trump-speech-inaugural-address-washington-january-20-2025/> (дата звернення: 23.03.2025).
64. Donald Trump Speech, Watertown, NY — April 16, 2016 [transcript]. Roll Call Factbase. URL: <https://rollcall.com/factbase/trump/transcript/donald-trump-speech-watertown-ny-april-16-2016/> (дата звернення: 25.03.2025).
65. Trump Victory Speech [transcript]. Rev Transcript Library. URL: <https://www.rev.com/transcripts/trump-victory-speech> (дата звернення: 26.03.2025).