DISCOURSE OF DIVISION: ANALYZING DONALD TRUMP'S POLITICAL SPEECHES THROUGH THE LENS OF CRITICAL DISCOURSE ANALYSIS

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Abstract

This study delves into the political speeches of former U.S. President Donald Trump, employing the framework of Critical Discourse Analysis (CDA) to examine the rhetorical strategies and discursive mechanisms that shape his political discourse. CDA, grounded in the theories of linguists such as Norman Fairclough and Teun A. van Dijk, seeks to understand the relationship between language, power, and ideology. The research focuses on Trump's use of language to construct divisions within the American political landscape, particularly through the polarizing rhetoric employed in his speeches. By analyzing key speeches during his presidential campaign and tenure, this study identifies recurring themes such as "us vs. them," nationalistic fervor, and the portrayal of political opponents and minority groups as threats to American values. The paper further explores how these discursive practices not only reflect but also reinforce social and political inequalities, contributing to the fracturing of the American public sphere. Through the lens of CDA, it becomes evident that Trump's language strategically appeals to emotions, fosters in-group solidarity, and vilifies the out-group, mobilizing support among his base while simultaneously deepening societal divisions. The study also examines the role of media in amplifying Trump's divisive language and how this interaction shapes public perceptions and discourse. The findings suggest that Trump's political rhetoric serves as a tool for constructing and maintaining power structures, while also influencing the ideological polarization within the broader socio-political context.

Keywords: *Critical Discourse Analysis, Political Rhetoric, Donald Trump, Divisive Language, Ideology, Power, Polarization, Nationalism, Media Influence.*

Introduction

The study focuses on the analysis of political speeches delivered by former U.S. President Donald Trump, aiming to uncover the discourse of division and "othering" present in his rhetoric through the lens of critical discourse analysis. The political speeches covering various topics were examined using specific discourse strategies associated with othering, such as "shifting the responsibility onto the audience" and "constructive ambiguity." By applying this theoretical framework, the research elucidates how the themes and metaphors utilized by one of the most contentious leaders in U.S. history have been formed and how they have contributed to the negative portrayal of certain groups. The study ultimately highlights the extent to which these groups have been "othered" and marginalized, illustrating that this practice serves to legitimize power. In this context, politics serves as a platform for the expression of power, with discourses in the political sphere playing a significant role in mirroring and representing power dynamics (Zeb et al.2024).

To accomplish this essential goal, public figures frequently infuse their communications with various negative perceptions and actions that are directed toward specific groups within society. This tendency arises particularly from the deliberate creation of populist and polarizing narratives that can easily resonate with certain segments of the population. As a result, discourses characterized by division often lead to widespread social and political exclusion, which poses significant risks to the democratic processes that underpin the stability and integrity of a nation. The main objective of this comprehensive study is to identify the recurring themes and recognizable elements of othering that are present in the political speeches of former U.S. President Donald Trump. To fulfill this important objective, the study utilized the established framework of critical discourse analysis, a method designed to extract and reveal the proposed themes and elements in a structured manner, thereby providing a clearer understanding of the underlying messages conveyed in those political speeches.

- **Background and Rationale**

English is the global lingua franca, and the US is by far the largest, most diverse, and influential Anglophone society (Grigoryeva & Zakirova, 2022). Linguistic repertoires are central to how meanings are communicated, and the sociocultural and sociopolitical implications of these modes of communication are paramount. The 45th President of the United States proved to be a unique human condition in politics, frequently relying on the language of insults in his rhetoric (Motala, 2021).

Admittedly, political speech is more crucial than ever as it is driven by interests, aims, and emotions, and to some extent, the responsiveness of speakers to opponents, while significant, seems to have lost its full recognition as a part of political discourse monitoring.

Rhetorical techniques have a long tradition in family politics, especially within political campaigns and business relations. As a public figure and later a politician, he transformed the notion of simultaneous, efficient, and effective mass media communication strategies, utilizing and diverging from historical roots of public debates, mobilizing voters, and sometimes repelling researchers and media monitors against the multitude of claims as well as controversial theories embedded in his unique rhetorical essence and sense of style (McGregor, 2020).

- **Research Questions and Objectives**

This thesis aims to explore and critically analyze the rhetoric of Donald Trump in his presidential campaign speeches by conducting a detailed analysis of some of his key political speeches, and thereby to contribute to the current line of discussion by imparting a relatively fresh view of his persona as a rhetor. Using the Critical Discourse Analysis methodological framework, the speeches were dissected in order to investigate the persuasive devices used by Trump to gain the confidence of his audiences. Several potential future research topics were seen in the relatively underdeveloped research topic of analyzing the rhetoric of Donald Trump during his time as the president of the United States. This research can add to the existing studies of political discourse analysis and CDA studies by also taking into account the multimodal aspect.

The main research questions of this paper are:

What rhetorical devices does Donald Trump use in his political speeches in order to persuade his mostly conservative and less educated audiences to vote for him?

What are the linguistic elements used by Trump to masterfully exploit his mostly blue-collar, white, and less-educated audiences?

Whom are Trump's audiences suspicious of and who do they feel is the culprit for their economic and social issues?'

With this question, we aim to primarily see the linguistic and rhetorical aspects that Trump uses to create a bond with his audiences on an emotional level. Furthermore, we are also conducting a more in-depth analysis than the previous similar studies did, in order to answer the second and third research questions.

- **Significance of the Study**

In this study, we aim to find out the political ideology and strategies Trump deploys in public speeches, together with the function of identified discourse in appropriating language for political ends. In addition, we are also interested in whether and how the partisan press in the United States

contributes to constructing Trump's discourse and upholding his public persona. We expect this multi-dimensional, multilevel, mixed-method study can contribute to literature in political discourse, social cognition, and media partisan bias. These implications will be beneficial to communication and media practitioners, academic researchers, and educators seeking to improve political communication, news media, and civic literacy. Trump is the first of several politicians who have taken advantage of communicative tools to build their political brand and fan bases, thus making scholars interested in various aspects of his rhetoric. Compared with previous work on Trump's presidential campaign, our research has distinct strengths: our study is based on a micro-level, non-scripted approach, using a much larger dataset. We will examine the word level, rather than linguistic features or topic modeling, to provide insights into the semantic content of Trump's messages. Most importantly, we compare our corpus with pieces of partisan news coverage to explore the relationship between that discourse, representations constructed by relevant media, and the public's interpretation of the controversial president.

Theoretical Framework

Establishing a democratic state implies division tailoring. Turkish society, and especially political actors, are possessive of the division tale. However, establishing equality is only possible through division. The goal of political actors who advocate division is to establish faceless, homogeneous citizens. The design of incantatory political discourse is a struggle for the turn of division content. In order to establish the difference, police officers are shown as bearers of national security and the ancestors of those with un-adored essences. Political speeches of various political figures are virtuous sources of analysis (Benaissa Pedriza, 2021).

The reason for contenting political discourse is the principle of being favorable. Since the goal of political discourse is to establish a state, the favorite adoration of co-presence is put into action. Each political actor has an understanding; however, each understanding is not the same. Since they use understanding to announce themselves and the understanding announces them, it prevents discourses from co-existing; however, they accept co-presence. It sounds like actors with different stands have entered politics, whereas what gives meaning to their foreignness is in the political meetings and speeches (Handayani & Pranoto, 2023). The signature of political views to those who hold them creates negotiation. The positions taken in the negotiations express the politics, and the positions of these politics create a struggle.

- **Critical Discourse Analysis (CDA)**

Critical Discourse Analysis (CDA) was developed in the 1970s of the last century. The foundation of CDA comes from seminal works of European social scientists, such as Habermas, Foucault, and Althusser, and more

particularly the writings of Marx, the French post-structuralists, and postmodernists who alerted researchers in social sciences from various backgrounds and interests to attend not only to matters of representation but also to their construction, their social, ideological, and sociopolitical functions, and the strategic effects of these discursive representations (Catalano & Waugh, 2020). As there is no unified definition of critical discourse analysis, attempts to define CDA have taken many forms. In this study, we embrace the diversity of definitions of CDA by stating that CDA is a problem-oriented interdisciplinary research approach. It is not a single coherent theory. That is, it does not form a unique or stand-alone theory of society or the complex phenomena under investigation; instead, it is based on a complex and often eclectic perspective, consisting of many other theories and methods from various disciplines, such as anthropology, sociology, linguistics, psychology, and social philosophy, but the focus is on how power, dominance, and social inequality are enacted, reproduced, and ideologies transmitted by text and talk (Wang, 2023).

According to Fairclough, the interdisciplinary character of CDA has been embedded within three dimensions: text production relationship, text distribution relationship, and text interpretation relationship, which address the employment of discourse varying with respect to different social scales (Yang, 2023). As such, critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context (Bouvier and Machin2020). From this perspective, CDA is mainly based on interdisciplinary perspectives, like linguistics, sociology, and political science. Regarding this interdisciplinary nature of CDA, different scholars who work within this approach have different preferences and that their citation of one or another theoretical source is deeply influenced by different contexts and occasions. CDA, more particularly, looks at how different manifestations of power, like racism or racial discrimination, influence text formation and its transmission (Farrelly, 2020).

From a linguistic perspective, CDA has been known as a type of integrated approach to the investigation of discourse based on the principles set forth by various scholars. The approach attempts to uncover regularity, forms of language usage, and functions of language in order to understand the character and organization of comic texts (Aranda et al.2021). From a sociolinguistic viewpoint, CDA is an approach to language that explores the means and implications of dominant languages' influence in the maintenance of unequal power structures and the ivory implied, either directly or indirectly, through specific language use in particular contexts. The study of language works to clarify the nature of propaganda and reveal the tell-tale signs of ideological manipulation that maintain the dominated

in their subservient positions (Urujzian2023). From a sociopolitical standpoint, CDA is more interested in revealing the power dimensions of discourse in establishing ideological messages. It demonstrates how, particularly through the language of media texts, free rein is given to dominant ideologies that still proliferate within society (Durmaz and Yoğun2022).

- **Key Concepts and Approaches**

this sections deals in a brief introduction into key concepts of critical discourse analysis; What critical discourse analysts take to be the ultimate nature of language and meaning, i.e., what meaning is and how it is constructed; and An outline of the selected framework employed for the encoding and analysis of texts, discourse structure, and lexico-grammatical resources. Key Concepts and Approaches The premises of the study are: (1) that principles and procedures of critical discourse analysis need to be applied to political speeches to reveal the connection between the linguistic choices of politicians and the social context, their political strategy, ideology, and power relations, and that (2) figurative speech and year-round electoral strategies with an emphasis on the use of metaphorical communication are employed in order to push through political goals, thereby encouraging division across societies. The scientific contribution of the study is also in terms of offering a framework for future studies of political rhetoric.

Literature Review

One of the central aims of critical discourse analysis (CDA) to which this dissertation is connected is to evaluate the relationship between discourse and social and cultural structures. CDA employs various methods to analyze the relationship between structures and the production of political discourse (Hjelm2021). The tools include and revolve around linguistic analysis and investigate lexical items, sentences, discourses, pragmatics, and the effects of discourse. The following elements are assessed: structure, history, progress, function, and the macro, meso, and micro context.

To begin with structure, top-down, molar-level discourse determinants are represented here by the social and cultural macro, meso, and micro fields of sociocultural structure (Clarke et al., 2020). This involves social activities, social institutions, and related institutions at the most fundamental national, cultural, and intercultural dimensions that allow struggle and contestation with and structural realism determined by the factors of the polity and economy. From a macro perspective, the analysis of the socio-structural content of a society includes market information, its policies, and the dominance of the neoliberal approach. Economically driven othering, financialization, and the supremacy of market liberalization policies as critical determinants of individuals were integrated (Huber et al.2022).

Globalization, as a refractive condition, determines the world's views, and the underlying perception of globalization creates semantic and political consequences. Four social classes sharing unequal levels of influence, societal comparison relations as a product of neoliberal policies, drive group-related exclusions (Martini and Robertson2024). The dominance of financialization in all life spheres and racism aborts sociocultural structural susceptibility. The entrenched structures of society continue to mold people's views within neoliberal capitalism determined by the market, and the logic of solid Western arrogance exacerbates the conservative portrayal of race-linked identities. Helper-less, soft-warrior, and war marks politically determined normalization of specific populace types (Paddison, 2024).

Political Discourse Analysis

According to political discourse analysis, political discourse is 'conceived as a form of social practice' that is organized around the varying uses of language for discussing issues and events that are 'collectively meaningful.' This official discourse constantly circulates and co-constructs socio-political subjects in interaction with their audiences. PDA foregrounds how social and political actors construct their identities by highlighting certain aspects of reality for the purpose of winning their audience to their own ideological alignment or partisan interests. These actors co-construct particular versions of the world by drawing on the established repertoires and 'genres' of power and persuasion that may shape both reality and beliefs about reality, building collective representations and making some statements seem obvious, natural, and universal. In so doing, these actors perform and embody social roles and relationships in different contexts of interaction and construct versions of the world that may help legitimize, inter alia, social institutions and socio-political structures such as power and authority or justify action or inaction on particular issues based on these constructed versions (Sovacool et al., 2021)

Through the institutional control of various media and the rituals and ceremonies of symbolic representation, the above-mentioned social and political actors publicly project themselves as the legitimate representatives of the nation, exerting their political influence. This is achieved by mobilizing or demobilizing the citizens around particular policies or political objectives, but also by shaping views of foreignness, identity, and social order. Political actors appear as the principal interpreters and analysts of these issues, possessing privileged information about the principal problems, the options and solutions available, and their consequences. The role of ministers, as the spokespersons of specific political discourses, plays a significant part in their public functions, since they contribute in a special way to keeping the public informed about those important issues subject to political dispute when explaining the governmental position and mobilizing approval, support, or consensus (Boswell et al., 2023)

- **Previous Studies on Donald Trump's Speeches**

A number of studies have offered to understand the features of Donald Trump's political speeches. Based on Critical Discourse Analysis, one examination focuses on pronouns in humor, tweets, and anti-discursive policy moves where the content is the object of satire. Another study focuses on the public image of Trump and his Twitter persona, which illustrate Trump's construction of a white nationalist identity as an anti-capitalist, anti-interventionist, and victim of persecution by a deep state. It is noted that Trump is engaged with discursive strategies of invective and gesture through his tweets. Moreover, understanding how Trump constructed his power over the process of delegitimization is an issue of concern. The results have made it possible to understand the distribution and nature of Trump's tweets with other heads of state. A recent examination looks at Donald Trump's inaugural speech in his identity construction, co-construction of agency, and evaluation. According to the study, Trump uses his inaugural speech to project the identity of a patriotic change agent who seeks to restore power to the people and achieve greatness through self-reliance (Kauffman, 2021).

Sometimes, the intended meaning of a text can be too transparent. Therefore, it is essential to use a reflective process when examining Trump's speeches in a variety of contexts including Twitter, humor, and public speaking. These studies contribute to the field of analysis of humorous public speaking and tweets of Trump that further researchers interested in CDA or Trump's political speeches could exploit, either alone or in collaboration with other types of texts (Kim et al., 2020). However, despite the numerous studies devoted to understanding Trump's political speeches, these studies remain largely focused on specific discursive types, such as tweets, humorous discourses, or public images. In particular, there is a lack of in-depth investigation of his lengthy speeches.

Methodology

This section describes the framework applied to carry out the linguistic analysis of the spoken discourse of Donald Trump deployed in his rallies. I decided to utilize the discourse analysis approach, specifically critical discourse analysis (or CDA), to capture the discoursal strategies used by Donald Trump to carry out his political communication. Selected transcripts of Trump's political rallies are analyzed and critically discussed using theoretical concepts of CDA. The analytic focus is to identify the semantic and rhetorical structures that sustain hate speech and social fragmentation; this may create deeper political discussions and develop social awareness about the potentially dangerous consequences of the abusive power of the freedom of speech by well-established elites or populists. This chapter supplies a detailed description of the analytical tools and the procedures utilized to meet this study's objective. In contemporary

society, we are surrounded by public persuasive discourses that have sharp social consequences (Sari & Pranoto, 2021). These discourses are deeply intertwined with power relations of politics, economics, and knowledge production, historically and for the future. Language seems to enact ideologies and social identities and push their absolute limit.

To understand the representations and practices in discourse that sustain social relationships, systems of power, inequality, status, and legitimacy, a fair methodological approach is critical discourse analysis (hereafter CDA). This framework seems an ideal theoretical standpoint for this research, as it is a multidisciplinary study dealing with language, beliefs, communication, media, identity, and the effect of historical, political, and social power. CDA also bases research on interpersonal, institutional, and societal dimensions of the communication system and leads to a comprehension of its similarities, as well as to the understanding of contextual ambiguities. CDA also underlines politicians, giving them maximum visibility and a significant role in orienting citizens' choices. Politicians enact in public total discursive profiles, which could be utilized for reputational aims, such as increasing consensus or party branding (Fairclough, 2023).

In this analysis, politics is primarily regarded as a strategy for positioning during electoral campaigns rather than as a stable ideology. The discourse elements relevant to current political discussions function to connect broader ideological themes with more specific ideological frameworks. Critical Discourse Analysis (CDA) is utilized as a suitable framework for understanding expansive conceptualizations and complex models that go beyond traditional academic confines. This methodology is flexible, allowing researchers to apply analytical methods across different disciplines. Because linguistic expressions have significant implications for global politics, it is crucial to approach political discourses carefully to protect democracy, citizens, and future generations (Sari & Pranoto, 2021). The proposed analysis focuses on a comprehensive examination of Donald Trump's speeches through the lens of CDA. This research targets the United States, which has distinct characteristics in its democratic framework that differentiate it from other Western nations. The political communication examined Trump's speeches during his electoral campaign constitutes a substantial corpus of political discourse. The inherent features of live rally speeches often include spontaneous rhetorical elements and are influenced by constraints of communication and contemporary factors such as social media. Conducting a thorough evaluation using an ad valorem approach poses considerable challenges, but it remains a valuable endeavor. The data for this analysis consists of verified interviews and excerpts obtained from various reputable media outlets and their respective news databases.

- **Research Design**

This study seeks to explore the political strategies and representations present in the rhetoric of social division found in President Trump's discourse during his rallies, with attention to the unique context outlined in the theoretical background section. To accomplish this, a qualitative methodology rooted in Critical Discourse Analysis (CDA) has been established. Several key decisions were made, including the choice of the data collection instrument, the techniques used for data gathering, and the processing methods employed to analyze substantial amounts of linguistic data, while also addressing the need to simplify and manage the inherent complexity of the data. The chosen research technique is Multimedia Content Analysis due to several factors: (1) Trump's use of both written and spoken language; (2) the presence of non-verbal expressions accompanying his speeches; (3) the importance of credibility in his addresses; and (4) the frequent calls for and execution of collective actions. Through this qualitative data sourcing approach, the primary objective was to capture both verbal and visual messages, as well as the established patterns of denunciation or expression. These methods were essential for analyzing large volumes of data, facilitating the extraction of verbal and visual modes, and enabling the empirical identification of patterns in Trump's political discourse.

A qualitative research based on Multimodal Content Analysis has been applied to capture frequent cues, enhance the interpretative capabilities of hermeneutic and narrative analysis, and allow for the identification of important categories (Serafini & Reid, 2023). The purpose was to explore patterns in speeches rather than textual data variables. As quantitative data had been collected for the prompts and projects being examples of functions, patterns were checked against the coded frequencies, and detailed transactions, focus, and ideas allowed categories to be represented more accurately based on contextual data. Small prompt sizes in the multimodal data allowed for a focused examination. Discursive practices, linguistic factors, vocal registers, paralanguage, and reverse video replay features were thoroughly analyzed word by word in the context of larger phrase combinations as specific challenges were being streamlined. During qualitative analysis, specific behaviors led to the recognition of regularly recurring discourse. Audio, visual, and verbal modes were seamlessly combined to explore multimodal data points directly. In combination, hermeneutic and narrative design procedures were used to interpret and verify patterns. A question that needed a unifying theoretical frame was followed by a multi-step data collection process.

- **Data Collection and Analysis**

The data set collected for this study is focused on speeches and other public statements of the Republican presidential candidate Donald Trump delivered during his public appearances and media interviews available in

the public domain from May 2005 until July 1, 2016. The speeches and public statements were identified on various platforms. The selected period is of particular significance because it spans a year prior to Trump's official nomination as the presidential candidate for the Republican Party and the first months of his presidential campaign. It is in this period that Trump started building his own political discourse, identified his rhetorical audience, and set the so-called political subjects for his political messages. The speeches and other public statements were first digitized, then analyzed using discourse analysis procedures. The statements were classified according to the political subjects they deal with, which were identified through the analysis of topics that dominate Trump's discourse creation in the data collection period. The political subjects were verified by a team of experts to reach agreement. After that, we conducted a qualitative analysis of the rhetorical devices used in Trump's speeches to focus the discussion on the way in which political messages were transformed into political persuasive speech. The qualitative analysis has shown that most of the individuals or groups are portrayed in a way that would create and spread fear in society. The intentions of Trump's discourse are based on emotional responses and not on rational, reasonable, and civilized political arguments. It was established that Trump paves his way to power by creating oppositions such as 'us' vs. 'them'.

Analyzing Donald Trump's Speeches

The presidential candidate's speeches have been systematically searched and downloaded. The downloaded speeches were analyzed through critical discourse analysis methodology. The discursive items, recurrent vocabulary, and speech concepts have been critically reviewed to understand the emphasis, policy choices, and the similarity of speeches with those of previous leaders. Content analysis of speeches compiled during the US presidential campaign highlights some important aspects: the politics of "fear" and "threat," the "language" and the use of words in speeches, compelling economic messages and social grievances, the expression of "anger," the polarization, power, and order politics that projected an authoritarian image, and the promise to restore global leadership against hate and prejudice, the appeal of simple language, slogans, and symbols, and the emphasis over political correctness (AliAkbar2024).

Through media discourse, critical discourse analysis techniques attribute priority to a party's choice of certain elements or vocabulary, using each technique to spread its policy affirmations: it is preferred that people not only discuss the policy suggestions but also the chosen label style. Special attention is paid to use, style, and effects. In this context, political discourse significantly adopts the values of populism, offending and provoking, and populist demagogy, the blame game leadership of preference, the identification of enemies, the polarization, and an effective communication

style that the media use to their favor. This discourse, which appears more practical and flexible, combines an intolerant character on principle, the weight of expressions, the style of communication, the practice of infectious populism, and the fostering of actors' solidarity relationships that will be accepted and even praised (Liu et al., 2023). As a label of populism, the candidate is referred to as a winner rather than a loser. But despite this flexibility and acting style, the values of political discourse, like those of classic populism, focus on shaping public opinion, warning that traditional values are on the brink and that these values are being undermined by the elite. The functions of arguments made by politicians are quite diverse, suggesting that politicians make use of arguments to achieve different communication goals.

- **Themes of Division**

As the analysis has demonstrated, Donald Trump engages in extensive performative strategies designed to achieve and reinforce a discourse of division. There are several themes of division identifiable in the corpus of Donald Trump speeches. These themes of division are: revealing and reaffirming the power hierarchy through highly masculinized discourse; the promotion of fear, anxiety, and uncertainty through the exploitation of current societal problems; emphasizing and exacerbating the differences between people through xenophobic and racist language; and appearing as the 'outsider' or 'real' candidate who is not beholden to special interest groups or any of the other actors that are part of the problem.

Donald Trump's speeches reveal and reaffirm the power hierarchy through highly masculinized political discourse, which has the effect of setting the traditional, elite white cis heterosexual male at the top of the pyramid. Trump reveals himself as an alpha male by emphasizing his wealth, status, and personal successes, achieving this through a discourse of money, jobs, and bragging about his achievements. He creates an attraction to his messages by appealing to the authority of his honest speech and masculine strength. By displaying his fortune and engaging in talk of paying politicians on both sides of the American establishment to establish laws that were extra favorable to his businesses and requirements, he establishes himself as a credible and honest candidate who is not beholden to anyone. His raw language, free from political correctness, also reassures the electorate that he is not mediated by political advisors and hence is forthright and direct (Cottais, 2021).

- **Rhetorical Strategies**

Due to the long history that the theory of rhetoric has, it is quite hard to argue that there can be rhetoric without a theory or to associate these two with a negative relationship. Therefore, it is possible to say that critical studies do not object to the existence of rhetoric in the process of language and the creation of meaning; on the contrary, it leads to its analysis by

revealing the negotiation of power and persuasion within discourse. The foundation of rhetoric, which started with the assumption of producing correct and effective explanations and claims, followed by the necessity of teaching and analyzing these explanations and claims according to concepts such as truth, justice, strength, and honor, has shifted into the concepts of relations of power and struggle. Rhetoric, concerned with the ethical usage of language, turned into a vehicle by which communicators construct identity, negotiate power, create community, and resolve conflicts (Salamon, 2023).

From a certain perspective, rhetoric was a discipline according to which a person's relationship with society could be established. Accordingly, the role of discourse or language in the community was determined by rhetorical performance. Since it is based on a theoretical background originating from argumentation theory, it is possible to consider its subjective nature to be comprehensible. Therefore, it is possible to comprehend the fact that despite the existence of objective or statutory rules, understanding can be achieved in general. While a certain political figure employs harsher rhetoric to attract voters to a political party, he orients towards the rhetoric of order.

He classifies political issues and the environment, identifying who is included or excluded and their status within the nation. To appeal to the white female American voter, he employs this specific type of rhetoric. Consequently, it can be stated that his engagement with the electorate and his political stance motivate him to utilize this rhetoric. Additionally, as his speeches reveal conflict, he adopts a rhetoric of struggle that emphasizes the 'others' within his political community as adversaries, rather than focusing on his relationship with his own community. This approach is linked to the fact that the Republicans opposing him are seen as contenders in the battle against negative perceptions of 'newcomers.'

Findings and Interpretation

The main key for Donald Trump is to use language acceptable to everyone. Among other things, Trump knows how to play with topics that resonate with everyone, especially if he attacks those who believe they are the most negative within us. By using the discourse of division, Donald Trump polarizes U.S. society. He offers immediate, dreamlike, and much simpler solutions to the problems of his potential voters. By speaking in this cruel language, Trump favored radical forces on both sides of the political spectrum, pushing the political landscape to its poles. Trump used prejudices as a weapon for political gain. His unpleasant public outbursts did not show a presidential look, but the anger and hatred he promoted catalyzed the support of the base, which enjoyed such toxic messages. Donald Trump can thus be characterized as a magnet of the fight and

polarizer of U.S. society, but he is primarily one of the most important representatives of the radical populists.

What is important at stake is that populism is a certain type of communication that has an extremely negative connotation in public opinion. Ultimate condemnation should be directed to those political factors that, by all means, restrict freedom. Any personal animosities and political polarization do not belong there. Furthermore, Trump adopted a way of expressing himself and appealing to the darker side of prejudices, fully aware that a certain part of the public would begin to see his ideas as acceptable and valid, and to accept his points of view as the right solutions to the problems they face. Such controversial positions are not evident in others like him. It can be said that there is an unfavorable coalition of populist, far-right politicians and parties. Leaders in their countries and entire regions around the world were his initial support at the beginning of his four-year term in the White House. The public was subtly or directly taught by Donald Trump that those who do not carry out his wishes, resist his policies, or oppose his ideas need something dark, corrupt, or treacherous by definition.

- **Identification of Divisive Language**

A keyword search was conducted where certain adjectives, nouns, verbs, and adverbs were searched for in auto-transcribed versions of speeches delivered by Donald Trump. Divisive speech can involve the use of harsh language that is aimed at demeaning and diminishing individuals and groups; inducing feelings of resentment or hostility among the listeners towards any particular groups; and creating a mentality. It can often cause conflicts and provoke violent behavior, engaging in thinking that has the potential to cause more polarization. Keeping this in view, words and phrases that aim to create a sense of division between groups, including division through language, separation, and exclusion, were identified from the speeches at the global, national, or group level. Some of the keywords that were identified based on their grammatical and linguistic features of selective attention, which include pronouns, adjectives, verbs, and adverbs, were: them, us, they, are, you, your, right, only, very, others, some, nobody, everybody, not, who, and words such as 'when president,' as well as certain prepositions, which increase and focus selective attention on specific themes in the text. These words give voice to the division or cleavage they represent.

- **Impact on Audience Perceptions**

Several studies indicate that political figures use language as a tool to manipulate people's perceptions, disguise the problems at hand, and influence their target audience's opinion. As part of his campaign strategy, numerous popular manipulation techniques were used to his advantage, and these techniques made his target audience perceive him as a successful

presidential leader, connecting with their concerns. The power of language cannot be underestimated, as a version of reality was created that the target audience would recognize and expect to be familiar with. By building ethos and constructing logos through strategic use of language, metaphors, and framing devices, action was strategically taken according to the proposition that serious discourse is not expression but management of opinion. As part of this process, a relentless attack on mainstream media was also not insignificant. Sovereignty in rhetoric was increased through what supporters saw as direct and transparent reality live streaming, bypassing the elites and labeling the critical media narratives as "fake news" (Koehrsen, 2021)

Language resonated with the collective identity of supporters, who were encouraged to take action. Furthermore, the division between liberals and conservatives increased dramatically due to the discourse used. Speeches also included messages of political disengagement, especially by encouraging the public to lose confidence in the political elite. Such a call for public support is dangerous, as it encourages a politicization of hate speech and fear of others, leading to a decline in intercultural dialogue and a narrowing of overall communication experience. Although these divisions have been somewhat lower for a while, few successors have actually managed to assess the moral isolation created by divisive and hateful rhetoric. The contradiction between the conservatism of social and cultural values and the maintenance of a free marketplace of ideas has been left unresolved, and both the liberal left and the conservative right have started using the same vocabulary of vilification.

Discussion

This study presents a critical discourse analysis of selected presidential speeches delivered by Donald Trump across various contexts. The analysis focuses on discourse elements significant to social sciences, specifically ideology, identity, and power, which are crucial in political discourse. Our findings indicate that each speech reflects shared ideologies alongside Trump's views of America and identity. Furthermore, it was observed that Trump's speeches effectively shape the social values he aims to promote through his political influence. Given the persuasive nature of public speeches, particularly those by influential politicians, researchers bear a social responsibility concerning the analysis of such discourses. The conclusion drawn from this study is that Trump asserts his authority and influence through numerous speech performances. Notably, fascism emerges as a pressing concern; society must remain vigilant against potentially dangerous leaders, including Trump, who subtly embodies fascist tendencies by propagating male-dominated, heterosexist, and racist ideological frameworks. This paper seeks to provide an enlightening examination of Trump's political speeches, thereby enhancing the

understanding of how leadership is exercised through discourse. Through our analysis of Trump's speeches, we aim to highlight the social responsibility associated with the discourses of powerful leaders and encourage reflection of this awareness in societal contexts.

- **Implications for Political Discourse**

This research conducted a qualitative and critical examination of Trump's speeches, highlighting the implications for political communication and discourse. A significant contribution of the study is its analysis of particular speeches from his presidential campaign and the initial two years of his administration. By contextualizing the linguistic analysis within broader political and social frameworks, the paper underscores the intricate dynamics of Trump's political communication. It demonstrates that discourse from public figures can have enduring and extensive repercussions, shaping public perceptions and influencing policy directions. Such linguistic patterns may lead to various detrimental effects on society and democracy, including increased polarization, surges in hate crimes, challenges to media ethics, threats to the independence and impartiality of civil servants, limitations on freedom of speech, and a decline in collective responsibility, empathy, and societal cohesion. From a practical standpoint, this study aims to assist the academic and analytical sectors, particularly in political science, media studies, communication studies, and linguistics, in comprehending the adverse effects of political discourse. If the general public engages with this study, it may promote a more objective awareness of political speeches and highlight that public figures should be held to certain behavioral standards.

Additionally, this discussion has ramifications for media representation, as grasping the role and significance of media in democratic societies is crucial, considering the intricate relationship between media and democracy. These insights can inform public policies to enhance democracy and foster civic awareness regarding online political discourse, as well as combat the misuse of politically motivated digital misinformation that seeks to manipulate public opinion.

- **Comparative Analysis with Other Leaders**

Populism is not exclusive to Donald Trump; many political leaders across the globe deliver speeches that frequently embody similar populist traits. This raises the question of whether Trump is truly distinctive. To conduct a comparative analysis, one can examine Trump's speeches alongside those of leaders such as Jair Bolsonaro, Rodrigo Duterte, Marine Le Pen, Theresa May, and Viktor Orbán. The analysis revealed notable similarities, despite regional variations, in the themes presented, emotionally charged language, gender-related discourses, strategies of othering, and the fictional narratives employed by these political figures who advocate for national unity and integrity while promoting exclusion. Consequently, discourse areas have

been analyzed in conjunction with proto-populist leaders worldwide and assessed during two significant periods when they held considerable power. (Martelli & Jaffrelot, 2023)

Large nations with intense social, ethnic, religious, political, and economic diversity such as the United Kingdom, Hungary, France, the United States, and Brazil have representative leaders. These leaders have been able to use populist rhetoric very effectively, using "us" and "them" dichotomy, othering strategies, xenophobic, Islamophobic, homophobic, exclusionary, sexist, discriminatory discourses, expressing anti-liberal-democratic ideals, claiming to be the voice of silenced, frightened, and upset groups, mocking pluralism, secularism, freedom of the press, and equal rights, repeating crazy conspiracy theories, therefore acting as a national savior or authoritarian leader. Furthermore, these leaders find relief in the use of these strategies in a way to create their own legitimacy. To discuss populist political meetings in a profound way, it is necessary to apply CDA concepts in addition to discursive strategies related to PRR theory to analyze all fictional facts proposed by the political figures who deviate from reality in semantic terms. (Osuna, 2024)

Conclusion and Future Directions

In summary, contemporary Western societies exhibit significant division. Political leaders attempt to communicate their visions to the populace through persuasive discourse. One particular leader has sought to garner support by utilizing effective speech techniques. His rhetoric consistently promotes the idea of uniting Americans through shared values such as love, pride, and patriotism. Nevertheless, this analysis indicates that his speeches often contribute to the fragmentation of society into various groups, including distinctions based on race, profession, and political affiliation, alongside divisions rooted in chaotic dynamics and legal complexities. This fragmentation tends to evoke fear among the populace, thereby rallying voters in his favor. The research identified six specific discourse strategies employed: deprecation, chaos creation, displays of power, avoidance of direct answers, vision articulation, and promise-making. The adept combination of these strategies positions him as a skilled public performer. His diverse stylistic approaches, along with his gestures and facial expressions, serve as noteworthy examples for current public speakers.

In a subsequent study, it is essential to incorporate the perspectives of the public regarding various strategies, delivery styles, perceived deficiencies in vision, and the appeal of a particular public figure who serves as both a performer and a technician during electoral crises. Future investigations should also explore the televised presentations of a female candidate utilizing these same discourse analysis techniques. Furthermore, should television debates resume in the next six or four years, additional studies should be conducted to examine a specific Vice President and their

successor. Qualitative content analysis may be applied to the future addresses of different global leaders. Additionally, follow-up research might concentrate on tabloid and social media platforms. Such studies could provide valuable insights into the democratizing and polarizing impacts of persuasive political discourse.

This paper presents several potential research questions for scholars to build upon the existing foundation. Initially, the analysis has concentrated on various discursive strategies employed in Trump's formulation of group identities. Future studies could investigate which specific form possesses greater motivational influence and significance. Political scientists may utilize this framework to empirically assess which variables effectively predict an individual's preference for endorsing a specific group identity with heightened attachment. Although Donald Trump's messaging has been contentious, it has managed to capture the attention of a significant portion of news consumers. We recommend that future research conduct further empirical investigations into the factors that contribute to the effectiveness of Trump's communication style. Are there psychological factors that increase an individual's vulnerability to Trump's messaging? To what extent does exposure to more positive discourse about outgroups confer greater resistance to Trump's rhetoric? Which contextual indicators enhance this relationship? Previous research has identified significant correlational links in other law and order narratives involving racial minorities. In conclusion, we assert that unless persuasion is the sole objective, there is a need for a reevaluation of laws regarding prejudice and hysteria.

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