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EXPLORING THE PHONETIC AND STYLISTIC ELEMENTS OF DONALD TRUMP'S POLITICAL RHETORIC

Abstract. The article deals with the phonetic and lexical-stylistic features of political speeches of Donald Trump as the primary material. To achieve this objective, the authors outline the key characteristics of political speech as identified by linguists. The scientists emphasize that political speeches are typically directed at specific target audiences, including voters, allies, opponents, or the international community. The authors support the linguists who draw attention to the stylistic aspects of political speech, attributing significant value to the use of lexemes with strong expressive and evaluative connotations. Such language, according to the researchers, contributes to the construction of a favorable image of the speaker or their political affiliation, while simultaneously serving to undermine opponents.

Thus, the authors underline that the selection of vocabulary, thematic content, and stylistic strategies is largely determined by the anticipated expectations and values of the intended audience.

According to the study, Trump has fundamentally altered the public's expectations regarding the style and tone of presidential communication in the United States. Whereas previously, an academic and measured discourse was anticipated, contemporary political impact is often generated through brief social media posts or sarcastic remarks delivered at rallies, which tend to elicit a far stronger public response.

The authors, due to the given examples, make stress on the fact that Donald Trump, the 45th President of the United States, is recognized not only for his unconventional political conduct but also for his distinctive lexical, phonetical

style, which has garnered significant attention from linguists, journalists, and political analysts worldwide.

As the conclusion the authors state that the phonetic characteristics of Donald Trump's speeches represent a vital element of his distinctive rhetorical style. By employing variations in intonation, emphasizing key words, utilizing repetition, and incorporating regional pronunciations, Trump cultivates a recognizable, charismatic, and emotionally resonant form of political discourse. The stylistic attributes of his speech are fundamentally aligned with its core functions—persuasion, influence, and mobilization.

Further research works will be devoted to the communicative effectiveness which is realized through the strategic use of emotionally charged vocabulary, repetitive patterns, slogans, clichés, personalization, and binary oppositions.

Keywords: lexical, phonetical style, selection of vocabulary, thematic content, stylistic strategies.

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ДОСЛІДЖЕННЯ ФОНЕТИЧНИХ ТА СТИЛІСТИЧНИХ ЕЛЕМЕНТІВ ПОЛІТИЧНОЇ РИТОРИКИ ДОНАЛЬДА ТРАМПА

Анотація. У статті розглядаються фонетичні та лексико-стилістичні особливості політичних промов Дональда Трампа як основного матеріалу. Для досягнення цієї мети автори окреслюють ключові характеристики політичної промови, визначені лінгвістами. Вчені наголошують, що політичні промови зазвичай спрямовані на певну цільову аудиторію, включаючи виборців, союзників, опонентів або міжнародну спільноту. Автори підтримують лінгвістів, які звертають увагу на стилістичні аспекти політичної промови, надаючи значного значення використанню лексем із сильними експресивними та оціночними конотаціями. Така мова, на думку дослідників, сприяє побудові сприятливого іміджу оратора або його політичної приналежності, одночасно слугуючи підриву авторитету опонентів. Таким чином, автори підкреслюють, що вибір лексики,

тематичного змісту та стилістичних стратегій значною мірою визначаються очікуваними очікуваннями та цінностями цільової аудиторії.

Згідно з дослідженням, Трамп докорінно змінив очікування громадськості щодо стилю та тону президентського спілкування у Сполучених Штатах. Якщо раніше очікувався академічний та виважений дискурс, то сучасний політичний вплив часто генерується через короткі дописи в соціальних мережах або саркастичні зауваження, виголошені на мітингах, які, як правило, викликають набагато сильнішу громадську реакцію.

Автори, завдяки наведеним прикладам, наголошують на тому факті, що Дональд Трамп, 45-й президент Сполучених Штатів, відомий не лише своєю нетрадиційною політичною поведінкою, але й своїм самобутнім лексичним та фонетичним стилем, який привернув значну увагу лінгвістів, журналістів та політичних аналітиків у всьому світі. На завершення автори стверджують, що фонетичні характеристики промов Дональда Трампа є життєво важливим елементом його самобутнього риторичного стилю. Використовуючи варіації інтонації, наголошуючи на ключових словах, повторюючи та поєднуючи регіональні вимовні особливості, Трамп культивує впізнавану, харизматичну та емоційно резонансну форму політичного дискурсу. Стилістичні атрибути його промови фундаментально узгоджуються з його основними функціями – переконанням, впливом та мобілізацією. Подальші дослідження будуть присвячені комунікативній ефективності, яка реалізується через стратегічне використання емоційно зарядженої лексики, повторюваних моделей, слоганів, кліше, персоналізації та бінарних опозицій.

Ключові слова: лексика, фонетичний стиль, відбір лексики, тематичний зміст, стилістичні стратегії.

Problem's statement. The development of global society is inextricably linked to political dynamics, as these significantly shape the structure and functioning of social life. Consequently, the capacity for critical listening, reading, and analysis of political discourse is of paramount importance in cultivating a responsible citizenry, especially within the context of accelerating digitalisation and globalisation. Political speech, as a form of public discourse, primarily aims to persuade audiences, instill ideological frameworks, mobilise electoral support, and legitimise the actions of political figures or parties. Within this framework, lexical and stylistic devices play an important role in ensuring the communicative effectiveness of political discourse.

The **purpose** of this study is to examine the phonetic and lexical-stylistic features of political speeches, using the speeches of Donald Trump as the primary

material. To achieve this objective, it is first necessary to outline the key characteristics of political speech as identified by linguists. The significance and extent of political influence on society have been explored in the works of scholars such as L. Efimov, N. Martyn, and L. Slavova, among others. O. I. Sheygal and Yu. A. Sorokina emphasize that political speeches are typically directed at specific target audiences, including voters, allies, opponents, or the international community. O. Bondarenko, noted for contributions to the study of communicative action and political discourse, highlights the crucial role of lexical and stylistic devices in enhancing the communicative impact of political texts [1]. Similarly, N. Gumenyuk draws attention to the stylistic aspects of political speech, attributing significant value to the use of lexemes with strong expressive and evaluative connotations. Such language, according to the researcher, contributes to the construction of a favorable image of the speaker or their political affiliation, while simultaneously serving to undermine opponents. The selection of vocabulary, thematic content, and stylistic strategies is largely determined by the anticipated expectations and values of the intended audience.

Examples: glorious nation, corrupt government, brilliant future, shameful betrayal.

The French philosopher Roland Barthes defines political language as a form of discourse that emerges directly from political praxis, emphasizing action and influence over mere representation. Within this type of language, emotionally charged elements—such as epithets, metaphors, hyperboles, anaphora, and others—occupy a prominent position. These rhetorical devices serve a primarily manipulative function, appealing to the emotional responses of the audience rather than engaging their rational or analytical faculties.

Metaphor: Economy on its knees, machine of repression.

Hyperbole: We will defeat the enemy once and for all.

Anaphora: We will fight. We will stand. We will win.

Speakers frequently employ formulaic constructions that function as rhetorical conventions, fostering recognition and familiarity. Although these expressions tend to convey limited informational content, they significantly amplify the emotional and ideological impact of the discourse:

Examples: for the benefit of the people, democratic values, stability, and development, a new era.

Politicians frequently make use of contrastive strategies, drawing clear distinctions between categories such as “us” versus “them,” “right” versus “dangerous,” and “past” versus “future.” This rhetorical technique facilitates the construction of a simplified, dichotomous worldview for the audience, reinforcing binary modes of thinking.

Example: We are for freedom, they are for chaos.

A distinctive feature of political speech is its orientation toward a mass audience through the use of personalization (e.g., "I," "we") and direct forms of address (e.g., "friends," "citizens," "you"). Such strategies create the illusion of dialogue and serve to reduce the perceived distance between the speaker and the audience. Another common rhetorical device is the use of brief, clear, and memorable slogans. These function as condensed ideological formulas that not only reflect the political identity and values of a particular party or movement but also serve as a recognizable element of its branding.

Examples: Servant of the People, Time to Act!

In an effort to ensure maximum comprehensibility, politicians often deliberately avoid complex syntactic structures and specialized terminology. Instead, they tend to employ simple sentence constructions, logical transitions, and frequent repetition. While this manner of expression is reminiscent of colloquial speech, it nevertheless preserves key features of the official and publicistic style.

Donald Trump, the President of the United States, stands out as a prominent figure within the contemporary political elite, renowned for his mastery of confrontational rhetoric.

He strategically constructs images of "opponents," "enemies," and "others," while clearly delineating those who belong to his in-group versus outsiders. Unlike many politicians, Trump frequently departs from prepared texts, improvises, and responds spontaneously to his audience, rendering his speeches less formal and more dynamic.

This approach fosters a perception that he speaks "from the heart," rather than delivering rehearsed remarks from a teleprompter. Although his statements can at times appear disjointed or illogical, this stylistic choice reinforces his constructed persona as an anti-establishment figure and "man of the people," distinct from conventional politicians. Throughout his discourse, Trump consistently employs vocabulary associated with success, leadership, and victory, often referring to himself in superlative terms.

"Nobody knows the system better than me."

"I'm a very stable genius."

This approach forms a key element of Trump's rhetorical strategy, projecting an image of a decisive and unwavering leader who prioritizes action. Numerous scholars contend that Trump has had a profound impact on contemporary political rhetoric. Since his election to the White House in 2016, political discourse in the United States has become notably less formal, adopting a more aggressive and direct style. This shift has led other politicians to employ comparable techniques, thereby increasing their appeal to audiences seeking straightforward and confident solutions to complex issues.

Trump has fundamentally altered the public's expectations regarding the style and tone of presidential communication in the United States. Whereas previously, an academic and measured discourse was anticipated, contemporary political impact is often generated through brief social media posts or sarcastic remarks delivered at rallies, which tend to elicit a far stronger public response.

Donald Trump, the 45th President of the United States, is recognized not only for his unconventional political conduct but also for his distinctive lexical style, which has garnered significant attention from linguists, journalists, and political analysts worldwide. A notable characteristic of Trump's speeches is their remarkable linguistic simplicity, frequently employing basic vocabulary, short sentences, and colloquial expressions.

For example: "We will win so much, you may even get tired of winning." "It's gonna be huge."

This style fosters the impression of "speaking directly to ordinary people," thereby facilitating broader audience comprehension and engagement. Trump frequently uses repetition at both the lexical and structural levels. Although this may sometimes appear tautological, it functions to intensify the emotional resonance of his messages.

"*We will build the wall. Believe me, we will build that wall!"*

"Fake news, very fake news."

The repetition of words or phrases serves to emphasize key points and enhance their memorability.

Trump frequently utilizes adjectives bearing strong positive or negative connotations, often in the superlative form—for example, "the best jobs," "a total disaster," "a great country," and "a horrible deal."

This lexical choice enables the audience to perceive a clear dichotomy between "good" and "bad," as well as "us" and "them," a hallmark characteristic of populist rhetoric.

Trump's speeches are often emotionally colored because implements crude or provocative statements, which sets him apart from other politicians. We think that such statements evoke strong reactions — both support and condemnation.

"The media is the enemy of the people.", "Our country is being stolen."

Trump actively uses slogans that are easy to remember: *"Make America Great Again" "America First".*

Sometimes in Trump's speeches there are grammatically incorrect constructions, which is also part of his image as an "anti-system" politician: *"I'm the best thing that's ever happened to Puerto Rico."*

While this approach may alienate more educated listeners, it simultaneously reinforces Trump's rapport with his core audience, who perceive him as one of their own.

The lexical characteristics of Donald Trump's speeches are deliberate and strategic. Simplicity, repetition, emotional appeal, and the use of slogans constitute key components of a purposeful communicative approach. This style enabled Trump to engage effectively with a broad audience, convey clear messages, and solidify his political brand within the electorate's consciousness. The following chart presents an overview of the target audience, objectives, and examples of rhetorical devices employed by Trump in his impactful speeches.

Table 1

Overview of the target audience, objectives, and examples of rhetorical devices employed by Trump

Example	Goal	Audience
Fake news is the enemy of the people."	Discredit the media, avoid criticism	Trump supporters, anti-elite groups
"We will win so much, you may even get tired of winning."	Inspire enthusiasm and confidence in victory	Supporters seeking optimism
"I alone can fix it."	Present yourself as the only leader capable of change	People looking for a "strong leader"
"Our country is in serious trouble."	Create an atmosphere of threat, justify radical change	Voters seeking "decisive action"
"The forgotten men and women of our country will be forgotten no longer."	Appeal to voters who feel ignored	Rural residents, working class
"The golden age of America begins right now."	Inspire national pride and optimism	General American public
"We will drill, baby, drill."	Emphasize energy independence and economic growth	Voters concerned about energy prices
"We are establishing the External Revenue Service to collect all tariffs."	Show determination to protect the American economy	Working class, manufacturers
"I will also sign an executive order to immediately stop all government censorship."	Emphasize commitment to free speech	Supporters of the First Amendment

Example	Goal	Audience
"We will forge a society that is colorblind and merit-based."	Express opposition to identity politics	Conservative voters
I have created the brand new Department of Government Efficiency. DOGE!"	Show commitment to reducing bureaucracy and increasing efficiency	Taxpayers, business community
"January 20, 2025 will forever be remembered by all Americans as Liberation Day."	Symbolize a new beginning and renewal	Trump supporters
"We will not forget our country, our Constitution and our God."	Emphasize traditional values and patriotism	Religious and conservative voters
We will build automobiles in America again at a rate that nobody could have dreamt possible."	Support the revival of American industry	Automakers, workers
"We will not allow ourselves to be taken advantage of any longer."	Express determination to protect national interest s General American public	Report Objective Audience
"Putin has gone absolutely CRAZY!"	Condemn the escalation of Russian attacks on Ukraine; distance from Putin	American voters, international community
"He's playing with fire."	Warn Putin of the consequences of further aggression; demonstrate resolve Russian leadership	US allies

Example	Goal	Audience
"If he tries to take all of Ukraine, it will lead to the downfall of Russia."	Warn Russia against a full-scale invasion; emphasize strategic risks for the Russian Federation	Russian leadership, international community
"Zelenskyy is doing his Country no favours by talking the way he does."	Criticism of the Ukrainian president; decrease in support for Ukraine	US domestic audience, aid skeptics
Russia and Ukraine will immediately start negotiations toward a Ceasefire and, more importantly, an END to the War."	Present yourself as a peacemaker; demonstrate diplomatic efforts	American voters, international community

The phonetic dimension of political speeches constitutes a crucial element of communicative influence. In the case of Donald Trump, phonetics functions not merely as a technical vehicle for content delivery but also as an instrument for crafting a distinctive and recognizable speech style. This style is marked by various expressive phonetic features that serve both rhetorical and manipulative purposes. Notably, Trump frequently employs rising intonation at the end of phrases, including declarative sentences, which generates a sense of emotional tension or surprise. Conversely, a lowered tone is utilized to underscore significance (e.g., “We are gonna win — big time.”). Abrupt shifts in intonation between phrases sustain listener engagement and contribute to rhetorical dynamism. Extended pauses following key words or phrases are characteristic, allowing these elements to resonate within the audience’s mind. Additionally, Trump’s speech tempo is generally moderate to slow, reinforcing an impression of authority and control. Strategic intonational pauses often follow simple sentences or statements, as exemplified by: “We will build the wall. [pause] It will be great.”

Prosodic monotony occurs during listing objects or examples and Trump uses the same rhythmic pattern:

“We have jobs, we have power, we have energy, we have everything”. "You don't have the cards right now. With us, you start having cards." "Make a deal or we're out ... And if we're out, you'll fight it out."

This technique generates a sense of structure, presenting ideas as discrete “blocks” and thereby facilitating the listener’s ability to recall enumerated points.

Furthermore, the alignment between a sentence's syntactic form and its phonetic realization is frequently disrupted; sentences may be syntactically incomplete while remaining intonationally complete.

Conclusions. The lexical and stylistic characteristics of political speech are inherently shaped by its primary functions—persuasion, influence, and mobilization. Communicative efficacy is attained through the use of emotionally charged vocabulary, repetitive patterns, slogans, clichés, personalization, and binary oppositions. These linguistic devices enable politicians to construct appealing self-images and articulate their agendas, thereby exerting influence over the collective consciousness.

The phonetic characteristics of Donald Trump's speeches represent a vital element of his distinctive rhetorical style. By employing variations in intonation, emphasizing key words, utilizing repetition, and incorporating regional pronunciations, Trump cultivates a recognizable, charismatic, and emotionally resonant form of political discourse. The stylistic attributes of his speech are fundamentally aligned with its core functions—persuasion, influence, and mobilization. Communicative effectiveness is realized through the strategic use of emotionally charged vocabulary, repetitive patterns, slogans, clichés, personalization, and binary oppositions.

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