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COMPARATIVE ANALYSIS OF PHONETIC AND STYLISTIC FEATURES OF THE POLITICAL RHETORIC OF DONALD TRUMP AND KAMALA HARRIS

Political discourse in modern society is a multi-level communication system that performs not only an information function, but also the functions of influence, persuasion and the formation of public consciousness. In the context of globalization, digitalization and the rapid development of the media space, political language acquires special importance as a tool for constructing reality, through which the most influential politicians form the image of events, social groups and themselves.

The political rhetoric of Donald Trump and Kamala Harris is a vivid example of two different strategies of political communication. If the first is based on emotional expression, polarization and simplicity of speech, then the second is focused on inclusivity, structure and rational-emotional balance. That is why their comparison allows us to identify key trends in modern US political discourse.

Donald Trump's political style is characterized by maximum simplicity of syntax, high frequency of repetitions and pronounced evaluativeness, consisting of short phrases that are easily remembered and quickly perceived by the audience. For example: "*We will win. We will win big. We will win like never before*." or "*Fake news is the enemy of the people*." Such statements demonstrate the desire for emotional impact and the formation of clear evaluative categories.

Another characteristic feature is the use of hyperbolization: "*the greatest economy in history", "the biggest tax cut ever", "the best president you've ever had*". Such constructions create an exaggeration effect that enhances emotional perception and forms an image of exclusivity.

It is worth noting the frequent use of negatively colored vocabulary: *"disaster", "corrupt politicians", "fake media", "radical left*". This contributes to the creation of a confrontational model of political discourse, where "*their own" and "alien"* are clearly distinguished.

Phonetically, Trump's speech is characterized by intonation variability, sharp pauses, and emphasis on key words. For example: *"We will build the wall. [pause] And Mexico will pay for it."* The pause here serves to enhance the dramatic effect. Another example: "*We have power, we have strength, we have energy, we have jobs*." Such rhythm creates the effect of accumulating arguments.

The pace of speech is usually moderate or slow, which allows the audience to better absorb information and enhances the effect of confidence. Repetition is often used as a phonetic-rhetorical tool: "*We will win. We will win big. We will win fast*."

In contrast, Kamala Harris's rhetoric is based on structure, institutionality, and inclusiveness. Her speech is focused on creating a sense of community and social responsibility. For example: "*We are in this together," "We must stand for justice," "Every voice matters*." Such statements form a positive semantic field and help unite the audience.

A characteristic feature is the use of three-component structures: "*We must listen, we must learn, and we must lead." or "Justice, equality, and opportunity must guide us."* Such constructions provide a logical organization of speech and increase its persuasiveness.

Kamala Harris's vocabulary is largely neutral or positively colored. She often uses words such as "*freedom", "justice", "dignity", "opportunity", "community*". For example: "*We are fighting for justice and equality", "Our democracy depends on participation*". This creates an image of stability and institutional trust.

Phonetically, her speech is more even and controlled. Intonation is used for logical structuring, rather than for emotional dramatization. For example: "*We will not go back. We will move forward*." The pause between parts of the sentence enhances the contrast, but does not create excessive emotional tension.

Another important feature is the use of personalization. Trump is dominated by the pronoun I: "*I alone can fix it", "I know the system better than anyone"*. This emphasizes individual leadership and an authoritarian model of communication.

Kamala Harris is dominated by the pronoun we: "*We are stronger together", "We will build a better future".* This forms a collective identity and strengthens the democratic nature of speech.

Stylistically, Trump uses a populist model of rhetoric, which is based on emotionality, simplification of complex phenomena and creation of clear oppositions. His speech actively uses metaphors: "*drain the swamp", "economic miracle", "witch hunt*", as well as harsh assessments: "*total disaster", "worst deal ever*".

Kamala Harris, on the contrary, uses an institutional-argumentative style, which is focused on explanation, logic and social integration. For example: "*We must address systemic inequality", "We need comprehensive reform".* Her style is less confrontational and more conversational.

Phonetic strategies also differ significantly. Trump uses sharp intonation transitions, dramatic pauses, and rhythmic repetitions. Kamala Harris, by contrast, uses smooth intonation, clear in the structure of pauses and a stable pace of speech.

For example, in Trump: "*They are destroying our country. Totally destroying it."*

In Harris: "*Change is difficult, but necessary for progress*."

Thus, the comparative analysis demonstrates that Donald Trump and Kamala Harris represent two different models of political rhetoric: emotional-populist and institutional-inclusive. The first is based on polarization, repetition and emotional pressure, the second on structure, rationality and collective responsibility.

Both strategies are effective in their political contexts, but they affect the audience through different cognitive and emotional mechanisms, which reflects the modern multi-vector nature of political communication.

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