

Functional and Linguistic Characteristics of Donald Trump's Victory and Inaugural Speeches

Yulia Chanturidze

National Research University Higher School of Economics

Correspondence concerning this article should be addressed to Settings Yulia Chanturidze, National Research University Higher School of Economics, Room 4340. 26 Shabolovka St., Moscow, Russian Federation, 119049. E-mail: chanturidze.yulia@gmail.com

The current research is devoted to the comparative and contrastive analysis of Donald Trump's victory and inaugural speeches. Its objective is to identify their similarities and differences from the functional and linguistic points of view. The research consists of several stages. First, the two genres of discourse in question are defined. Then, an overview of their functions is provided. Next, the linguistic means of performing them are analyzed. The results of the research indicate that, due to their main goals, the genres in question express certain functions, which can be verbally expressed in various ways: in Trump's victory speech the inspirative function comes to the fore, while in his inaugural address the integrative and the performative functions dominate the other ones. Furthermore, in each case linguistic peculiarities correlate with the functions: in the victory speech the focus is on the 'greatness' of everything and everyone, whereas in the inaugural speech words connected with patriotism prevail, which is expressed mostly by means of personal pronouns. The results of the current research may function as a basis for further analysis of the genre of the victory speech, as it has not received enough scholarly attention yet, and of the peculiarities of Donald Trump's political discourse.

Keywords: political discourse, inaugural speech, victory speech, functional approach, Donald Trump, CDA

Political discourse has been the center of everyone's attention for decades. This may be explained by the fact that politics plays a crucial role in people's lives: the future of countries and the relations between them depend greatly on politicians' decisions. Political discourse rather often becomes a tool for manipulating people (Fairclough, 1989; Charteris-Black, 2005), expressing dominance or discrimination (van Dijk, 2013; Blackledge, 2005), and persuading and influencing people's opinion (Baranov, & Kazakevich, 1991; Berezhnaya, 1986; Golodnov, 2008), which is why the identification and the definition of such methods of influence has gained special importance in modern linguistics. This can also be one of the reasons why, at present, several refereed journals publish research in this area (Discourse and Society; Journal of Language and Politics; Discourse, Context & Media; and others).

According to Weiss (2003), discourse reflects the social, political, and cultural characteristics of its creators, which provides scholars with an opportunity to single out the main concepts and ideas of a person's worldview (Whorf, 1956; Maslova, 2001). Political discourse is presented by a diversity of genres (Chudinov, 2011). As there is no common definition of

this term across disciplines and as a number of genre theories can be singled out, it is necessary to clarify its notion in the current research. Following Chilton and Schäffner, Critical Discourse Analysis (CDA) scholars, by 'genres' we mean "global linguistic patterns which have historically developed for fulfilling specific communicative tasks in specific situations" (Chilton & Schäffner, 2002, p. 18). In other words, genres refer to types and structures of discourse which are meant to accomplish a specific purpose. This understanding has its roots in Bhatia's (1993) genre model, which emphasizes the importance of communicative purposes in shaping the genre itself. In his works he argues that if such purposes undergo a significant change, the genre changes as well.

The two genres of political discourse relevant to the current research are the victory speech and the inaugural speech. Both of them are similar to what Aristoteles called 'epideictic rhetoric'. He defined it as a solemn speech that is made in order to appeal to the audience's emotions. An epideictic speech is usually delivered at a certain important official occasion and marks a crucial moment in the history of a country or the whole world. This is the reason for its elevated

style of lexis and syntax, the avoidance of clichés, and a wide use of rhetorical devices (Aristoteles, 1978).

The victory speech is the election night speech of the winning presidential candidate, which presents his/her first reaction to the election results. It serves as an intermediate stage between being a candidate for presidency and being inaugurated as the president. The main purposes of the victory speech are expressing gratitude to all those who have supported the candidate throughout the campaign and those who voted for him/her; reminding people of the key ideas of the presidential campaign, picturing the bright future ahead (Chanturidze, 2014); and displaying emotions aroused by the event (Gornostayeva, 2018; Lara, Márquez, & Fuentes-Rodríguez, 2016, p. 130).

As far as the inaugural address is concerned, it has been part and parcel of the inauguration ceremony, and has been witnessed by a large audience since the inauguration of George Washington. Campbell and Jamieson define it as “an essential element in a ritual of transition in which the covenant between the citizenry and their leaders is renewed,” in which “a newly elected president is invested with the office of the presidency” (Campbell & Jamieson, 1990, p. 14). It does not contain much new information because there is no need for it, due to the focus of people’s attention being on the event itself rather than on the words. Not going into detail, the newly elected president summarizes his/her promises made during the campaign, pursuing the goal of emphasizing the crucial character of the moment and linking it to the past and the future of the country. The inaugural speech is also aimed at reminding people of the unity and the greatness of their country (Sheygal, 2002) and at persuading the citizens of the country that the new president is fit for the political role and that he/she is entitled to achieve his/her objectives (Liu, 2012, p. 2409). Therefore, as the components of the inaugural address are set by tradition, it is the choice of words and the manner of speaking in front of the audience that matter most and that can let the speech be remembered for decades (Sheygal, 2002).

The tradition of speaking in public has been developing since ancient times, forming the set or rules of most effective rhetorical means. A significant number of American presidents and politicians in general have followed these rules so brilliantly that they are still renowned for their rhetorical skills (Campbell & Jamieson, 1990; Lim, 2002; Harandi & Jahantigh, 2017; Sameer, 2017; Alemi, Latifi, & Nematzadeh, 2018).

The election of Donald Trump to the presidency in the USA has stimulated further interest in modern political discourse due to Trump’s manner of speaking (Lamont, 2017) Thus, it is particularly essential to conduct a functional analysis of some samples of his

discourse. In order to do this, his victory and inaugural speeches have been subjected for analysis in order to define the ways the functions are realized in them and to identify their peculiarities from the point of view of the linguistic means used.

Being analysis-driven, the study pursues the objective of answering the following research questions:

1. What linguistic and discursive means are used by Trump in order to express functions of the genre of the victory speech?
2. What linguistic and discursive means are used by Trump in order to express functions of the genre of the inaugural speech?
3. Is there any regularity in Trump’s use of expressive means that may be typical of his discourse in general?

Materials and Methods

Materials

The research is based on the analysis of Donald Trump’s following speeches:

1. The victory speech delivered in New York on the 9th of November, 2016 on election night;
2. The inaugural address made in Washington, D.C., on the 20th of January, 2017.

The choice is explained by the fact that both speeches signify the beginning of a new president’s term and, thus, are meant to impress the audience in order to make people feel that their choice was the best possible. Even though both addresses are usually created by speechwriters, the genre of the victory speech allows improvisation to a certain extent due to the unofficial, more intimate character of the event, which contributes to defining the style of public speaking the president adopts.

In contrast to the victory speech, every word of the inaugural address is carefully thought out as it always draws the attention of not only the people within the borders of the country but also around the world.

Methods

To conduct this research, the following analytical methods were applied:

1. A functional analysis on the basis of valuable research on inaugural speeches conducted by a Russian linguist in the field of political discourse, Ye. I. Sheygal (2000), and previous research into the genre of the victory speech

(Chanturidze, 2014). At this stage the linguistic means that help to perform these functions were identified and used as illustrative material for comparing and contrasting the genres in question.

2. A semantic analysis of the functionally active samples with the aim of identifying the implicit and explicit connotations imposed on them.
3. A critical discourse analysis of most prominent features, which contributes to identifying the speaker's ideology through analyzing the language peculiarities. As pointed out by Chilton (2004), the text itself does not contain its meaning because it is the broader social, discursive, and historical context that helps the listener make sense of what they hear. Therefore, discourse analysis was applied in order to define the context of the speeches and to illustrate how interdiscursive links can help to create such context.

Procedure

In order to perform the analysis, several research stages were singled out:

1. As the author was already familiar with the set of functions commonly fulfilled by the genres in question due to previous research, the first step consisted of reading the official transcripts of the speeches thoroughly to check whether the usual set of functions was present in the speeches. One more aim of this stage included the identification of linguistic means that explicitly or implicitly perform these functions.
2. In the next stage, all linguistic means were grouped according to the function they carry out. Then, a semantic analysis was performed in order to identify the connotations these linguistic items can possess, which can contribute to expressing a certain message. This was done for every function that had been singled out. When it seemed necessary, numerical data in graphic form were introduced into the analysis to compare and contrast the speeches in question. Furthermore, the semantic context of the linguistic means was analyzed as collocations could help in understanding the colouring of a word.
3. The final step of the current analysis was directly connected with the author's 'background knowledge' as it is possible to identify interdiscursive links only in those cases when the researcher possesses rather profound cultural and historic knowledge of the field under analysis. In other words, one

can analyze only those links which he/she can single out on his/her own and/or on the basis of articles on the subject. For example, if it is clear that the speaker emphasizes a certain word of his/her speech prosodically or repeats it several times, it is necessary to search for its connotations or other contexts in which this word had appeared before. Such links to other discourses could serve as a source of extra information for interpreting the speeches. Moreover, the extralinguistic context of speeches can be taken into account.

Results and Discussion

Functional peculiarities of various discourse genres can be investigated from two points of view. First, it is essential to see what language functions come to the fore in the genre under analysis. Then, more specific information can be received if several genres of the same type of discourse are compared and contrasted with each other. This explains why two genres of Donald Trump's political discourse have been subjected for analysis – the victory speech and the inaugural speech. They mark the end of the presidential campaign and the beginning of a presidential term.

As mentioned previously, each genre of discourse performs its own set of functions. Here we take Sheygal's research into the semiotics of political discourse in general and the American presidents' inaugural addresses in particular as the basis for the current analysis. It should be noted that the functions identified by Sheygal correspond to the genre characteristics of the inaugural address described by Campbell and Jamieson (1990). The same approach was applied in Chanturidze's research into the victory speech (2014), where functional characteristics of this genre were identified and described.

The Integrative Function

The first function to be mentioned is the integrative one, which consists in uniting people together (Sheygal, 2000). When analyzing samples of political discourse, it is crucial to pay attention to the image the speaker creates linguistically.

One thing that should be taken into consideration at this point is the use of personal pronouns as Wilson (1990) states, pronominal choices can reveal crucial information about the speaker and his/her attitude to the listener. The fact is that pronouns can contribute to expressing the opposition 'we' – 'they', which forms the basis of perceiving the world in categories (Abid & Manan, 2017) and is typical of political discourse

in general (Levenkova, 2011, p. 115). Within such an opposition the former component is usually marked as positive whereas the latter one is negatively coloured (Ma, 2012). It seems crucial to pay attention to this opposition as it is there where the methods of critical discourse analysis can help to reveal a more comprehensive picture of the peculiarities of Trump's victory and inaugural speeches.

In American political discourse the integrative function is most frequently realized with the help of the first person plural pronoun 'we' and its possessive form (Levenkova, 2011, p. 126), which means that the speaker identifies him/herself with a certain group of people, for example, members of the party or citizens in general.

The inclusive 'we' and its possessive form 'our' are found in both of Trump's speeches under analysis.

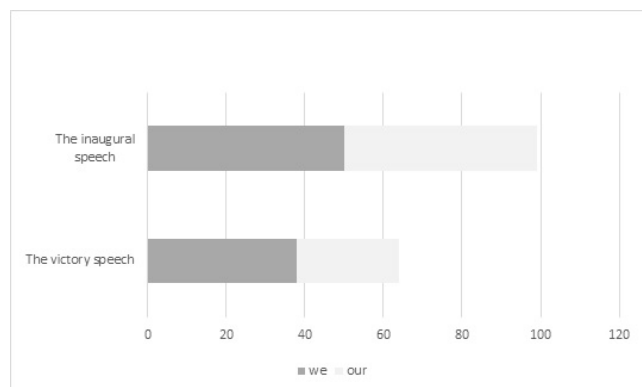


Figure 1. The number of uses of 'we' and 'our' in Trump's victory and inaugural speeches.

As seen in Figure 1, the inaugural speech contains almost twice as many instances as the victory speech does, which makes the idea of integration more emphatic. The following example, taken from the inaugural speech, can illustrate the extent to which the integrative function is fulfilled in it:

We will bring back our jobs. We will bring back our borders. We will bring back our wealth. And we will bring back our dreams. We will build new roads, and highways, and bridges, and airports, and tunnels, and railways all across our wonderful nation. We will get our people off of welfare and back to work – rebuilding our country with American hands and American labor.¹

In this case, pronominal choice is accompanied by demographic nomination – 'American', which underlines the reliance on the country's inner

¹ Trump, D. (2017, January 20). *The inaugural address*. Retrieved from <https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>

resources excluding interference from the outside. In other words, preferring 'American hands and American labor', Trump implicitly underlines the difference between the American people and others, which again contributes to expressing the opposition 'we' – 'they'.

Moreover, the idea is often emphasized by a combination of the pronoun with such intensifiers as 'one', 'together', and 'united':

I say it is time for us to come together as one united people.²

We are one nation.

Together, We Will Make America Strong Again.

And, Yes, Together, We Will Make America Great Again.³

In addition, in his inaugural address Trump reminds people of the necessity of accepting the absence of differences between them by mentioning two children born in two completely different surroundings in America but looking into the same sky and dreaming about the same things, which is a rather common means of making public addresses more personalized and people-oriented, and by recalling military wisdom:

... our soldiers will never forget: that whether we are black or brown or white, we all bleed the same red blood of patriots, we all enjoy the same glorious freedoms, and we all salute the same great American Flag.⁴

In his victory speech, Donald Trump also expresses the same idea:

It is a movement comprised of Americans from all races, religions, backgrounds, and beliefs...⁵

However, in the former example more powerful and vivid imagery is used because, first, the reference to certain physical objects makes it easier for the listeners to imagine the situation described in the example (people bleeding, people saluting the flag) so there may not be any discrepancy in understanding the idea. Secondly, the topic of war is strong in its nature as, indeed, the differences between people do not matter when it comes to war. In other words, at this point people's 'backstage knowledge' (Chilton, 2004, p. 154) (especially that about recent wars) is activated.

² Trump, D. (2016, November 9). *The Victory Speech*. *The New York Times*. Retrieved from <https://www.nytimes.com/2016/11/10/us/politics/trump-speech-transcript.html>

³ Trump, *The inaugural address...*

⁴ Ibid.

⁵ Trump, *The Victory Speech...*

Being a crucial notion of critical discourse analysis, it comprises the knowledge and experience shared by people due to similarities in their background, culture, education, etc. (Kubryakova, 1997). As a result, all of the information gained from other discourses or experience and stored in the human mind is activated. This usually happens accidentally but may as well be used purposefully by proficient public speakers in order to influence the audience's attitude to the topic (Chanturidze, 2014a).

As far as one more implicit expression of the opposition 'we' – 'they' is concerned, it is essential to examine the following utterances taken from Trump's victory speech:

... I congratulated her (H. Clinton) and her family on a very, very hard-fought campaign. <...> As I've said from the beginning, ours was not a campaign but rather an incredible and great movement, made up of millions of hard-working men and women who love their country and want a better, brighter future for themselves and for their family.⁶

Here the focus is moved from 'them' being the people of other countries to 'them' being Hillary Clinton and the representatives of the Democratic Party. This is done using a careful choice of words. While calling Hillary Clinton's actions to win the election a 'campaign', which is defined by the Longman Dictionary of Contemporary English as 'a series of actions intended to achieve a particular result relating to politics or business, or a social improvement'⁷, to define his own undertaking, the speaker instead prefers the word 'movement', which means 'a group of people who share the same ideas or beliefs and who work together to achieve a particular aim'⁸. Thus, this action is represented as the one to have united people, not as a purely personal desire to achieve a certain aim but as a collaboration. In contrast to how Hillary Clinton is presented, Donald Trump is portrayed as a leader chosen by people believing in the same things and pursuing the same ideals.

One more peculiarity of critical discourse analysis is taking interdiscursive links into account. Such links enable authors to interconnect discourses by appealing to the audience's 'backstage knowledge'. As defined by Blackledge, 'interdiscursivity refers to the intertextual relations of genres and discourses within a text' (Blackledge, 2005, p. 11). Such links contribute to the representation of a politician's worldview

(Demata, 2007). One of the most illustrative examples of interdiscursive links can be found in Trump's victory speech, where the use of the word 'movement' may activate an interdiscursive link to the civil rights movement, which helps to portray Trump as a person who is eager to defend the rights of his people and care about their future.

As a result, such a variety of means for expressing the idea of unity in the two genres under analysis shows that the integrative function is one of the most essential and powerful in political discourse.

The Inspirative Function

The next function of both the inaugural address and the victory speech that can be singled out is an inspirative one (Sheygal, 2000), which consists in inspiring the whole nation or a certain group of people to some action.

This function can be expressed, for example, by means of emphasizing the fundamental character of the current moment.

I say it is time for us to come together as one united people. It is time⁹.

That all changes – starting right here, and right now...

The time for empty talk is over. Now arrives the hour of action¹⁰.

All examples adduced above show that the function is fulfilled with the help of two tools: the lexical items 'now' and 'time' and syntax (sentences are often short, incomplete, words are often repeated). Trump's syntax has been widely discussed since the beginning of his campaign. Some journalists still state that, in contrast to Barack Obama's speeches (Kienpointner, 2013), it is fairly hard to follow Donald Trump's thoughts and call his style 'word salad'¹¹. Others believe that Trump's syntax resembles that of Twitter posts (Kreis, 2017; Sergeeva, 2017). However, there are some people, for example the prominent linguist George Lakoff, who explain this characteristic as a peculiarity of Trump's exceptionally elaborate style¹². Therefore, these two tools of expressing the inspirative function can be seen collaborating with each other in these examples.

One more example deserves attention:

⁹ Trump, The Victory Speech...

¹⁰ Trump, *The inaugural address...*

¹¹ Cilizza, C. (2015, September 15). An amazing Donald Trump word salad. *The Washington Post*. Retrieved from https://www.washingtonpost.com/news/the-fix/wp/2015/09/15/an-amazing-donald-trump-word-salad/?utm_term=.6add3908d9b3

¹² Lakoff, G. (2016, August 19). Understanding Trump's use of language. *George Lakoff blog*. Retrieved from <https://georgelakoff.com/2016/08/19/understanding-trumps-use-of-language/>

⁶ Ibid.

⁷ Longman Dictionary of Contemporary English (LDOCE). Retrieved from <https://www.ldoceonline.com>.

⁸ Ibid.

and simple and that he does not need any sophisticated words to express them.

As far as the word cloud of the inaugural address (Figure 4) is concerned, it shows several similarities with that of the victory speech. For example, it also contains the words 'country' and 'people' accompanied by 'America' and 'American', which cannot be avoided in this genre of discourse. Moreover, this corresponds with the peculiarities of the genre as in the inaugural speech the focus is on the country and its people, which evokes patriotic feelings.

One more effective stylistic means employed in both speeches consists in a contrasting description of the situation before the election and the future one. This is aimed at creating a more favourable attitude to the new president by showing that he/she is going to correct the mistakes of the former president, thus setting an example for all the people to follow.

The forgotten men and women of our country will be forgotten no longer. <...> We will also finally take care of our great veterans... <...>. America will no longer settle for anything less than the best (2016). For too long, a small group in our nation's Capital has reaped the rewards of government while the people have borne the cost. Washington flourished – but the people did not share in its wealth. Politicians prospered – but the jobs left, and the factories closed. <...> That all changes – starting right here, and right now... <...> The forgotten men and women of our country will be forgotten no longer²³.

The Performative Function

Apart from the functions mentioned above, a performative function should be mentioned as well. The role of this function consists of performing a concrete act in which the speaker is seen not as an individual but as the bearer of a certain social status (Sheygal, 2000).

Such a shift of focus, which differs the genres in question from general speaking in public, enables the speaker to alter the language and mention those topics that could not be included in the speech in other cases. For example, when delivering a victory speech, a former candidate for the presidency addresses the audience already as the winner of the election. The victory speech is the winner's first reaction to the results of the election. Therefore, the speaker can share his/her emotions, making the speech highly colourful and expressive. In contrast, the inaugural speech has

a more formal character because of the official status of the event. That is why the inaugural speech is less expressive but better structured and thought over.

The victory speech marks a significant event – the victory of one of the candidates – and the beginning of a preliminary stage before the presidential term begins. The speech is made as soon as the results of the election day have been announced and summarizes the main points of the winner's campaign. At the same time, it may function as a rehearsal for the future inaugural speech as it anticipates what is going to be said in several months.

I look very much forward to being your president...²⁴

The inaugural speech in its turn marks a momentous event in the history of a country – the official acceptance of the presidency by a new person. The role of the performative function in this genre of political discourse consists of providing the speaker with an opportunity to show his/her eagerness and readiness to occupy this official position.

*The oath of office I take today is an oath of allegiance to all Americans.
I will fight for you with every breath in my body – and I will never, ever let you down²⁵.*

The importance of this function is also defined by the absence of new information as the speaker just repeats the main promises. Therefore, the attention of the audience is shifted to the manner of speaking in public, to a so-called 'show' rather than to new information (Arkhangelskaya, 2018), so the addresser has an opportunity to show his/her mastery of rhetorical means, for example, syntactic parallelism and anaphora.

*We Will Make America Wealthy Again.
We Will Make America Proud Again.
We Will Make America Safe Again²⁶.*

The Declarative Function

The next function that deserves attention is the declarative one. It consists of presenting a new president as the ruler of the country, the one who is going to establish new laws and implement new plans (Sheygal, 2000). In order to do this, a set of actions must be taken. Therefore, one can find statements about work and challenges in both of Trump's speeches under analysis.

²⁴ Trump, The Victory Speech...

²⁵ Trump, D. *The inaugural address...*

²⁶ Ibid.

²³ Trump, *The inaugural address...*

*And I can only say that while the campaign is over, our work on this movement is now really just beginning. We're going to get to work immediately for the American people...*²⁷

*We will face challenges. We will confront hardships. But we will get the job done*²⁸.

Another essential idea of the declarative function is connected with the president giving advice to the listeners about the responsibilities that they have as citizens. In Trump's inaugural address this is done with the help of modal verbs of obligation.

*We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity*²⁹.

As seen from the analysis, Donald Trump devoted much time of his public addresses to promoting the unity of the nation and proclaiming the greatness of the United States of America. All functions considered, it can be concluded that the genre of the victory speech and that of the inaugural speech have a number of functional peculiarities in common, although the degrees to which some functions are fulfilled in each of them may be different. Being inextricably connected with the functions, the aims of each genre exert considerable influence on the language that is chosen by the speaker. Therefore, there are more linguistic means that perform the integrative and the declarative functions in Donald Trump's inaugural address, whereas those carrying out the inspirative function prevail in the victory speech, allowing more room for emotions. The performative function is typical of both of Trump's speeches.

As far as the connotations of certain words and some interdiscursive links are concerned, it has become clear that with their help, Trump managed to create a positive image of himself while implicitly contrasting himself with his main opponent – Hillary Clinton.

Problems and Limitations

While conducting the analysis of any president's public speech, it should be kept in mind that leading politicians usually receive help with speechwriting. There are always professional speechwriters that either advise the speaker on the most suitable words and expressive means or write full speeches. That is why one can hardly know for sure which parts of the address were helped with and which were created by

²⁷ Trump, The Victory Speech...

²⁸ Trump, *The inaugural address*...

²⁹ Ibid.

the politician on his/her own. In the current article it will be assumed that, even though such information cannot be obtained, the politician is fully responsible for his/her words, which is why the peculiarities that are singled out are treated as characteristics of the politician's style, not the style of his/her speechwriters.

Conclusion

The overview of the functions of two genres of political discourse – that of Trump's victory speech and that of his inaugural speech – has shown the similarities and differences between them. From the functional point of view, the genres under analysis have a number of functions in common. However, they cannot be called identical as their aims define the set of functions and their positions on the scale of importance.

The main target of the victory speech is showing the winner's immediate reaction to the results of the election, finishing the campaign, summarizing the main points of the winner's plan, expressing gratitude, proving that people have made the right choice as a new president will lead people into a better world. Hence, the predominant function of this genre of discourse is the inspirative one. In addition, the victory speech is highly expressive so it is this genre of political discourse that shows the true character of a politician.

As far as the inaugural address is concerned, its main goal is mostly performative, i.e. announcing the beginning of a new president's term and being this beginning at the same time, but also integrative, as it is crucial for the new president to unify the people and show no traces of neglect or discrimination. The tradition of addressing the nation with an inaugural speech has a long history so its components and ideas are set in advance. Being an official speech, it is not so emotional, yet it is often impressive and remembered for decades.

References

- Abid, R. Z., & Manan, Sh. A. (2017). Constructing the 'self' and the 'other' in Bush's political discourse before and after the Iraq war (2002–2008). *Journal of Language and Politics*, 15(3), 710-726. doi: [10.1075/jlp.15.6.03abi](https://doi.org/10.1075/jlp.15.6.03abi)
- Alemi, M., Latifi, A., & Nematzadeh, A. (2018). Political and media discourse. *Peoples' Friendship University of Russia: Linguistics*, 22(2), 278-291. doi: [10.22363/2312-9182-2018-22-2-278-291](https://doi.org/10.22363/2312-9182-2018-22-2-278-291)

- Arkhangelskaya, I. B. (2018). "Temperature Regime" of American political discourse: From J. F. Kennedy to D. Trump. *Communications. Media. Design*, 3(1). Retrieved from <https://cmd-journal.hse.ru/article/view/7731>
- Bhatia, V. K. (1993). *Analyzing genre: Language use in professional settings*. New York, NY: Longman Publishing. Retrieved from <https://books.google.ru/books?id=SSmsAgAAQBAJ>
- Blackledge, A. (2005). *Discourse and power in a multilingual world*. Amsterdam / Philadelphia, Pennsylvania: John Benjamins Publishing Company. doi: [10.1075/dapsac.15](https://doi.org/10.1075/dapsac.15)
- Chanturidze, Y. M. (2014a). Interdiskursivnost' kak chast' kognitivnogo podkhoda k kommunikatsii (Na primere pobednoy rechi B. Obamy, 2008) [Interdiscursivity as part of the cognitive approach to communication (On the basis of Barack Obama's victory speech, 2008)]. *Yaroslavl Pedagogical Bulletin*, 1, 140-144. Retrieved from http://vestnik.yspu.org/releases/2014_2g/27.pdf
- Chanturidze, Y. M. (2014b). Pobednaya rech' buduschego prezidenta kak zhanr politicheskogo diskursa [Victory speech as a genre of political discourse]. *Novosibirsk State University Bulletin*, 6, 177-186. doi: [10.15293/2226-3365.1406.15](https://doi.org/10.15293/2226-3365.1406.15)
- Charteris-Black, J. (2005). *Politicians and rhetoric: The persuasive power of metaphor* (1st ed.). Basingstoke, Hampshire: Palgrave-MacMillan. doi: [10.1057/9780230319899](https://doi.org/10.1057/9780230319899)
- Chilton, P. (2004). *Analysing political discourse. Theory and practice*. London, UK: Routledge. doi: [10.1093/applin/ami016](https://doi.org/10.1093/applin/ami016)
- Chilton, P., & Schäffner, Ch. (2002). Introduction: Themes and principles in the analysis of political discourse. In P. Chilton & C. Schäffner (Eds.), *Politics as Text and Talk: Analytic Approaches to Political Discourse* (pp. 1-41). Amsterdam/Philadelphia, Pennsylvania: John Benjamins. doi: [10.1075/dapsac.4.03chi](https://doi.org/10.1075/dapsac.4.03chi)
- Demata, M. (2017) "A great and beautiful wall": Donald Trump's populist discourse on immigration. *Journal of Language Aggression and Conflict*, 5(2), 274-294. doi: [10.1075/jlac.5.2.06dem](https://doi.org/10.1075/jlac.5.2.06dem)
- Fairclough, N. (1989). *Language and power*. London, UK: Longman. doi: [10.1017/S0047404500016316](https://doi.org/10.1017/S0047404500016316)
- Golodnov, A. V. (2008). Ritoricheskiy metadiskurs: K opredeleniyu ponyatiya [Rhetorical metadiscourse: Defining the notion]. *Pushkin Leningrad State University Bulletin*, 2(13), 7-18. Retrieved from https://lib.herzen.spb.ru/text/golodnov_104_77_87.pdf
- Gornostaeva, A. (2018). Ironicheskiye metafory v politicheskom diskurse [Ironic Metaphors in Political Discourse]. *Russian Journal of Linguistics*, 22(1), 108-125. doi: [10.22363/2312-9182-2018-22-1-108-125](https://doi.org/10.22363/2312-9182-2018-22-1-108-125)
- Harandi, M., & Jahantigh H. (2017). Use of persuasive language to coax the audience: A study of John F. Kennedy and Barack Obama's speeches. *International Journal of English Language and Translation Studies*, 5(3), 129-136. Retrieved from <http://www.eltsjournal.org/archive/value5%20issue3/15-5-3-17.pdf>
- Kienpointner, M. (2013). Strategic maneuvering in the political rhetoric of Barack Obama. *Journal of Language and Politics*, 12(3), 357-377. doi: [10.1075/jlp.12.3.03kie](https://doi.org/10.1075/jlp.12.3.03kie)
- Kreis, R. (2017). The "Tweet Politics" of President Trump. *Journal of Language and Politics*, 16(4), 607-618. doi: [10.1075/jlp.17032.kre](https://doi.org/10.1075/jlp.17032.kre)
- Lara, E. A., Márquez A. C., & Fuentes-Rodríguez C. (2016). Emotional argumentation in political discourse. *A Gender-based Approach to Parliamentary Discourse*, 68, 129-159. doi: [10.1075/dapsac.68](https://doi.org/10.1075/dapsac.68)
- Lamont, M. (2017). Trump's electoral speeches and his appeal to the American white working class. *British Journal of Sociology. Supplement S1*, 68, 153-180. doi: [10.1111/1468-4446.12315](https://doi.org/10.1111/1468-4446.12315)
- Lim, E. T. (2002). Five trends in presidential rhetoric: An analysis of rhetoric from George Washington to Bill Clinton. *Presidential Studies Quarterly*, 32, 328-348. doi: [10.1111/j.0360-4918.2002.00223.x](https://doi.org/10.1111/j.0360-4918.2002.00223.x)
- Liu, F. (2012). Genre analysis of American Presidential inaugural speech. *Theory and Practice in Language Studies*, 2(11), 2407-2411. doi: [10.4304/tpls.2.11.2407-2411](https://doi.org/10.4304/tpls.2.11.2407-2411)
- Sameer, I. H. (2017). Rhetorical and linguistic analysis of Bush's second inaugural speech. *Advances in Language and Literary Studies*, 8(1), 44-50. doi: [10.7575/aiac.all.v.8n.1p.44](https://doi.org/10.7575/aiac.all.v.8n.1p.44)
- de Saussure, L. (2005). Manipulation and cognitive pragmatics. In L. de Saussure & P. Schulz (Eds.), *Manipulation and Ideologies in the Twentieth Century* (pp. 113-145). Amsterdam, the Netherlands: John Benjamins. doi: [10.1075/dapsac.17.08all](https://doi.org/10.1075/dapsac.17.08all)
- Sergeeva, D. S. (2017). Self-presentation and discreditation – The key strategies of the pre-election political discourse (As exemplified in the pre-election tweets of D. Trump and H. Clinton). *Izvestiya Yužnogo Federal'nogo Universiteta: Filologicheskie Nauki*, 3, 75-83. doi: [10.23683/1995-0640-2017-3-75-83](https://doi.org/10.23683/1995-0640-2017-3-75-83)
- Sidiropoulou, M. (2018). Shaping public view: Critical media literacy through English-Greek translated press headlines. *Journal of Language and Politics*, 17(4), 511-532. doi: [10.1075/jlp.17018.sid](https://doi.org/10.1075/jlp.17018.sid)
- van Dijk, T. A. (2013). *Diskurs i vlast'* [Discourse and power]. Moscow, Russia: Librokom Publisher. doi: [10.1177/17504813090030020503](https://doi.org/10.1177/17504813090030020503)
- Weiss, G. (2003). Introduction: Theory,

FUNCTIONAL AND LINGUISTIC CHARACTERISTICS OF DONALD TRUMP'S SPEECHES

- interdisciplinarity and critical discourse analysis. In G. Weiss & R. Wodak (Eds.), *Critical Discourse Analysis: Theory and Interdisciplinarity* (pp. 1-35). London, UK: Palgrave. doi:[10.1057/9780230288423](https://doi.org/10.1057/9780230288423)
- Whorf, B. L. (1956). The relation of habitual thought and behavior to language. In J. B. Carroll (Ed.), *Language, Thought, and Reality: Selected writings of Benjamin Lee Whorf* (pp. 134-159). Cambridge, MA: MIT Press.
- Wilson, J. (1990). *Politically speaking. The pragmatic analysis of political language*. Basil Blackwell, Oxford/Cambridge/Massachusetts, Oxford: Basil Blackwell. doi:[10.4236/apd.2013.21006](https://doi.org/10.4236/apd.2013.21006)