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EXPRESSIVE MEANS AND STYLISTIC DEVICES OF DONALD TRUMP'S INAUGURATION SPEECH – 2025

In this article an attempt to study President Donald Trump's inauguration speech on the 20th of January 2025 from different viewpoints of general impression, expressive means, stylistic aspects, and public importance has been made. The type of the utterance is defined as well as its structure and vocabulary. The structure of the speech is considered as a mixture of parallel and reason-consequences unity and the vocabulary contains political, social, economic, cultural lexicon as well as personal characteristics. Political, social, economic, intercultural and personal aspects of the life in America are touched upon in the speech.

Most attention is paid to the expressive means and stylistic peculiarities of the speech that allowed the President to influence the target audience and declare his ideas to the whole world. The speech is regarded as an act of communication where the four major categories of communicative illocutionary acts – constatives, directives, commissives and acknowledgments - are represented. Descriptors of each category are given, and the type of Donald Trump`s inauguration speech is defined as an example of a constative type of speech act with such its characteristics: affirming, announcing, attributing, claiming, classifying, confirming, denying, disclosing, identifying, insisting, reporting and stating. Stylistic devices, vocabulary, structure, oratory methods used by the American president are researched in the article. The main idea of the speech – to start the golden age of America – and the ways the president is going to realize it is defined. The examples of such expressive means and stylistic devices as epithets, metaphors, metonymy, comparisons, repetitions and others are given. The most important personal characteristics which helped Mr. Trump gain the highest position in the country are cleared out.

All conclusions are made as the result of the stylistic analysis of Donald Trump`s inauguration speech and are confirmed by the quotations from the speech.

Key words: *expressive means, political discourse, inauguration speech, peculiarities, stylistic devices, vocabulary, characteristic.*

Statement of the problem. "*The golden age of America begins right now*" – these are the words the 47-th American president Donald Trump starts his inauguration speech – 25, which lasted for more than thirty minutes and was interrupted with applause forty times. "*From this day forward, our country will flourish and be respected again all over the world*" - continues the newly elected president, and further on in his speech he tells the audience how he is going to reach this goal.

President's inauguration speech is generally considered as the program of actions and the strategy of the country's development for the nearest four years. Donald Trump defines the main problems Americans are facing just now and describes the ways he with his administration are going to solve them.

In our research of Donald Trump`s inauguration speech, we consider it as an example of a political and social discourse which is characterized by expressiveness, briefness, persuasion, emotional coloring, figurativeness, and numerous expressive means and sty-listic devices which help to make it more impressive.

Analysis of recent researches and publications. All stylistic means of a language can be divided into expressive means, which are used in some specific way, and stylistic devices. *The expressive means* of a language are those phonetic means, morphological forms, means of world-building, and lexical, phraseo-logical and syntactical forms, all of which function in the language for emotional or logical intensification of the utterance [10]. The most powerful expressive means of any language are phonetics. The human voice can indicate subtle nuances of meaning that no other means can attain. Pitch, melody, stress, drawling, whispering, a sing-song manner of speech and other ways of using the voice are more effective than any other means in intensifying the utterance emotionally or logically [7]. Some expressive means possess a power of emotional intensification which radiates through the whole of the utterance.

A stylistic device is defined as a conscious and intentional literary use of some of the facts of the

language in which the most essential features of the language forms are raised to a generalized level and thereby present a generative model. Most stylistic devices may be regarded as aiming at the further intensification of the emotional or logical emphasis contained in the corresponding expressive means [8].

Political discourse, to which Donald Trump`s inauguration speech undoubtedly belongs, has spoken varieties, in particular, the oratorical substyle. In this style the most powerful instrument of persuasion is used: the human voice. It supposes taking into consideration the target audience, the time and circumstances of the utterance, the speaker`s personality, etc. Typical of the spoken variety of speech in political discourse are: direct address to the audience, usage of such expressive means and stylistic devices as epithets, metaphors, metonymy, repetitions, comparisons, short sentences, colloquial words. It may also contain some obligatory features of political discourse, such as evaluation, appealing, passion, emotions, figurativeness, accessibility.

In Ukraine political discourse is being researched by many scientists, as it is constantly changing under the influence of the situation in the country and on the international arena. Most neologisms and noncewords of Latin and Greek origin usually occur in political discourse as well as traditional words gain new unusual meanings. Ukrainian researchers O.Aleksievets paid attention to historical and modern aspects of political linguistics [1], T.Vashchuk was preoccupied with political discourse as an object of linguistic research [2], I.Koroliev tried to give definitions, describe structure and typology of discourse in modern linguistics [3], I.Petrenko focused on the content, peculiarities and functions of political discourse [4]. In English-speaking countries the problems of political discourse also attract the attention of numerous scientists, such as Bobin, Charteris-Black, Chilton, Woods, Vesnic-Aluevich and others. They usually analyze the structure of political speeches, their linguistic and stylistic peculiarities, possible emotional impact on the audience. It is clear that political speeches differ greatly from written articles as more people are inclined to listening than to reading. That is why speeches are to be more emotional, accessible, addressed to the audience, persuasive and understandable.

Regarding persuasion as a speech act, it has to do with the intention, act and effect of changing an audience's thinking (Charteris-Black, 2011). Politicians try to convince people to change their views using persuasive strategies in their political speeches. Politics is seen as a struggle for power (Chilton, 2004)

and in this struggle politicians want to present their plans and policies by providing evidence, persuading the electorate to act in their favor, and convincing them to vote for their plans and thoughts. Stylistic and linguistic manipulations are typical of political discourse, and politicians have learned well to obtain power through "the oratorical art of manipulating language for persuasive ends" (Woods, 2006, p. 51). As a matter of fact, politicians manipulate and frame their ideas and messages in order to better reach their electorates (Bobin, 1988).

Messages incorporated in political discourse aim at persuading the audience and affecting their attitudes and beliefs (Vesnic-Alujevic, 2011). According to Vesnic-Alujevic, persuasion has four interdependent elements including: the speaker, the audience, the message and the way the message is conveyed.

Task statement. It goes without saying that Donald Trump`s inauguration speech is going to be analyzed by many researchers, journalists, public figures from different points of view, but the aim of our study is:

• to give general characteristic of Donald Trump`s inauguration speech (the speaker);

• to describe expressive means and stylistic devices which are used in the speech to characterize the American people as it is comprehended by the president (the audience);

• to underline the stylistic specifics used to express the main ideas of the speech and the ways the president is going to realize them (the message);

• to analyze Donald Trump`s inauguration speech as the strategy of the country's development and the program of actions for the nearest four years (the way the message is conveyed).

Outlines of the main material of the study. It is universally acknowledged that speech acts are acts of communication. According to Kent Bach and Michael Harnish [5], to communicate is to express a certain attitude, and the type of speech act being presented corresponds to the type of attitude being expressed. As an act of communication, a speech act succeeds if the target audience identifies, in accordance with the speaker's intention, the attitude being demonstrated. In saying something a person generally intends more than just to communicate - getting oneself understood is intended to produce some influence on the listener. Statements, requests, promises and apologies are examples of the four major categories of communicative illocutionary acts: constatives, directives, commissives and acknowledgments. This is the nomenclature used by Kent Bach and Michael Harnish [6], who developed a detailed taxonomy in which each

type of illocutionary act is individuated by the type of attitude expressed. They adopt the term 'acknowledgment', over 'behabitive' and Searle's 'expressive', for apologies, greetings, congratulations etc., which express an attitude regarding the hearer that is occasioned by some event that is thereby being acknowledged, often in satisfaction of a social expectation.

Here are descriptors of each type:

Constatives: affirming, alleging, announcing, attributing, claiming, classifying, concurring, confirming, conjecturing, denying, disagreeing, disclosing, disputing, identifying, informing, insisting, predicting, ranking, reporting, stating, stipulating.

Directives: advising, admonishing, asking, begging, dismissing, excusing, forbidding, instructing, ordering, permitting, requesting, requiring, suggesting, urging, warning.

Commissives: agreeing, guaranteeing, inviting, offering, promising, swearing, volunteering.

Acknowledgments: apologizing, condoling, congratulating, greeting, thanking, accepting (acknowledging an acknowledgment) [6].

Trying to give general characteristic of Donald Trump`s inauguration speech we`d like to mention that it is wholly directed into the future as the auxiliary word "*will*" is used 85 times. And that is quite clear as he is presenting his plan of actions for the next four years. He strongly believes "*In America, the impossible is what we do best*" and states "*I was saved by God to make America great again*". In his speech Mr. Trump addresses not only the living presidents of the USA but also "the *wonderful people of North Carolina, ... every element of our society: young and old, men and women, African Americans, Hispanic Americans, Asian Americans, urban, suburban, rural, Black and Hispanic communities*" [9].

The speech consists of political, social, economic, historical, cultural and personal passages, direct appeals, statements, promises, brief analysis of current economic and social situation in the country. The usage of political lexicon is quite clear as the president`s elections are first of all a political event. At the same time much attention is paid by Donald Trump to social problems in the USA:

"*We have a public health system that does not deliver in times of disaster, yet more money is spent on it than any country anywhere in the world. We have an education system that teaches our children to be ashamed of themselves – in many cases, to hate our country despite the love that we try so desperately to provide to them. National unity is now returning to America. We are going to bring law and order to our cities. I will also end the government policy of trying to socially engineer race and gender into every aspect of public and private life. I will sign an order to stop our warriors from being subjected to radical political theories and social experiments while on duty*" [9].

Positioning himself as a member of the American society Donald Trump tries to attract the audience`s attention to his personal values and beliefs, his readiness to serve his country, saying at the very beginning of his speech:

"*During every single day of the Trump administration, I will, very simply, put America first. I return to the presidency confident and optimistic that we are at the start of a new era of national success. My recent election is a mandate to completely and totally reverse a horrible betrayal ... to give the people back their faith, their wealth, their democracy, and, indeed, their freedom. ... each day under our administration of American patriots we will be working to meet every crisis with dignity and power and strength. We will move with purpose and speed to bring back hope, prosperity, safety, and peace for citizens of every race, religion, color, and creed [9]*".

As for the structure of the inauguration speech it is an example of a mixture of parallel and reason-consequences unities in political discourse. Nine sentences are connected with the help of prepositions **and** or **but**, which are characteristic of a parallel structure, while six utterances start with the words **first, then, next, so, that is why,** which represent reason-consequences unities. In some sentences the orator reminds historical facts and outstanding personalities who brought glory to American people: **Martin Luther King, presidents William McKinley and Teddy Roosevelt.** Donald Trump positions himself as «**a peacemaker and unifier**» and he repeats this twice. He is going to bring back the former glory to America:

"*Our sovereignty will be reclaimed. Our safety will be restored. The scales of justice will be rebalanced. We will immediately restore the integrity, competency, and loyalty of American government. America will reclaim its rightful place as the greatest, most powerful, most respected nation on earth. We will rebuild the nation that we love – and we love it so much [9]* ".

Donald Trump's inauguration speech is an example of a constative type of speech act with such its characteristics as affirming, announcing, answering, attributing, claiming, classifying, concurring, confirming, denying, disagreeing, disclosing, disputing, identifying, informing, insisting, predicting, ranking, reporting, stating.

Let us analyze *lexical* expressive means and stylistic devices of this speech such as epithets, meta-

phors, metonymy, simile, etc. Considering an epithet as a stylistic device based on the interplay of emotive and logical meaning in an attributive word or phrase, we can state that Donald Trump used them to make his speech more emotional*: **the vicious, violent, and unfair** weaponization, a nation that is **proud, prosperous and free**, our **magnificent, law-abiding** American citizens, **the most extraordinary** citizens, **a rugged land of untamed** wilderness, a world that has been **angry, violent, and totally unpredictable, dangerous** criminals, **wonderful** people, **a horrible** betrayal, nation`s **glorious** destiny, a powerful win, **a great** honor, **unrelenting** success**, disastrous** invasion**, devastating** crime**, sacred** pledge**, proudest** legacy**, the greatest, most powerful, most respected** nation**, foolish** gift**, great** adventure**, a mighty** republic, etc.* All these epithets can be divided into two groups: positive and negative. We`d like to mention that positive epithets are used three times oftener than negative ones, and it is done deliberately to make a positive impression on the audience, to make people believe in what they hear.

Regarding a metaphor as a relation between the dictionary and contextual logical meanings based on the affinity or similarity of certain properties or features of the two corresponding concepts, it is necessary to mark that the analyzed speech contains some rather vivid metaphors*: "A tide of change is sweeping the country, sunlight is pouring over the entire world, our government confronts a crisis of trust, the pillars of our society lay broken and seemingly in complete disrepair, America`s decline is over, the tremendous outpouring of love, it is that liquid gold under our feet that will help us …, a society that is colorblind and merit-based, massive amounts of money pouring into our Treasury, Americans pushed thousands of miles through a rugged land of untamed wilderness, etc.".* Using metaphors in political discourse helps to influence the listeners visualizing the author`s utterance.

Metonymy as a stylistic device based on a different type of relation between the dictionary and contextual meanings, a relation based not on affinity, but on some kind of association connecting the two concepts which these meanings represent, is also used in Donald Trump`s inauguration speech. *E.g.: We will pursue our manifest destiny into the stars, launching American astronauts to plant the Stars and Stripes on the planet Mars. Americans put the universe of human knowledge into the palm of the human hand.*

Frequently used comparisons make the speech more emotional. Comparison means weighing two objects belonging to one class of things with the purpose of establishing the degree of their sameness or difference. Comparison takes into consideration all the properties of the two objects, stressing the one that is compared. *E.g.: America has the chance to seize its opportunity like never before. The American dream will soon be back like never before. There`s no nation like our nation. …we will win like never before.*

Now let`s analyze *syntactical* expressive means such as repetition as the one used when the speaker is under the stress of strong emotion. President Trump addressing the nation states *"We are **one people, one family, and one glorious nation** under God. **We will be** prosperous, **we will be** proud, **we will be** strong and **we will** win. **We will not be** conquered, **we will not be** intimidated**, we will not be** broken, and **we will not** fail. **We will** stand bravely**, we will** live proudly**, we will** dream boldly".*

Emotional syntactical structures typical of the spoken language are those used in informal conversation where personal feelings are introduced into the utterance. An example of such a device in Donald Trump`s speech is: ***We will drill, baby, drill.*** The audience understood rightly what was meant, and applauded the president.

Numerous conscriptions to the listeners with the words "***we, my fellow citizens, the citizens of America, together, we are one nation, my message to Americans is … etc.***" illustrates the appealing character of his speech, the device which makes any aural speech very emotional and provokes listeners to trust every word in it. Addressing his countrymen Donald Trump was aware that people throughout the world were listening to him and he made his speech maximum comprehensive and appealing. Both Trump's supporters and his opponents will examine the speech word for word in order to conclude what made it so convincing and impressive.

Conclusions. Donald Trump's inauguration speech is built with the usage of different expressive means and stylistic devices which help to make it bright, appealing and full of sense. All president's beliefs, plans and priorities are reflected in his speech. Using epithets Donald Trump demonstrates high appreciation and respect to America and his countrymen. Metaphors help to attract attention to the facts of inequality in the society. A comparison shows the negative attitude of the president to what is really going on in the country. Remembering that most Americans are religious people and trust in God, president Trump mentioned God several times in his speech. Political aspects of his speech demonstrate his readiness to pursue the policy of solving current problems and keeping principles of democracy defined by the

founding fathers of the nation. Donald Trump's inauguration speech being so rich and bright, emotional and appealing thanks to its vocabulary, structure, expressive means and stylistic devices persuaded his people to believe that "**our golden age has just begun**".

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Гришкова Р. О. ЕКСПРЕСИВНІ ЗАСОБИ ТА СТИЛІСТИЧНІ ПРИЙОМИ ІНАВГУРАЦІЙНОЇ ПРОМОВИ ДОНАЛЬДА ТРАМПА – 2025

Стаття присвячена аналізу експресивних засобів та стилістичних прийомів промови Дональда Трампа на церемонії інавгурації 20 січня 2025 року. Дослідження проводилось для виявлення загального враження, значущості, стилістичних засобів та ораторських прийомів, використаних президентом Трампом для переконання співвітчизників у правильності обраного ним курсу. Визначено тип промови, її структура та лексична наповненість. За типом інавгураційна промова Дональда Трампа є поєднанням паралельної та причинно-наслідкової єдності. Структура промови розглядається як приклад політичного дискурсу з урахуванням ораторських засобів впливу на аудиторію. З точки зору лексики промова містить політичні, економічні, соціальні, культурологічні, персональні та інші лексичні одиниці. Інавгураційна промова трактується нами як акт комунікації з чотирма основними категоріями комунікативного акту: констатації, директиви, доручення та визнання. Надано дескриптори кожної категорії та визначено тип промови як констатуючий, що характеризується такими показниками: ствердження, оголошення, звернення, класифікація, погодження, підтвердження, визнання, наполягання, передбачення. У зверненні до нації президент торкається як політичних, так і соціальних, економічних, історичних, культурологічних та особистісних сфер життя американців.

Особливу увагу приділено стилістичним експресивним засобам, що дозволили президенту вплинути на аудиторію та продемонструвати схвалення його курсу, що було засвідчено багаторазовими оплесками. У статті наведено цитати з промови, проаналізовано такі стилістичні фігури мови як епітети, метафори, метонімія, порівняння, повтор тощо. Для промови Дональда Трампа характерні короткі речення, емоційні «гойдалки», багаторазовий повтор займенників «we, our», заклики, звернення.

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***Ключові слова:** експресивні засоби, політичний дискурс, інавгураційна промова, особливості, стилістичні прийоми, словниковий запас, характеристика.*