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COMMUNICATIVE FEATURES OF POLITICAL TEXTS

(based on the speech of the American politicians)

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MONOGRAPH

Compiled by
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N.Maqsudova

Fergana – 2024

This monograph explores serve as sources for media reporting and analysis. Understanding the communicative features can help journalists and media professionals critically evaluate the messages conveyed by politicians and detect instances of propaganda or misinformation.

The research investigates whether political texts reflect the cultural and historical context in which they are produced. Studying the communicative features of these texts can provide valuable insights into the values, beliefs, and ideologies prevalent in society at a given time. Political speeches often outline policy proposals and agendas. Analyzing the communicative features can help us assess these policies' feasibility, implications, and potential impact, contributing to informed decision-making by policymakers and the public. Language is a tool of power, and political texts exemplify this relationship. By examining the communicative features, we can explore how language is used to assert authority, negotiate power dynamics, and construct political identities.

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Communicative features of political texts
(based on the speech of the American politicians)
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ACKNOWLEDGEMENT

Studying political texts, especially speeches by American politicians, is crucial today. It helps us understand how politicians use language and strategies to communicate effectively. This understanding is important for both scholars and the public to interpret political messages accurately. Political speeches are powerful tools that politicians use to influence public opinion, gather support, and convince voters. By analyzing these texts, we can see how language is used to shape public perception. In a democracy, effective communication is key to holding politicians accountable. By examining political texts, we can evaluate political figures' transparency, honesty, and credibility, which are essential for a healthy democratic system. Political speeches are often used by the media for reporting and analysis. Understanding their communicative features helps journalists assess the messages conveyed by politicians and identify propaganda or misinformation. Political texts reflect the culture and history of their time. Analyzing their communicative features can give us insights into the values, beliefs, and ideologies of society at a particular period. Political speeches often present policy proposals and agendas. By studying their communicative features, we can evaluate these policies' feasibility, implications, and potential effects, aiding informed decision-making by policymakers and the public. Language is a tool of power, and political texts demonstrate this connection. By examining their communicative features, we can see how language is used to establish authority, navigate power dynamics, and shape political identities.

INTRODUCTION

The study of communicative features of political texts, particularly based on the speeches of American politicians, holds immense relevance and necessity in today's socio-political landscape for several reasons: analyzing the communicative features of political texts helps in deciphering the language, rhetoric, and strategies employed by politicians to convey their messages. This understanding is crucial for both scholars and the general public to interpret political discourse accurately. Political speeches are powerful tools politicians use to shape public opinion, mobilize support, and persuade voters. By studying the communicative features of these texts, we can gain insights into how language is used to influence and manipulate public perception. In a democratic society, effective communication is essential for holding politicians accountable. By examining political texts, we can assess political figures' transparency, honesty, and credibility, which are vital for maintaining a healthy democratic system. Political speeches often serve as sources for media reporting and analysis. Understanding the communicative features can help journalists and media professionals critically evaluate the messages conveyed by politicians and detect instances of propaganda or misinformation.

Political texts reflect the cultural and historical context in which they are produced. Studying the communicative features of these texts can provide valuable insights into the values, beliefs, and ideologies prevalent in society at a given time. Political speeches often outline policy proposals and agendas. Analyzing the communicative features can help us assess these policies' feasibility, implications, and potential impact, contributing to informed decision-making by policymakers and the public. Language is a tool of power, and political texts exemplify this relationship. By examining the communicative features, we can explore how language is used to assert authority, negotiate power dynamics, and construct political identities.

Decree of the Prime Minister of the Republic of Uzbekistan No. PQ-1875 of December 10, 2012, "On measures to further improve the system of studying abroad," Decree of the Cabinet of Ministers of the Republic of Uzbekistan No. 352 of December 31, 2013, December 2017 "On the approval of the regulation on the procedure of determining the level of knowledge of foreign languages and issuing qualification certificates," PQ-2789 of the President of the Republic of Uzbekistan dated February 17, 2017 "Organization of scientific research activities of the Academy of Sciences and "On measures to further improve funding" and PF-5850 of October 21, 2019 "On measures to radically increase the influence and status of the Uzbek language as a state language."

Text linguistics is the subject of many linguists attracted attention. Such as, Russian linguists: A.A. Potebnya, Z.V. Scherba, V.V. Vinogradov, M.M. Bakhtin, O. Moskalskaya and foreign linguists: M.M. Bakhtin, R. Jakobson, Z. Harris, V. Matezius, F. Danesh, V. Dressler, P. Hartman, I. Kovtunova, I. Galperin, K. Gauzenblas, N. Pospelov, T. Silman, N. Shvedova, K. Solganik, L. Ioseva and Uzbek linguists: K. Abdullayev, N. Navro'zova, M. Qurbonova, M. Yo'ldoshev and others. "Discourse analysis" was the first work to mark the beginning of text linguistics, which was written by Harris in 1952.

There is the necessity of researching the stylistic aspect of the speech as it is fundamental to prevent arguments that may happen between government officials and society members. However, some controversial features according to the linguistic and cultural differences between English and Uzbek nationality are not only described but also exchanged with the alternative one.

THE ROLE OF COMMUNICATIVE FEATURES IN POLITICAL TEXTS.

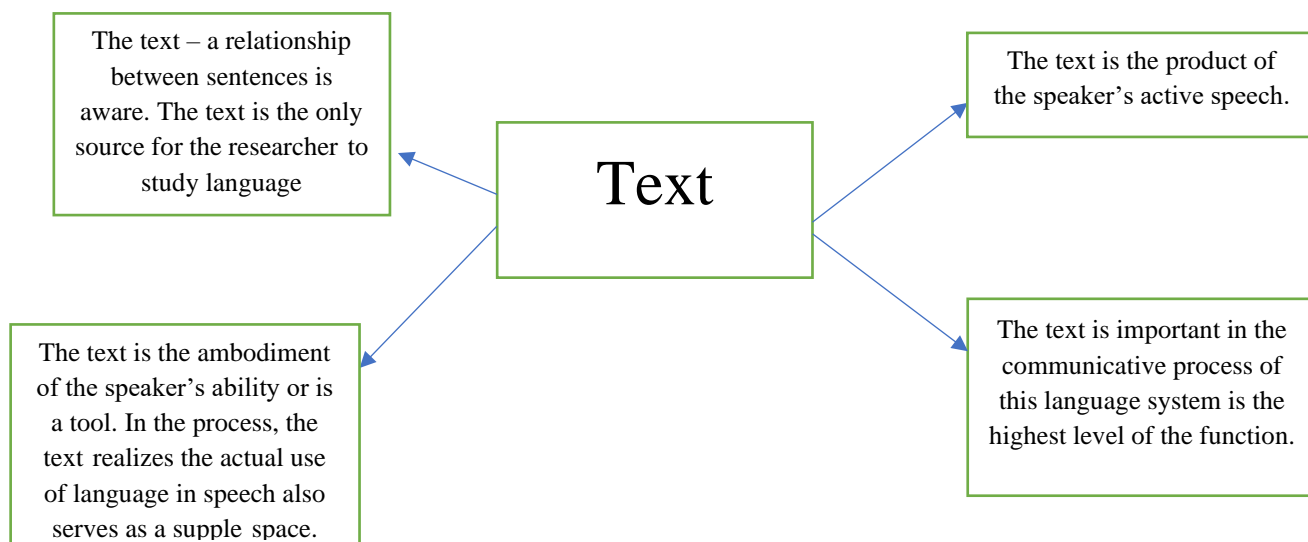
The notion of text linguistics.

Today, Linguistics is associated with all levels of language and has made significant strides in problem research. Text research and its nature date back to the mid-20th century began to appear. The status of the text, its role in the language system, and what to start with in the linguistic analysis of the text, the linguist's answers to the questions are also intertwined and less compatible. For example, when setting the status of the text, we sometimes have differences on the issue. Text what is the nature of the characters, to call the text a speech process, whether or not to interpret the text as a result of speech process whether by linking the text to oral or written speech. There are also different views on whether to study perspective. Normally, texts are studied according to their structures, principles of text formation, perceptions, methods of text analysis, etc. Text linguistics is the subject of many linguists attracted attention. Such as, Russian linguists: A.A. Potebnya, Z.V. Scherba. V.V. Vinogradov, M.M. Bakhtin, O. Moskalskaya and foreign linguists: M.M. Bakhtin, R. Jakobson, Z. Harris. V.Matezius, F.Danesh, V.Dressler, P.Hartman, I.Kovtunova, I.Galperin, K.Gauzenblas, N.Pospelov, T. Silman, N.Shvedova, K. Solganik, L.Ioseva and Uzbek linguists: K. Abdullayev, N. Navro'zova, M. Qurbonova, M. Yo'ldoshev and others. "Discourse analysis" was the first work to mark the beginning of text linguistics, which was written by Harris in 1952. He expressed several ideas in this work that remained significant for present-day linguistics and stated, "Language is presented not in the form of separate words or sentences but in the form of a text," which remained the main conception of text linguistics. After that, many linguists made huge contributions to the development of text linguistics. One of the most noticeable works is "Текст как объект лингвистического исследования" (1981) by I. R. Galperin covered with a wide range of questions such as the definition of text, text categories, text units, text parameters, etc. The author states that the notion of text being very complicated

and multifold should be analyzed from different angles, including static and dynamic aspects, paradigmatic and syntagmatic axes, language and speech levels, and semantic and structural planes of the text. According to I.R. Galperin, grammatical methods of analysis can be applied to the text. As is known, grammar tends to trace certain regularities out of multiple and seemingly chaotic language usage. Similarly, any text, despite its unique and individual character, is subordinated to some rules, principles, models, and regularities. For this reason, so much attention is attached to text categories constituting the essence of any text. I.R. Galperin considers a great number of text categories, such as informativity, segmentation, cohesion, continuum, prospection, retrospection, modality, integration, and completeness. Each category has been subjected to a scrupulous analysis, providing a sufficient grounding for convincing conclusions.

Another one worth mentioning work is “Introduction to the Text Linguistics” by R. A. de Beaugrande and W. Dressler. This work is based on the solutions to the problem of textuality, which presents seven standards: **cohesion, coherence, intentionality, acceptability, informativity, situationality, and intertextuality.**

A Russian scholar, M.V. Lyapon, describes the text according to the following four signs that it can be based on:



Lyapun states that the most important human factors in text formation are the factors, the living source of human text formation. Z.Y. Turaeva, in her course reading — “Лингвистика текста,” is concerned with several issues impossible to miss in scholarly content. She investigates the structure of literary writings, separating its models: profound and shallow, vertical and horizontal. Much consideration is paid to content categories, especially to those that remain uncultivated, for case, the category of space and time. One major advantage of this book is that it has formulated the tasks of text linguistics:

- to study text as a system of a high rank characterized by cohesion and integrity;
- to build up text typology according to the communicative and linguistic characteristics;
- to explore text units constituting text;
- to examine text categories, their distinctive features, taxonomy, and hierarchy;
- to analyze the peculiarities of language units functioning within the framework of the text;

- to specify interphase links and relations, viz. structural, semantic, and other means of cohesion between text components.

Literary, the notion of text, has been studied for centuries. To delve deeper into the concept of text, let us consider the history and etymology of its origin:

Text - "wording of anything written," from Old French *text*, Old North French *text* "text, book; Gospels," from Medieval Latin *textus* "the Scriptures, text, treatise," in Late Latin "written account, content, characters used in a document," from Latin *textus* "style or texture of a work," literally "thing woven," from past participle stem of *texer* "to weave, to join, fit together, braid, interweave, construct, fabricate, build," from PIE root **teks** - "to weave, to fabricate, to make; make wicker or wattle framework." Almost all linguists use the word "text" to try to define this concept in one way or another. According to Werlich, E., *A text grammar of English*: "A text is an extended structure of syntactic units [i. e. text as super-sentence] such as words, groups, and clauses and textual units that are marked by both coherence among the elements and completion ... [Whereas] a non-text consists of random sequences of linguistic units such as sentences, paragraphs, or sections in any temporal and/or spatial extension." Halliday and Hasan comment on the notion of the text as a unit of language in use. It is not a grammatical unit, like a clause or a sentence, and it is not defined by its size... A text is best regarded as a *semantic* unit, a unit not of form but of meaning. Fowler says: A text is made up of sentences, but there exist separate principles of text construction beyond the rules for making sentences. Text is a multi-faceted, complex device, so for the semiotic, which is not peculiar to him in its description, communicative, structural, pragmatic, cognitive, and nominative feature needs to be taken into account. Otherwise, in other words, no description is as complex as any text one-sided cannot describe perfectly. So, everyone relative to the text event of the researcher or group of researchers, a unique perspective is formed and the research planned subject to this view. Given the text event, it's hard to disagree with any of your definitions because it's a link

in each of which one or another aspect of the text phenomenon is illuminated, i.e., each aspect of the object under study in one observation is its own finds expression. In the initial research, the views on the text were mainly expressed in terms of its structure and the similarities and differences between the other languages, which were mainly aimed at defining the boundaries of the text. Indeed, the issue of setting a text boundary is a very important requirement in the definition. It can be possible, given the limit of the text shown by counting species. For example, *novels, pamphlets, stories, articles, letters, dialogue, etc.* Divide it into parts by S.I. Gindin to identify the text it was suggested that the separation process should be completed, “The text is divided into structural and semantic links only if it cannot be separated.” about its integrity, you can commend. The concept of "structure" in the philosophical interpretation of the integrity of the object and a description of the stable traits and relationships that sustain it, in which the structure of the text is in the communicative content of the linguistic form as a "trace" left in the statement of the opposite or fact piece can be calculated. The boundary of the text is content, and form relations are determined based on dialectics. This relationship is equally reflected in the inner and outer aspects of the text. That's it because when it comes to grammatical analysis of the text, it's internal and differentiates the laws of external semantic structure and text in its structure of the internal relations of the component to determine the effect of the appearance of the part on the hierarchical order purpose.

Today, there are different ways of conveying information, the most common of which is through communication. In linguistics, the process of conveying information is called communication. **Communication** (lat. “Communicatio, communico” - “generally being able to do, communicating with”) - communication, thought exchange. Communication is derived from communicative acts will be. Its founders are communicators, communicators the first author to come into being. While the receiver of the information is the

recipient. Serving in the performance of this task - means are called means of communication (system). Communication can be divided into two groups:

- comprehensive communication;
- interpersonal communication.

On the other hand, the rapid development of computer technology over the past 20 years and its widespread use has led to the emergence of a new direction in communication: **human-machine communication**. Verbal communication is done through texts. Text is a universal means of conveying information because it can be used in both comprehensive communication (newspaper text or radio text) and interpersonal communication. This requires linguists to research the types of communications and, the importance of the text in them, the methods of delivery. The text appears in **oral** and **written** forms, Which leads to a diversification of its objects of study. Regardless of its appearance, text analysis in text linguistics is formed based on the following tasks:

- cohesion, i.e., different types of formal connections (lexical, grammatical, syntactical, stylistic, etc.) between the components of the text at its surface level;
- coherence, i.e., different types of semantic integrity (thematic, temporal, referential, compositional, etc);
- informativity, i.e., the ability to generate, store, and convey different types of information;
- communicative aim and pragmatic intentions;
- text modality, i.e., the author's evaluative attitude to the events described.

Certainly, there are many other very important text qualities, characteristics, and categories that will be discussed further. But those mentioned above are of the most general character pertained to any text type.

Within the framework of text linguistics, there distinguished different trends and aspects. But the linguists differently treat this issue. P. Hartman outlines two directions: general theory and concrete text analysis. According to I.R. Galperin,

there is a general theory and text grammar. O.I. Moskalskaya differentiates text semantics and text grammar. Z.Y. Turaeva suggests six directions: 1) general theory, 2) text typology, 3) text units and their functions, 4) text categories, 5) text integrity, and 6) cohesion of the text. Furthermore, D.U. Ashurova counts the directions of text analysis:

- general text theory
- text grammar
- text semantics
- text stylistics and interpretation
- text typology.

From my point of view, this classification of analysis of the text can be much more accurate and clear to the researcher. Thus, it includes almost all fields of linguistics.

The general theory of the text covers a wide range of theoretical questions, including an outline of text linguistics as a branch of general linguistics, its history, evolution, approaches, directions, object, and subject, the main tasks, the definition of text, its main features, categories and boundaries, principles of text construction and text perception; links between text linguistics and other sciences.

Text grammar presupposes the study of models and rules of text production. The accent is made on text as an aggregate of sentences united to form complex syntactical units. Text grammar covers a wide range of questions: structural and semantic integrity of the text, its segmentation, lexical and grammatical cohesion, thematic and thematic aspects of the text, compositional structure, sentence arrangement in the text, text forming functions of language units, text delimitation, and others.

Text semantics covers a wide range of problems: the notion of semantic integrity, the semantic structure of the text, the main units of the semantic structure of the text, the correlation of the surface layer of the text and its content, interaction of “surface” and “deep” structures; the correlation of the linguistic

and extralinguistic factors of the text; content analysis of the text. It is expedient to single out a **stylistic trend** in text linguistics, which embraces a great variety of problems: Text types related to the problem of functional styles, Compositional structure of the text, Stylistic text categories, Stylistic means of cohesion and coherence; Stylistic peculiarities of an individual style; The role of language units in transmitting conceptual information and representation of the conceptual world picture. Moreover, Text stylistics also deals with the problem of the compositional structure of the text.

Text typology is a branch of text linguistics that studies different types of texts, the criteria for their differentiation, linguistic and extralinguistic peculiarities of text types, and their taxonomy and classification. A scientific text classification aims to present a great multitude of texts in a definite number of types grouped based on common traits.

In general, The source that provides the process of communication in any political process is political speech and political texts. It is, in turn, a set of information formed based on a perfect system that reflects diplomatic relations and public policy. The role of political text and political communication in political life is incomparable. One of the goals of today's linguists is to analyze and study the openness and clarity of political texts, their content, and their communicative features in revealing their stylistic features.

Political discourse as a new trend in the analysis of speech acts

We are adjusted in ordinary discussion not basically to the sentences we articulate to one another but to the discourse acts that those articulations are utilized to perform: demands, notices, solicitations, guarantees, statements of regret, expectations, and the like. Such acts are staples of communicative life, but as it were, they got to a subject of supported investigation, at slightest within the English-speaking world, at the center of the twentieth century. Since that time, “speech act theory” has become powerful not only in reasoning but also in

etymology, brain research, legitimate hypotheses, fake insights, scholarly hypotheses, and women's activist thought, among other academic disciplines.

Acknowledgment of the noteworthiness of speech acts has lit up the capacity of dialect to do other things than portray reality. Within the handle of boundaries among the philosophy of language, the philosophy of activity, aesthetics, the philosophy of mind, political philosophy, and morals have gotten to be less sharp. In expansion, an appreciation of speech acts has made a difference lay uncovered a regulating structure verifiable in linguistic hone, counting indeed that portion of this practice concerned with depicting reality. Much later, investigate points at an exact characterization of this regulating structure fundamental linguistic practice.

Accordingly, a *speech act* is a type of act that can be performed by a speaker, meaning that one is doing so. This conception still counts resigning, promising, asserting, and asking as speech acts while ruling out convincing, insulting, and whispering. This definition leaves open the possibility of speech acts being performed wordlessly, as well as speech acts being performed without saying that you are doing so. Our characterization of speech acts captures this fact by emphasizing the speaker's meaning rather than the uttering of any words.

According to Agus Hidayat, the Speech act is a part of pragmatics, where there are certain aims beyond the words or phrases when a speaker says something. Speech acts are acts that refer to the action performed by produced utterances. People can act by saying something. Through speech acts, the speaker can convey physical action merely through words and phrases.

There are three types of acts in the speech acts, they are:

- locutionary,
- illocutionary
- perlocutionary.

Speech acts can be classified into five categories Searle in Levinson states that the classifications are representatives, directives, commissives, expressive, and declarations.

The ability to understand the hidden message of utterance is really important to have. Some words or utterances could be misdirected into something unpleasant if we are not careful. By understanding Pragmatics and speech acts, we can get a clearer understanding of the utterances. In today's fast-paced world, changes and innovations are taking place in every field. which also affected speech acts. Unresolved problems in linguistics are also finding their answers, and new areas are also beginning to emerge. One of the new fields in speech acts is **Political discourse**. Before delving deeper into the field of political discourse, we found it necessary to provide information about the concept of discourse and its importance in linguistics, the level of study, and its problems and features in linguistics. In linguistics, **discourse** refers to a unit of language longer than a single sentence. The word discourse is determined from the Latin prefix dis-, meaning "away," and the root word currere, meaning "to run." Discourse, hence, interprets to "run away" and alludes to the way that discussions stream. To ponder discourse is to analyze the utilization of spoken or composed dialect in a social setting. Discourse ponders see the frame and function of language in discussion beyond its little linguistic pieces, such as phonemes and morphemes. This field of ponder, which Dutch language specialist Teun van Dijk is generally dependable for creating, is curious about how bigger units of language - including lexemes, language structure, and context - contribute meaning to discussions. this field of linguistics has been studying among a lot of scientists. According to Hinkel and Fotos, "Discourse in context may consist of only one or two words, as in stop or no smoking. Alternatively, a piece of discourse can be hundreds of thousands of words in length, as some novels are. A typical piece of discourse is somewhere between these two extremes." Henry and Tator impacted the discourse that "Discourse is how language is used socially to convey broad historical meanings. It is language identified by the social conditions of its use, by who is using it, and under what conditions. Language can never be 'neutral' because it bridges our

personal and social worlds". It is noticeable that Discourse can be used to allude to specific contexts of language use, and in this sense, it gets to be comparable to concepts like genre or text type. Such as, we can conceptualize political discourse (the sort of language utilization in political contexts) or media discourse (language used in the media). In expansion, some scholars have conceived of discourse as related to specific themes, such as an environmental discourse or colonial discourse... such names now and then recommend a specific demeanor towards a subject (e.g., individuals locked in environmental discourse would, for the most part, be anticipated to be concerned with securing the environment instead of squandering assets). Related to this, Foucault...defines discourse more ideologically as practices that methodically frame the objects of which they speak. In a word, Discourse is the creation and organization of the segments of a language above as well as below the sentence. It is a segment of language that may be bigger or smaller than a single sentence, but the adduced meaning is always beyond the sentence. The term discourse applies to both spoken and written language, in fact, to any sample of language used for any purpose. Any series of speech events or any combination of sentences in written form wherein successive sentences or utterances hang together is discourse. Discourse can not be confined to sentential boundaries. It is something that goes beyond the limits of the sentence. In other words, discourse is 'any coherent succession of sentences, spoken or written.' The links between sentences in connected discourse are as important as the links between clauses in a sentence. Two paradigms in linguistics, the formalist paradigm and the functionalist paradigm make different background assumptions about the goals of a linguistic theory, the methods for studying language, and the nature of data and empirical evidence. These differences in paradigm also influence definitions of discourse. A definition derived from formalist assumptions is that discourse is 'language above the sentence or the clause.' Another definition derived from the functionalist paradigm views discourse as 'language use.' This definition observes

the relationship the discourse has with the context. A third definition of discourse attempts to bridge the formalist-functionalist dichotomy. The relationship between form (structure) and function is an important issue in discourse. As the concept of discourse entered linguistics, discourse analysis deals with language in use: written text of all kinds and spoken data. It received attention in different disciplines in the 1960s and early 1970s, including linguistics, semiotics, anthropology, psychology, and sociology, and a new type of analysis in linguistics emerged based on its influence and the first scholar to introduce it to linguistics was Zellig Harris in 1952. He explored the connectedness of sentences, naming his ponder 'discourse analysis.' Harris claimed expressly that discourse is another level in the profession of morphemes, clauses, and sentences. It was seen discourse investigation procedurally as a formal methodology, inferred from auxiliary methods of linguistic analysis: such a methodology may break content down into connections (such as equivalence substitution) among its lower-level constituents. Within the 1960s, Dell Hymes gave a sociological viewpoint with the consideration of discourse in its social setting. The linguistic rationalists such as Austin, Searle, and Grice were moreover persuasive within the ponder of dialect as a social activity, reflected in speech-act hypothesis and the detailing of conversational adages, near the development of pragmatics, which is the thought about of meaning in context. The work of Goffman and Sacks, Schegloff, and Jefferson is important in the study of conversational norms, turn-taking, and other aspects of spoken interaction. Another fundamental development in this area was done by linguists such as Van Dijk, De Beaugrande Halliday, and Hasan. They have made a significant impact in this area through the work of text grammarians, who see texts as language elements strung together in relationships with one another that can be defined, working mostly with written language, showing the links between grammar and discourse. Structural was so central to Harris's view of discourse that he also argued that what opposes discourse to a random sequence of

sentences is precisely the fact that it has structure: a pattern by which segments of the discourse occur (and recur) relative to each other.

Discourse analysis, in turn, is used as a primary tool in the analysis of political texts and in revealing their linguistic aspects. And it is called political discourse in linguistics. **Political discourse** is a verbal communication in which the sender and receiver are endowed with social roles in terms of their participation in political life, and the subject communication is the political life of society. Let us note that the study of language as a social phenomenon among linguists: F.I.Buslayeva, I.I.Sreznevskogo, A.A.Potebni, N.V Krushevskogo, I.A.Boduen de Kurtene, A.A.Shaxmatova, Ye.D. Polivanova, G. O. Vinokura, Ya. Shafira, A.M.Seliщeva, L.V Щербь, B.A.Larina, V. V. Vinogradova, N. D. Arutyunova, N. N. Belozerova, R. M. Blakar, E. V. Budayev, Dj. Villьyamson, R. Vodak, M. V. Gavrilova, Dj. Grinder, G. B. Gutner, T. A. van Deyk, J. Derrida, V. Yeskandelь-Vidalь, V. I. Kurbtov, Ye. S. Kubryakova, Dj. Lakoff, M. V. Novikova-Grund, G. Older, V V Petrov, O. F Rusakova, S Slembrouk, I. P. Susov, N. Feyrklou, M. Fuko, A. P. Chudinov, L. Ye. Chufistova, V. N. Yartseva and others. The communicative integrity of modern political discourse is determined by the fact that it is based on the same type of verbal social interactions. The person who was the main reason for the entry of political discourse into linguistics was Van Dijk. He defined political discourse with the analysis and gave whole information about it. In his article “What is political discourse,” he impacted political discourse analysis with its background history, integral connection with other areas, and alternative solutions to the problems being researched nowadays. In addition to Dijk, the following scholars have also conducted research in this area: M. J. Edelman, B. S.Greenberg, G. J. Dorrien, H. Gruber, H. Gamson, W. A. Himmelstein, J. L. Hovland, A. Luchins, S. Mandell, W. Campbell, E. H. Brock, T. C. McGuire, W. J. Feierabend, R. L. Anderson and others.

Although crucial in political science and PDA as actors and authors of political discourse and other political practices, politicians are not the only participants in the domain of politics. From the interactional point of view of discourse analysis, we, therefore, should also include the various recipients in political communicative events, such as the public, the people, citizens, the 'masses,' and other groups or categories. That is, once we locate politics and its discourses in the public sphere, many more participants in political communication appear on the stage. The real reason for his careful study of linguistics is also that political discourse is a very large body of comprehensive information.

The definition of political text and classification of political discourse.

Text is a large collection of information through which a person receiving information receives information in a particular field. We have already mentioned in our plans above the history of the text, its concept, and the importance of the study. As you know, a text is a set of information that delivers information of any content and is studied as a whole in linguistics. A lot of research has been done on the subject as well.

According to "A model of text types and genres" by Ole Togeby, an optimal description is given for text and text types. The definition of the concept 'text type' is straightforward: a text type is a subcategory or subclass of texts. But what is a text? In everyday usage, 'text' denotes a unit of written language, and 'an utterance' normally denotes a unit of spoken language. But here, the concept 'text' covers both written and spoken language; 'text' is defined in the following way: a 'text' (or strictly speaking a 'text act') is a communicative act that a sender performs when uttering a complete intentional unit of several written or spoken sentences delimited by silence or blank space, or by shift of sender. He divided a classification of text and its genre into three large groups:

- Practical texts that are normally conceived as acts in a social practice;

- Factual prose that is meant to be a true representation of some states of affairs talked about;
- Literature (imaginative) is a work of remarkable form produced by an artist, but differentiation of text types has been the problem among linguistics due to be solved.

Different scholars have different views on the classification of text. Beaugrande and Dressler depict that text types are a set for producing and processing text occurrences and, hence, act as a prominent determinant of efficiency, effectiveness, and appropriateness. Moreover, text types are classes of text that share certain structural and functional elements and have developed conventionalized patterns with a high level of usage. These text types are used to tell us about human experiences in an imaginative way. According to Mark and Kathy Anderson, divide a text into two groups:

- Literary
- Factual.

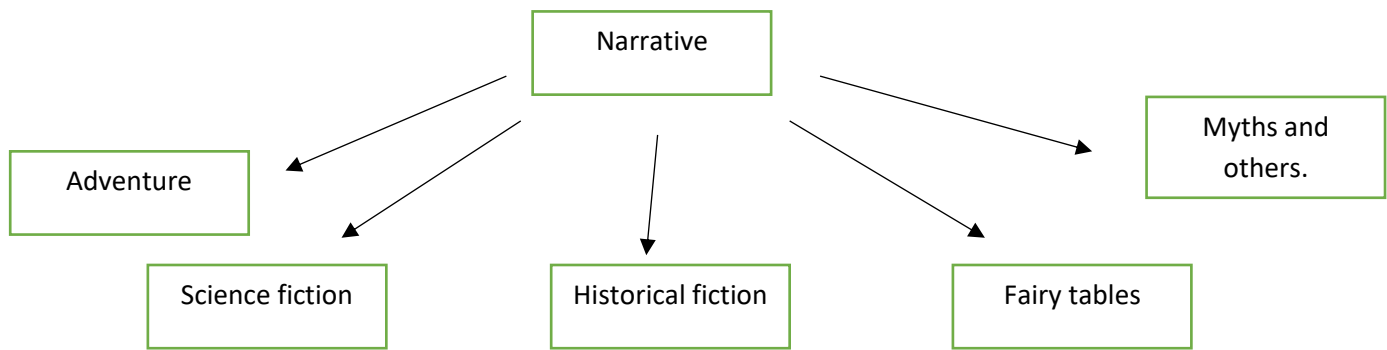
Marina Santini studied the Gradations of text types in Web pages used by the corpus of the system capable of automatically deriving gradations of text types into four types:

- Descriptive
- Narrative
- Explicatory
- Informational.

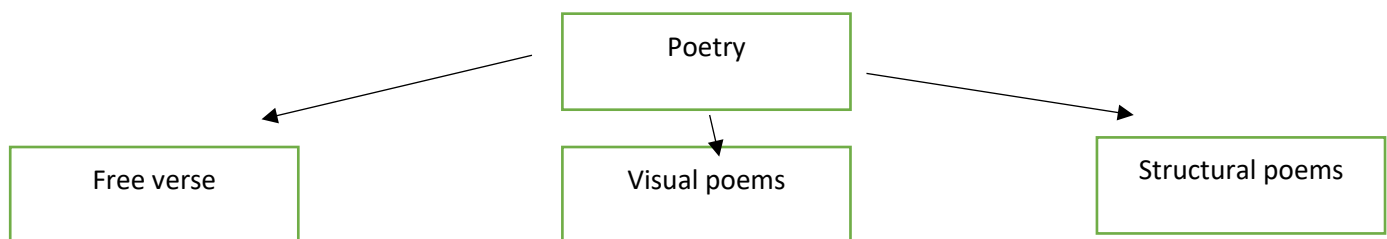
We can divide the text into the following groups according to the content of the information:

- Narrative
- Non- fiction
- Poetry

This division also has subdivisions:



Non – fiction texts
Discussion
Explanatory
Instructional
Persuasion
Non – chronological reports
Recounts



Although there are many definitions and classifications of text types by linguists, dividing them into types of texts still stands in front of scholars for discussion. Coming to **political texts**, the texts are regarded as explanatory, non-chronic, non-fiction, and informative texts. In political science, there are three main approaches to categorizing individual documents: lexicon-based pattern matching, unsupervised topic models, and supervised – learning classifiers. In

general, the research on classifying political texts can be divided into either dictionary-based methods or machine learning-based methods. Dictionary-based methods rely on a predetermined list of keywords considered to be important to a certain class (e.g., a list of words that are commonly associated with the Democratic Party), which are simply used to count the occurrence of these words in a given text to determine classification. Machine learning-based methods rely on a set of documents classified by a human observer, which are used to train a learning algorithm and allow this algorithm to classify new texts based on probability models (e.g., determine the probability that a new text belongs to a class dependent on the occurrence of other texts belonging to that class). Discourse analysis deals with these paradigms:

- Formalist paradigm
- Functionalist paradigms.

Formalist and structural analysis of discourse describes discourse at several levels or dimensions of analysis and in terms of many different:

- Units
- Categories
- Schematic patterns
- Relations.

Structural analyses focus on the way different units function about each other, but they disregard 'the functional relations with the context of which discourse is a part.'

Many typical situations of this interaction are embodied in speech genres of political discourse. There are three hypergenres in contemporary political discourse:

- **political documents,**
- **election campaigning**
- **political debate.**

Differential features for distinguishing hypergenres are:

- a. Signs associated with the act of communication (oral or written situations).
- b. Features associated with personal characteristics communicants and external conditions of communication.
- c. Signs associated with the message.
- d. The following tables provide meaningful characteristics hyper genres based on the components of the act of communication.

Table-1

Signs	Political the documents	pre-election agitation	Political Debate
speech function as a goal communication	Main - informative, additional - affecting	Main - influencing propaganda. additional - informative	main - influencing propaganda. additional informative. goal setting local victory adversary
build type	Informative	imperative + conflict manipulative	Estimated conflict manipulative
Form of speech	Written	Written/oral	Oral
style of speech	Natural	natural public	natural public

	public prepared speech	prepared speech	prepared speech elements spontaneity
Indicators privacy or officiality communication	Exclusively official communication	Domination officiality	Domination from officiality; personal sphere is attracted purpose of defamation
Number participants	Uncertainty by number senders and recipients	Certainty by number senders; uncertainty on number of recipients	interpersonal communication in a small group

Table-2

Signs	Political Document	pre-election agitation	Political debate
Themes	high degree abstractness content; illustrative	minimum degree abstract statements in presentation of ideology;	Discussing specific questions; abstract statements - how accepting avoidance of answers

	character statements political country life	link to a specific time and place	
Character communication	argumentatively cooperative	mixed: argumentatively cooperative/ confrontational	Argumentatively confrontational
perception peace in communication	Variable character reality/fictitious reference space	variable character reality/fiction referential space	Usually reality referential space
speech construction parameters:			
logical harmony	Respected	respected in written; broken in oral	Violated
hard form structure;	Strictly Regulated	overall parameters respected	not regulated

predetermined by volume			
Ratio rationality /emotionality	Dominance rational tricks	variable character rationality /emotionality	Dominance emotional tricks impact

The genre-communicative organization of modern political discourse is built on the following types of relationships:

- a) The relationship of juxtaposition. This relationship exists between three hypergenres: political documents, election campaigning, and political debate. Of these three hyper genres, the most voluminous is a hyper genre of pre-election campaigning (*written and oral channel communications*), followed by political documents and political debate using either written or oral channel communications;
- b) Genus-species relation. This relationship takes place within the hypergenre. Program documents (*program, manifesto, charter*) and hyper genre election campaigning (*genres election platform, interviews, personal appeal, political advertising*);
- c) Inclusion relation (whole-part). This relation is set between genre and genre block, between genre and subgenres. In the hypergenre, program documents are the most important genre blocks are the genres of *declarations, resolutions, and statements*, in the hypergenre pre-election campaign, there are genre blocks *commitment, petition, and autobiography*.
- d) Intersection relation. This attitude is embodied in genres. *Personalized election platform* and *personalized political advertising*.

According to V. Dijk, without collapsing political discourse analysis into critical discourse analysis, we would like to retain both aspects of the ambiguous

designation: PDA is both about political discourse and is also a critical enterprise. In the spirit of contemporary approaches in CDA, this would mean that critical-political discourse analysis deals especially with the reproduction of political power, power abuse, or domination through political discourse, including the various forms of resistance or counter-power against such forms of discursive dominance. In particular, such an analysis deals with the discursive conditions and consequences of social and political inequality that results from such domination. In that case, we can understand that Political discourse analysis should be able to answer genuine and relevant political questions and deal with issues that are discussed in political science. The examination of political discourse is pertinent for the modern cross-discipline of discourse, considering it barely needs any advance contention. To display the contention that most marvels in legislative issues are shapes of text and conversation may be self-evident, particularly to a discourse investigator, but it is as such not a good reason for political researchers to alter their current approach to a more discourse-explanatory one: Few researchers are arranged to 'reduce' their field, or their methods, to those of another field. Consequently, we must appear that issues in political science can, in principle, be examined more totally and sometimes more adequately when it is realized that the issues have a critical discursive dimension.

Summary

In linguistics, all units are compared and studied historically by being linked to each other in their place. Its advantage is that it explores the broader characteristics of the unit in question. In the first chapter of our dissertation, we conducted research on the importance of political discourse in linguistics and the history of its study and came to the following conclusions.

1. It is depicted that the notion of text being very complicated and multifold should be analyzed from different angles, including static and dynamic aspects,

paradigmatic and syntagmatic axes, language and speech levels, and semantic and structural planes of the text.

2. By helping of counting seven standards, the problem of textuality was sorted out. There are:

- cohesion,
- coherence,
- intentionality,
- acceptability,
- informativity,
- situationally,
- intertextuality

1. In linguistics, four signs of the text are identified, which are:

a. The text – a relationship between sentences is aware. The text is the only source for the researcher to study language.

b. The text is the embodiment of the speaker's ability or is a tool. In the process, the text realizes the actual use of language in speech also serves as a supple space.

c. The text is the product of the speaker's active speech.

d. The text is important in the communicative process of this language system and is the highest level of the function.

2. Text analysis in text linguistics is formed based on the following tasks:

- cohesion, i.e., different types of formal connections (lexical, grammatical, syntactical, stylistic, etc.) between the components of the text at its surface level;

- coherence, i.e., different types of semantic integrity (thematic, temporal, referential, compositional, etc);

- informativity, i.e., the ability to generate, store, and convey different types of information;

- communicative aim and pragmatic intentions;

•Text modality, i.e., the author's evaluative attitude to the events described. Certainly, there are many other very important text qualities, characteristics, and categories that will be discussed further. But those mentioned above are of the most general character pertained to any text type.

3. A speech act is a part of pragmatics where there are certain aims beyond the words or phrases when a speaker says something. Speech acts are acts that refer to the action performed by produced utterances. People can act by saying something. Through speech acts, the speaker can convey physical action merely through words and phrases. There are three types of acts in the speech acts; they are: locutionary, illocutionary, and perlocutionary.
4. Discourse analysis, in turn, is used as a primary tool in the analysis of political texts and in revealing their linguistic aspects. And it is called political discourse in linguistics. Political discourse is a verbal communication in which the sender and receiver are endowed with social roles in terms of their participation in political life, and the subject communication is the political life of society.
5. Political texts, texts are regarded as explanatory, non-chronologic, non-fiction, and informative texts. In political science, there are three main approaches to categorizing individual documents: lexicon-based pattern matching, unsupervised topic models, and supervised – learning classifiers.
6. The research on classifying political texts can be divided into either dictionary-based methods or machine learning-based methods.
7. Many typical situations of this interaction are embodied in speech genres of political discourse. There are three hyper genres in contemporary political discourse: a) political documents, b) election campaigning, and c) political debate.
8. Without collapsing political discourse analysis into critical discourse analysis, we would like to retain both aspects of the ambiguous designation: PDA is both about political discourse and is also a critical enterprise. In the spirit of contemporary approaches in CDA, this would mean that critical-political

discourse analysis deals especially with the reproduction of political power, power abuse, or domination through political discourse, including the various forms of resistance or counter-power against such forms of discursive dominance.

LEXIC AND STYLISTIC PECULIARITIES OF TEXTS COMING FROM THE SPEECH OF DONALD TRUMP

The stylistic features of political texts attract the attention of the public.

Since ancient times, political rhetoric has been at the center of attention of many orators. Rhetoric was considered a valuable skill of communication. Nowadays, political leaders are concerned about their use of language, too. They often pay attention to various rhetorical techniques how to enhance their ideas. Politicians participating in debates and public speaking activities usually construct arguments that explain or persuade, proving those arguments. Moreover, speakers who truly want their words to be memorable employ a variety of stylistic devices to figuratively illustrate their ideas. A good orator's speech depends not only on the collection of statements worthy of belief but also on the logical and progressive arrangement and an effective style. Politics is supposed to be an incredibly emotional subject. It is evident that logical arguments have the strongest direct effect on the mind, emotional arguments influence feelings, and aesthetic arguments stimulate the imagination. Arguments more or less depend on the emotional status of the audience and the emotional content of the argument. So, it may be true that people's feelings regularly carry much more drive than their reason. Lawmakers can be recognized by the identifiable propensities of speech, which oversee the linguistic structures and gadgets they use to extend the effect of their thoughts. An author can utilize a range of explanatory methods joined into the dialect used to influence the peruser. In other words, a great speaker understands not only how to communicate with a gathering of people but also how to impact and influence others. Influencing includes being able to persuade others to require fitting activities. How the author chooses to characterize issues, bolster claims, approve premises, and state conclusions is pivotal to whether an audience is likely to acknowledge a contention or not. It is famously accepted that to get it, politicians' thoughts of individuals ought

to be more accurate and to pay more consideration to what is said. That's why politicians' addresses are considered repetitive, and it is troublesome to see the thoughts that are displayed by politicians. Concerning Mio, "metaphors allow the general public to grasp the meanings of political events and feel a part of the process. Hayes depicts that "politicians have also recently started to show an interest in metaphor as a means of engaging with people. Of course, political speech writers have long been aware of the power of metaphors, but what seems to be different now is how metaphor-laden speeches are being constructed to appeal to the emotions of the audience". The politician not only fills his political text with linguistic riches but creates it into a perfect text based on subtle devices in ethics, aesthetics, sociology, psychology, logic, and literature. In more detail, it means that the speech-language should fulfill at least these functions:

- to present the sound and correct political opinion;
- to attract the audience and make them into serious thinking;
- to move and persuade them to accept the speaker's viewpoints;
- to encourage the audience to do what the speaker wants them to do.

Specific characteristics of political discourse are the following four features:

- 1) agonistic ability;
- 2) aggressiveness;
- 3) ideological character;
- 4) theatricality.

It is widely used from stylistic features to characterize political texts specifically, whether that text is oral or written. In both forms, stylistic techniques are used to enhance the appeal of the speech and to engage the public. Below are the most commonly used stylistic features of them. **Alliteration** is the most frequently used stylistic device, which is one of the powerful speechmaking techniques that guarantee the success of the speech. It helps to make the speech more influential and effective. In the literature, the definition of alliteration

varies. For quantification, alliteration must be unambiguously defined. Here, it is noticed following seven criteria:

1. Phonology (not orthography) determines what alliterates. No ‘eye-alliteration’ is included. (in an augural, addresses are written, first and foremost, for a listening audience) such as *citizens of the Senate, let every *n*ation *k*now *j*ustice and *g*enerosity*
2. Repetition is not counted as an alliteration. Repetition is a different rhetorical device. Example: *ill-housed, ill-clad, ill-nourished, power to stop evil, power to do good.*
3. Only content words (nouns, verbs, adjectives, adverbs), i.e., words that are chosen and not required by the grammar, are looked at. (function words cannot be chosen to the extent that content words can) included *perils and penalties, freedom impelled, and independence inspired today or tomorrow.*
4. The initial sounds of words have been looked at, not the stressed syllables. (Initial word selection is not likely to happen based on stress placement in any given word) included *reconstruction, readjustment, and restoration.*
5. Only three words can intervene between the words that are counted to alliterate. (Alliteration is based on proximity of alliterating elements.) such as *the fulfillment of our whole faith.*
6. Words are not treated as alliterating if they cross a sentence boundary. (Alliteration is conventionally understood as a sentence – internal or phrasal phenomenon.) excluded: *... our whole people. May we pursue ...*
7. Proper names and titles have not been counted. (Like function words, proper names are not chosen by the speaker to the extent that content words are.) excluded: *Senator Mitchel, Speaker Wright, Senator Dole....*

Another stylistic highlight found within the discourse and commonplace of English political addresses is **euphemistic constructions**. Euphemism is the language reflection of social culture. Therefore, changes in social development will propel those in language. In each international vicissitude, political

euphemism will be booming. Due to the US's important role in international politics as well as its dynamic domestic politics and economy, rich soil is provided for the creation of political euphemism. For example, from US economic decline are "*recession*," "*disinflation*," and "*negative growth*" created, hence giving birth to some euphemistic expressions such as "*downsize*" or "*workforce adjustment*." After the Watergate Scandal, quite a few euphemistic expressions were produced to hide such political scandal. In addition, military actions are also an extension of politics. It is said that war has brought about not only death and destruction but new euphemistic expressions because they will make death sound less horrible. US Department of Defense named their air attack in Vietnam as "*air support*" and "*protective action*," their destruction over Vietnamese villages as a "*pacification program*," and those homeless refugees as "*ambient non-combat personnel*." Similarly, deaths and injuries caused by their bombardment over other nations were expressed as "*collateral damage*." It is no wonder that the English Teachers' Council of the US once awarded the Best Political Euphemism Award to its Department of Defense. It is shown in the above analysis that political euphemism is different from others expressing physical phenomena or used in other fields, such as in career because it is equipped with obvious political language characteristics. Political language is neither romantic as literature nor precise as that in foreign trade but purpose-oriented. Political euphemism is made in political life and serves political purposes. Generally speaking, it could be an instrument for political participants to cover up embarrassments, mask the truth, and direct public considerations when examining social issues or occasions. **Parallelism**, combined with other stylistic devices like **repetition** and **antithesis**, is the next most frequently used stylistic device in English political speeches. The word "Parallelism" is derived from the Greek 'paralelas' which means phrases or sentences of similar construction and meaning placed side by side, balancing each other. Parallelism has the power to produce foregrounding in a text by inviting the reader to search

for the meaning and connections between parallel structures. Thus, foregrounding is not only a result of linguistic deviation but also a result of repetition and parallelism. The connection between parallelism and political speeches lies in the fact that politicians rely on linguistic repertoire to obtain and achieve their objectives and aims, one of these linguistic configurations is parallelism. For example, *Parallel Sentences: "Three reasons were given for the concert's cancellation: **the lead singer was sick, ticket sales were low, and the drummer had left the band.**"; "America is stronger because of **President Obama's leadership, and I'm better because of his friendship.**"; "The young people who threw **their hearts and souls** into our primary"; "You've put **economic and social justice issues front and center**"; "And to all of your supporters **here and around the country: I want you to know, I've heard you. Your cause is our cause. Our country needs your ideas, energy, and passion**"; " He's taken the Republican Party a long way from "**Morning in America**" to "**Midnight in America.**" He wants us to fear the future and fear each other."; "**Too many** people haven't had a pay raise since the crash. There's **too much** inequality. **Too little** social mobility. **Too much** paralysis in Washington. **Too many** threats at home and abroad"; "**We have the most tolerant and generous** young people we've ever had. **We have the most powerful military. The most innovative entrepreneurs. The most enduring values — freedom and equality, justice and opportunity**"; "**Trump ties in China, not Colorado. Trump suits in Mexico, not Michigan. Trump furniture in Turkey, not Ohio. Trump picture frames in India, not Wisconsin**".*

Another common stylistic device is metaphor. **Metaphors** are the essential core of human thought and creativity. To take a metaphor means to take a political claim. The main rhetorical strategy used by McCain is metaphors, and the main metaphorical concept that underlies many of his arguments is what Lakoff calls THE STRICT FATHER MORALTY. Lakoff argues that this view of morality derives from a common conservative ideal model of what a family should be.

According to this view, the parent knows what is best for the child. Morality has to be taught to the child by punishing immoral behavior and praising moral behavior. Subsequently, the ideal family model is extended to concern nations where the parent is equivalent to the leader of the nation, or one nation is understood as the leader of other nations. The first quote is an example of the state as a person, and the state is a leader metaphor; “... *our nation showed its strength and its deep sense of global responsibility.*” In this quote, the U.S. is presented as if it is a person who has *strength* and a sense of *morality*, similar to the way a person has muscles and a mind. This sense of morality stretches as far as around the world. Consequently, The State as a Person metaphor is extended and becomes the State as a leader metaphor. In addition, the nation is not just a leader of its citizens; it is a global leader, the USA is the moral leader metaphor. In the following quote, *The Fairy of the Just War* metaphor is combined with a *journey* metaphor and additionally stressed by a three-part list; “...*we have before us a hard road. But it is the right road. It is necessary and just.*” Here, McCain conveys an assurance of the action (war) to be purposeful, similar to the way a journey has a destination. The purpose is of a particular kind; it is a good and moral purpose, and therefore, the actors (America/the American soldiers) are heroes. To portray the war as if it is a gamble brings about thoughts of winning or losing money. While money represents a form of security, gambling represents a form of excitement. This is a metaphor and a three-part list. “*Our most vital security interests are at stake in Iraq. The stability of the entire Middle East [...] is at stake. The United States’ credibility as a moral and political leader is at stake.*” In addition, if something is at stake, there have been bets placed. Therefore, a withdrawal will result in losing these bets, and as long as you stay in the game, there are chances of winning. The gambling excitement overshadows the fact that the bets that are placed are real lives and not just the lives of soldiers but the lives of ordinary people who may never have wanted a war of any kind, not between nations and not within their nation.

The progressive increment in expression, which makes the following very regularly utilized elaborate device – **the climax**, is an indivisible portion of English political discourses. Another feature of political dialect is the utilization of **Biblical references** to God, particularly in introduction addresses it is utilized to pick up bolster. The Bible has been used both in the founding era and in subsequent eras:

1) to enrich a common language and cultural vocabulary through distinctively biblical allusions, phrases, figures of speech, proverbs, aphorisms, and the like;

2) to enhance the power and weight of rhetoric through its identification with a venerated, authoritative sacred text;

3) to identify and define normative standards and transcendent rules for ordering and judging public life;

4) to marshal biblical authority in support of specific political agendas and policy objectives;

5) to gain insights into the character and designs of God, especially as they pertain to God's providential oversight of the material world and, more specifically, His dealings with men and nations.

American politicians living in a society favorably disposed toward the Bible have long employed biblical language in their public discourse because, as an authoritative and sacred text, its mere invocation, some believe, lends rhetorical weight to their words. (This may be changing in an increasingly secular culture as evidenced by recent criticism of the presence of Bibles and scriptural readings at presidential inaugurations.) The evocative use of biblical language stirs an audience's religious imagination. Such uses of Scripture, which sometimes mimic pulpit oratory, are calculated to persuade by capturing an audience's attention (with, perhaps, the fear of God), emphasizing the gravity of an idea or argument, solemnifying a discourse, projecting an aura of transcendence and truth, arousing a righteous passion, and/or underscoring an argument's moral

implications or sacred connotations. The speech, reverberating with revivalistic fervor, was so permeated with biblical language that it read like a lay sermon. Henry lifted entire lines nearly verbatim from the King James Bible to emphasize the urgency of the moment – phrases like “*having eyes, see not, and, having ears, hear not,*” “*The battle . . . is not to the strong alone*”, “*to fight our battles for us,*” “*why stand we here idle,* and “*...is life so dear*”. Other biblical phrases liberally seasoned the speech.

Metonymy in political discourse is closely associated with the speaker's public picture: it's an elaborate gadget that increments or diminishes the speaker's obligation. Metonymy, as an explanatory device, encourages the recognition of political pictures and communicates their meaning in a more concentrated way. The fundamental thought of a picture is understood by readers/listeners because it is brought to their minds by the setting itself. This gadget is primarily normal for inauguration addresses as the president is mindful of the whole country and nation. McCain does not use metonymies to a great extent in this speech. However, one is the recurring name of the military General Petraeus. “*By giving General Petraeus [...] the time and support necessary to succeed in Iraq...*” The general's name personifies the American forces and brings to mind a fatherly figure who marches along with loyal followers toward victory (success in Iraq). Simultaneously, it reduces the President's responsibility and conceals the fact that the American forces are soldiers trained to kill weapons and bombs. Charteris – Black argues that Winston Churchill became a metonymy for Britain during World War II. However, when McCain uses Winston Churchill's name in the speech, the implication is that he wants to persuade the audience that this war is analogous to World War II. “*Never despair, Winston Churchill once said. And we did not despair. We were tested, and we rose to the challenge.*” According to Charteris – Black, Churchill created a heroic myth with rhetorical means in which Britain and its allies were presented as forces of good in opposition to Germany, which was referred to as forces of

evil. The principal argument in Churchill's myth was "that Britain was not fighting purely for national self-interest but was the embodiment of forces of good that would rescue mankind in general from tyranny and barbarism." McCain wants the audience to feel that they are forces of good and that the war in Iraq is rescuing the world from evil, similar to how the world was "saved" during World War II. The analogy suits the fairy of the just war metaphor.

In general, the widespread use of stylistic styles in political texts below serves to further increase the community's interest in political discourse. This, in turn, helps the speaker to have confidence in himself, to what extent he reveals the truth, and to express his emotions skillfully with words, phrases, slang, and word units.

Communicative features of texts belonging to the speech by Donald Trump

It is known from paragraph 1.3 of our dissertation that many typical situations of this interaction are embodied in speech genres of political discourse. There are three hype genres in contemporary political discourse:

- political documents,
- election campaigning
- political debate.

It is depicted that the theme of the plan has so many things due to identity. Thus, we tried to clarify the plan by impacting the speeches, which include all hyper genres of political discourse on the Election 2016 process by Donald Trump. Besides, social alter figures are unmistakably among the themes that intrigued social researchers. We include the writing by exploring the change of typical boundaries as a motor of alter and center on the 2016 decision of Donald Trump as President of the USA as a case about the part of boundary work in political discourse.

Donald John Trump (born June 14, 1946) is an American politician, media personality, and businessman who served as the 45th president of the United

States from 2017 to 2021. Born and raised in Queens, New York City, Trump graduated from the Wharton School of the University of Pennsylvania with a bachelor's degree in 1968. He became president of his father Fred Trump's real estate business in 1971 and renamed it The Trump Organization. Trump expanded the company's operations to building and renovating skyscrapers, hotels, casinos, and golf courses. He later started various side ventures, mostly by licensing his name. From 2004 to 2015, he co-produced and hosted the reality television series *The Apprentice*. Trump and his businesses have been involved in more than 4,000 state and federal legal actions, including six bankruptcies. On November 8, 2016, Trump received 306 pledged electoral votes versus 232 for Clinton. The official counts were 304 and 227, respectively, after defections on both sides. Trump received nearly 2.9 million fewer popular votes than Clinton, which made him the fifth person to be elected president while losing the popular vote. Trump's victory was a political upset. Polls had consistently shown Clinton with a nationwide—though diminishing—lead, as well as an advantage in most of the competitive states. Trump's support had been modestly underestimated, while Clinton's had been overestimated. Trump won 30 states; included were Michigan, Pennsylvania, and Wisconsin, which had been part of what was considered a blue wall of Democratic strongholds since the 1990s. Clinton won 20 states and the District of Columbia. Trump's victory marked the return of an undivided Republican government—a Republican White House combined with Republican control of both chambers of Congress. Trump was the oldest person to take office as president at the time of his inauguration. He is also the first president who did not serve in the military or hold any government office before becoming president. Trump's election victory sparked numerous protests. On the day after Trump's inauguration, an estimated 2.6 million people worldwide, including an estimated half million in Washington, D.C., protested against Trump in the Women's Marches. Marches against his travel ban began across the country on January 29, 2017, just nine days after his inauguration.

Trump was inaugurated as the 45th president of the United States on January 20, 2017. During his first week in office, he signed six executive orders: interim procedures in anticipation of repealing the Affordable Care Act ("Obamacare"), withdrawal from the Trans-Pacific Partnership negotiations, reinstatement of the Mexico City policy, authorizing the Keystone XL and Dakota Access Pipeline construction projects, reinforcing border security, and beginning the planning and design process to construct a wall along the U.S. border with Mexico.

During the 2016 electoral campaign, Donald Trump made numerous political rhetoric speeches that led to his presidential victory and addressed the white working class's concern with their declining position in the national pecking order. He addressed their concern by raising the moral status of this group, that is, by:

- 1) emphatically describing them as hard-working Americans who are victims of globalization;
- 2) voicing their concerns about 'people above' (professionals, the rich, and politicians);
- 3) drawing strong boundaries toward undocumented immigrants, refugees, and Muslims;
- 4) presenting African American and (legal) Hispanic Americans as workers who also deserve jobs;
- 5) stressing the role of working-class men as protectors of women and LGBTQ people;

Social scientists have variously interpreted Trump's presidential victory as resulting from a mix of political, social, and economic dynamics. Such as 1) an ongoing struggle in the context of increasing economic and social inequality, with the focus on the 'revenge' of a downwardly mobile white working class that feels ignored by progressive elites; 2) racism and race resentment in a Post – Obama era; 3) a backlash against international competition, with undocumented Mexican

immigrants as scapegoats; 4) fear of Muslims in an international context where terrorism has become prominent and 5) a reassertion of traditional gender roles.

President Donald Trump's speeches are diverse, and it makes sense to analyze them in the same political texts across three major genres. The analysis of Donald Trump's speeches is analyzed with examples:

My fellow Americans: Four years ago, we launched a great national effort to rebuild our country, renew its spirit, and restore the allegiance of this government to its citizens. In short, we embarked on a mission to make America great again — for all Americans.

As I conclude my term as the 45th President of the United States, I stand before you, truly proud of what we have achieved together. We did what we came here to do — and so much more.

This week, we inaugurate a new administration and pray for its success in keeping America safe and prosperous. We extend our best wishes, and we also want them to have luck — a very important word. I'd like to begin by thanking just a few of the amazing people who made our remarkable journey possible.

First, let me express my overwhelming gratitude for the love and support of our spectacular First Lady, Melania. Let me also share my deepest appreciation to my daughter Ivanka, my son-in-law Jared, and to Barron, Don, Eric, Tiffany, and Lara. You fill my world with light and with joy. I also want to thank Vice President Mike Pence, his wonderful wife Karen, and the entire Pence family.

Thank you as well to my Chief of Staff, Mark Meadows; the dedicated members of the White House Staff and the Cabinet; and all the incredible people across our administration who poured out their heart and soul to fight for America.

I also want to take a moment to thank a truly exceptional group of people: the United States Secret Service. My family and I will forever be in your debt. My profound gratitude as well to everyone in the White House Military Office, the teams of Marine One and Air Force One, every member of the Armed Forces,

and state and local law enforcement all across our country. Most of all, I want to thank the American people. To serve as your President has been an honor beyond description. Thank you for this extraordinary privilege. And that's what it is — a great privilege and a great honor...

The speech was delivered by Donald Trump on 19th January 2021. It is estimated the speech is a political document. According to speech function as a goal communication, the main features of the text are informative, additional, and effective. The build type of the text is informative. The form of speech is oral, but there is a written form of speech on the Internet, also. The speech is estimated due to the style of speech being natural public-prepared speech. According to the indicators of privacy or official communication, the passage is exclusively official communication. When it comes to the discussion about the number of participants, there is uncertainty about the number of senders and recipients.

THE PRESIDENT: Good evening. I'd like to provide the American people with an update on our efforts to protect the integrity of our very important 2020 election. If you count the legal votes, I easily win. If you count the illegal votes, they can try to steal the election from us. If you count the votes that came in late — we're looking at them very strongly. But a lot of votes came in late. I've already decisively won many critical states, including massive victories in Florida, Iowa, Indiana, and Ohio, to name just a few. We won these and many other victories despite historic election interference from big media, big money, and big tech. As everybody saw, we won by historic numbers. And the pollsters got it knowingly wrong. They got it knowingly wrong. We had polls that were so ridiculous, and everybody knew that at the time. There was no blue wave that they predicted. They thought there was going to be a big blue wave; that was false. That was done for suppression reasons. But instead, there was a big red wave. And it's been properly acknowledged, actually, by the media. They were, I think, very impressed, but that was after the fact. That doesn't do us any good. We kept the Senate despite having twice as many seats to defend as Democrats. And in a really

— *much more competitive states, we've — we did a fantastic job with the Senate, and I think we're very proud of what's happened there. We had many more seats to defend. They spent almost \$200 million on Senate races in South Carolina and Kentucky alone — two races — and hundreds of millions of dollars overall against us. At the national level, our opponents' major donors were Wall Street bankers and special interests. Our major donors were police officers, farmers, and everyday citizens. Yet, for the first time, we lost zero races in the House. I was talking to Kevin McCarthy today. He said he couldn't believe it: zero races. Very unusual thing. Zero. And won many new seats with, I think, many more on the way.*

This is not the full version of the speech on the 2020 Election, but it is a part of the speech about the Election and its importance. From this passage, we can understand that it is regarded as a pre-election agitation speech. It can be easily noticed that there are so many special words that indicate the speech about the election: *election, count, legal votes, steal the election, illegal votes; votes came in late, victories, historical election interference, historic numbers, competitive states, Senate, defend, opponents and others*. Some of the words and word combinations are not used only for the election process. On the other hand, their literal meaning is different, but in context, they are used for describing the Election process and mean their features of the phenomena. Such as the verb *count* – is the action in which people number something or somebody when they want to know their amount. You can use this verb in any situation like:

“Mary counts apples” or “I used to count stars when I was a child.”

Coming to another example: *legal vote – illegal vote*

An election is a formal group decision-making process by which a population chooses an individual or multiple individuals to hold public office, and the formal process of selecting a person for public office or of accepting or rejecting a political proposition by voting. It is important to distinguish between the form and the substance of elections. In some cases, electoral forms are present,

but the substance of an election is missing, as when voters do not have a free and genuine choice between at least two alternatives. Most countries hold elections in at least the formal sense, but in many of them, the elections are not competitive (e.g., all but one party may be forbidden to contest), or the electoral situation is, in other respects, highly compromised. In the right of the USA, it is literally indicated the voting rights of citizens of the country. All citizens of the United States of America who are otherwise qualified by the law to vote at any election by the people at any State, territory, district, county, city, parish, township, school district, municipality, or other territorial subdivision shall be entitled and allowed to vote at all such elections, without distinction of race, color, previous condition of servitude; any constitution, law, custom, usage, or regulation of any state or territory, or by or under its authority to the contrary notwithstanding. In the rights, it is said that everybody has the right to vote in any election. But in their speech Donald Trump on the 2020 Election, he used the words: *legal vote, illegal vote, even though* there are no illegal voters in the Election process except in the absence of a non-existent person in the election or the falsification of a person's vote. Referring to similar situations, Donald Trump used the phrase *illegal vote* in his speech.

He also used emotional words to attract people to his speech and to make his speech much more informative and – influencing. Here are the words he used: *illegal vote, easily, win, steal the election, look at them very strongly, historic election interference from big media, big money, and big tech, the pollsters got it knowingly wrong. They got it knowingly wrong, a Very unusual thing, Zero, and many more on the way.*

In political discourse, one of the forms of discussion is pre-election debates, which are based on the struggle of opinions on socio-economic and political issues. During the election debate, politicians and parties defend their programs and positions. In modern conditions, the analysis of the discourse of pre-election communication is of great interest from the point of view of studying various

techniques that impact the electorate. To conduct discourse analysis in this context, different factors of linguistic, socio-cultural, economic-political, and other nature should be taken into account. Political discourse arises in the context of controversy, where, in the presence of opposition, there is a struggle for political and ideological dominance, which is expressed in various forms of power struggle. The speech behavior of a candidate in pre-election rhetoric is a multifaceted and complex phenomenon that requires careful and detailed analysis. Modern linguists note that the central point in the analysis of electoral rhetoric is considered to be its regulatory function, namely the regulation of the cognitive activity of the addressee, carried out through the impact on voters through the use of speech techniques and means of language level.

Politicians are beginning to actively use a variety of means, contributing to the formation of a certain picture in the mind of the voter peace. Behind this is the technique of manipulative influence aimed at encouraging the voter to make a specific electoral decision. In modern scientific research, there is no unambiguous definition of "discourse." As part of the dissertation, we referred to the opinion of the scientist G.N. Manaenko. In his research, the scientist believed that discourse is a type of speech behavior due to socio-historical conditions of society, as well as stereotypes of textual organization. As part of our dissertation research to analyze political communication, we used an integrated approach to the study of its structural components.

When defining the term "political discourse," many researchers developed its broad understanding, in their definitions, the question of the need to take into account and analyze the parameter of the personality of communication. We share this opinion and, referring to the concept of G.N. Manaenko; we consider it as a type of speech behavior due to the socio-historical conditions of society, as well as stereotypes of textual organizations. In an attempt to define the content of the term "pre-election rhetoric," the author of the dissertation research considered it as a specific type of political discourse, which is an indicator of the success of the

politician and his party. Thus, within the framework of the study, pre-election rhetoric is considered as a model of speech behavior of politicians in the cognitive plan, the interpretation and construction of which are determined conditions for the functioning of the political election campaign and stereotypes of interpretation of political texts. Based on the author's definition of "pre-election rhetoric," its main goal is for politicians to gain an electoral advantage. Present In our study, we used terms such as "pre-election discourse," "pre-election rhetoric," and "pre-election communication" as synonyms. In the context of such an understanding, the components of the political and electoral discourse are similar. But, in our opinion, components of the discourse under study are considered the basis for its selection in as an independent type of discourse, as they have their specifics. To determine the specifics of the pre-election discourse, we tried to build a theoretical model of the organization of the pre-election discourse, taking as a basis the model proposed by G.N. Manaenko. The peculiarity of political communication is predetermined by the specificity of the content of the electoral discourse. This specificity is also seen in election rhetoric. Election rhetoric should be clear to everyone and its participants, which is because the rhetoric is aimed at a greater electoral audience. Simply put, campaign rhetoric should be understandable to everyone, regardless of the social characteristics of the voters. More often, subjects of pre-election rhetoric use the transformation of existing and predictable behavioral electoral images, which are based on the norms of institutional communication. As an example, this may be the use of attack tactics that lead to increased atonality of pre-election rhetoric.

The next component of the pre-election discourse is considered to be the "Text," which contains a certain form and characteristics of communication. Accounting for this component provides an opportunity for the organization's pre-election rhetoric: apart from the political theme in pre-election rhetoric, there are certain repertoires. Thus, the organization's election speeches are

implemented in a certain composition, as well as contain specific linguistic means that determine its specificity and influence voters.

The effectiveness of electoral rhetoric depends on the ability of the producer to implement their communication in the following directions: uniting and inspiring the electorate, discrediting other politicians, convincing the electorate of their own political and personal superiority, and their orientation in the pre-election space rhetoric. Named aspects that are due to functional specifics of election rhetoric lead to the formation of certain linguistic patterns, that is, politicians' speech strategies, among which we have identified interpretational, information-interpretative, confrontational strategy, as well as speech strategies such as self-presentation and persuasion. The integration strategy is aimed pragmatically at the formation of a specific mood of voters, which provokes voters to make a predictable electoral decision. In the complex of tactics that update this strategy, you can turn on:

- 1) Tactics of irritation, the main communicative blow of which is reflected on representatives of the existing government, are implemented by politicians, as implicitly and explicitly: D. Trump: «*When I look at all ... we have such tremendous potential ... we had an \$800 billion deficit*».
- 2) Through the use of such tactics as unity, there is some kind of electoral rallying, its grouping to adopt the necessary electoral solutions. To achieve these goals, American politicians, in own speech, use units of the lexical level that have the semantics of community (“union” is a substantive, adjectives “same,” “common,” etc., possessive pronoun "our," personal pronoun "we," etc.), which we noted in the American pre-election discourse: H. Clinton: «*There is no challenge we can't meet, no goal we can't achieve when we each do our part and come together as one nation.*»
- 3) As you know, pre-election rhetoric is directly related to the social system of values, including the values of the individual and the group values of the nation and the individual. To highlight this dependence, politicians use unity tactics

in electoral rhetoric. Main words that explicate the value priorities of the American people, lexemes are considered that contain the semantic component "equality," "welfare," "justice," "freedom," "unity," and others: D. Trump: *«I want to get on to creating jobs because I want to get on to having a strong border because I want to get on to things that are very important to me and that are very important to the country.»*

- 4) The tactic of appealing to the emotions of the audience implements the speech intention of the speaker to create the necessary emotional psychological mood for the addressee. Analysis of the tactics of addressing the emotions of the addressee in presidential US election companies 2011-2016 made it possible to determine the identity in the selection of language means for its implementation: by using vocabulary with an evaluative positive connotation creates pathos solemn inspirational speech: D. Trump: *«This is a great country. This is a great land. ... You say, who's making these deals? We're going to make great deals. We're going to have a strong border. We're going to bring back law and order. Just today, a policeman was shot, and two were killed. And this is happening every week. We have to bring back respect to law enforcement. At the same time, we have to take care of people on all sides. We need justice».*

Together with the specified methods of phased implementation, communicative intentions subjects of the discourse of pre-election communication apply authorial tactics that contribute to the formation of recognizable and vivid images of candidates. Tactics can be included here. Self-presentation consists of exposing oneself or any person to positive traits. The semantics of tokens used for implementation, named tactics of speech, should describe the positive qualities of a politician to show in the eyes of the electorate only his best qualities.

In the American discourse of 2016, in most cases, in the pre-election rhetoric, one can meet such lexemes as verbs (to lead, to win), comparative and

superlative degree of adjectives (the safest, better, more experienced); adjectives (optimistic, successful) and others. Confrontational strategy within the framework of the pre-election discourse of politicians The United States is represented by the following tactics: insults, statements of incompetence, irony, impersonal accusation, accusation, and criticism. In American election discourse, criticism is predominantly directed at opposing candidates. D. Trump, in the presidential election 2016, was criticized by H. Clinton, repeating the verb lexeme to lie (to lie): D. Trump: «*Now she wants to sign Trans-Pacific Partnership. And she wants it. She lied when she said she didn't call it the gold standard in one of the debates. She lied*». In his speeches, D. Trump identifies himself with his opponent, using non-specialized distancing tactics. Applying at the same time, the pronoun “we,” D. Trump denotes the circle of “ours” and draws attention to their non-involvement in the events and their results: D. Trump: «*Well, first of all, Secretary Clinton doesn't want to use a couple of words, and that's law and order....We have to bring back law and order... thousands of people have been killed... since Barack Obama became president, and – almost 4,000 people in Chicago have been killed. We have to bring back law and order*». There is also the tactic of impersonal accusation. This tactic is very beneficial because it allows candidates to form a sense of 2 opposing camps: “foreign” and “our.” D. Trump: «*We have a divided nation. We have a very divided nation. You look at Charlotte. You look at Baltimore. You look at the violence that's taking place in the inner cities, Chicago, you take a look at Washington, D.C.*».

For a speech description of the differences between visible and hidden speech, statements of politicians in American discourse used the tactic of irony, which, in turn, forms a certain laugh effect. The language means in the tactics of irony are lexical indicators of distrust of the opponent's personality and the reliability of the opponent's words: “politicians like” - “politicians like”: D. Trump: «*And when these people are going to put billions and billions of dollars*

into companies, and when they're going to bring \$2.5 trillion back from overseas, where they can't bring the money back because politicians like Secretary Clinton won't allow them to bring the money back, because the taxes are so onerous, and the bureaucratic red tape, it's so bad». The tactic of ascertaining incompetence is aimed pragmatically at the assessment of opponents as unprofessional and insolvent politicians who are unable to fulfill the desired or existing obligations to voters: D. Trump: «Look at what she did in Libya with Gadhafi. Gadhafi's out. It's a mess. ... she's done in foreign policy has been a mistake and it's been a disaster».

In the discourse of D. Trump, a high emotional component for substituting facts and evidence was caused by an attempt to humiliate the opponent. All this was carried out by politicians as part of the use of insult tactics in discourse. In this, D. Trump uses lexical means that condemn society (*“was either stolen, this country is going to be in some mess”*). One of the main conditions for achieving the goal of pre-election communication is considered the ability of the speaker to influence the consciousness of the electorate, persuading the latter of the truth of political judgments aimed at developing states.

In the pre-election rhetoric of American politicians, It has been established that for the implementation of such an impact, most often used such speech strategies of pre-election discourse as the strategy argumentation and propaganda. In electoral rhetoric, the main task of the campaign strategy is to impact the consciousness of the electorate, that is, its motivation to choose a politician for the presidency. Campaigning strategy in the pre-election US rhetoric is implemented using the following speech tactics:

- Appeal and promises that are rarely used in pre-election communications separately but act in combination with other verbal tactics;
- Verbalization of these blocks of tactics increases the persuasiveness of statements. Communicant, and also predetermines a more effective achievement of election goals.

At the linguistic level, the tactic of promising is represented by the forms of verbs in the future tense. In the campaign strategy that is being implemented by American candidates for the presidency, this tactic is given the role of a benchmark that helps voters through the evaluation and comparison of program statements of communicants. For these purposes, verbs are used in the future tense (“*will be*” - “*will be,*” “*will give*” - “*we will give strength,*” “*will bring*” - “*we will provide,*” “*will build*” - “*we will build*”) and tokens with the meaning of a promise (“*promise*”).

The goal of conscription tactics is to attract the voter to the direction of the implementation of specific actions; often, this tactic follows immediately after the promise tactic. Argument strategy, as one of the methods of verbal impact on human consciousness, can be based on emotional and rational arguments. This strategy is expressed by the implementation of speech tactics such as “constructive analysis,” “indication of the future,” and “illustration.” When implementing “constructive analysis” within the framework of speech tactics, there is a comparison of certain past events with the present state of affairs in a certain area. D. Trump: «... *when I watch what's happening with some horrible things like Obamacare, ... when I look at the Iran deal and how bad a deal it is for us, ... we've made them a strong country from really a very weak country just three years ago... We're going to have a strong border. We're going to bring back law and order...*». The tactic of pointing to the future is focused on forecasting predictive results and decisions: D. Trump: «*We cannot let it happen. Under my plan, I'll be reducing taxes tremendously, from 35 percent to 15 percent for companies, small and big businesses. That's going to be a job creator-like... It's going to be a beautiful thing to watch*». Implementation of tactics in the pre-election rhetoric of D. Trump illustration took place by attracting facts that prove the correctness of the communicant's position. The biggest reliability of the illustrated events is given by the use of numerical data that reflect the real picture of what is happening: D. Trump: «... *In a place like Chicago, where thousands of*

people have been killed, thousands over the last number of years almost 4,000 have been killed since Barack Obama became president, over - almost 4,000 people in Chicago have been killed». The orientation strategy is represented by the information-interpretative strategy and the strategy of self-presentation. In the process of studying the material of this study, we determined that American Republican and Democratic politician parties resorted to using the following speech tactics:

1. The tactic of deflecting criticism is to clarify the position of the subject of election communications. In the US election discourse, it is the tactics of criticism that are used for the most detailed clarification of the views¹⁹ of politicians. Removal of criticism is carried out by distancing from the unattractive or negative situation: D. Trump: *«And I will tell you that when Hillary brings up a point like that, and she talks about words that I said 11 years ago, I think it's disgraceful, and I think she should be ashamed of herself if you want to know the truth».*

2. American politicians “like” among voters to delimit “their own,” forming a commonality of goals, objectives, and values with them. For this, American politicians use solidarity tactics. In this tactic, many linguistic means contribute to the formation of such impressions of the electorate («we» – «biz», «our» – «bizning», «side by side» - «u tomondan bu tomonga» «together», - «birgalikda»).

In the pre-election rhetoric of American politicians, in addition to tactics of emphasizing problems and recognition used in speech, often the tactics of speech "clarification" is used, the use of which is aimed at explaining to voters a more accurate description of the problematic event, filling the campaign rhetoric with positive and negative character. The implementation of speech tactics occurs with the help of verb forms that act as verbal markers. D. Trump: *«Now, whether that was Russia, whether that was China, whether it was another country, we don't know because the truth is, under President Obama, we've lost control of things that we used to have control over»*

The tactic of pointing out the way to solve the problem involves the designation of possible solutions, methods of their implementation, and expected results. Within the framework of pre-election communication, this tactic often has the character candidates' policy statements. D. Trump, during the election campaign in 2016, proposed a plan to stabilize the economy, which should lead to positive change. In the long term, his plans signal the following lexical forms: *“I look very, very much forward,” - “I look much, much forward,” “cannot let it happen,” - “we can’t allow this,” “one of the biggest line” - “one of the main courses.”*

In conclusion, we further appeal to sociologists to focus on the resonance of Trump’s speeches from the audience’s perspective. Our data does not allow us to analyze the audience’s responses and emotional reactions to different parts of Trump’s speeches nor to analyze in detail which aspects of Trump’s speeches resonated most with the audience. For the plan, we hypothesize that Trump’s speeches resonated because of the citizens’ definition of worth in other fields that he discussed.

Summary

This chapter deals with the communicative and stylistic features of political texts. A political discourse contains some features that must be constant in them to be recognized and understood by the audience as such but, at the same time, must fulfill the purpose of transmitting the message aimed in that venue with a personal and original style. This is commonly done through layers of direct or subtle content. Stated this, it is not difficult to guess that political discourse study is a discipline that reveals more information than a first reading can offer. The way of saying, the use of some adjectives in specific matters, and the examples offered to explain a topic are some tools used to help gain that purpose. But the first problem we face when analyzing a political speech is whether it should be taken as an example of spoken or written discourse or both.

This subcategory of political discourse has had different denominations:

- prepared speech,
- non-spontaneous oration,
- spoken monologue

It is comprised of three characteristics:

- it has been delivered to a large audience,
- it has been prepared beforehand,
- the audience has to process that talk as being delivered.

The politician not only fills his political text with linguistic riches but creates it into a perfect text based on subtle devices in ethics, aesthetics, sociology, psychology, logic, and literature. In more detail, it means that the speech-language should fulfill at least these functions:

- to present the sound and correct political opinion;
- to attract the audience and make them into serious thinking;
- to move and persuade them to accept the speaker's viewpoints;
- to encourage the audience to do what the speaker wants them to do.

Specific characteristics of political discourse are the following four features:

- 1) agonistic ability;
- 2) aggressiveness;
- 3) ideological character;
- 4) theatricality.

It is widely used from stylistic features to characterize political texts specifically, whether that text is oral or written. In both forms, stylistic techniques are used to enhance the appeal of the speech and to engage the public. Such as:

1. Alliteration (it is the most frequently used stylistic device, which is one of the powerful speechmaking techniques that guarantees the success of the speech.)

*Citizens of the Senate let every **n**ation **k**now **j**ustice and **g**enerosity.*

2. Another stylistic highlight found within the discourse and commonplace of English political addresses is euphemistic constructions. For example, US economic decline is “*recession*,” “*disinflation*,” and “*negative growth*.”

3. Parallelism has the power to produce foregrounding in a text by inviting the reader to search for the meaning connections between parallel structures. “*Three reasons were given for the concert's cancellation: **the lead singer was sick, ticket sales were low, and the drummer had left the band.***”

4. Another common stylistic device is a metaphor. Metaphors are the essential core of human thought and creativity. “... *our nation showed its strength and its deep sense of global responsibility.*”

5. The progressive increment in expression, which makes the following very regularly utilized elaborate device – the climax, is an indivisible portion of English political discourses.

6. Another feature of political dialect is the utilization of Biblical references to God, particularly in introduction addresses it is utilized to pick up bolster. “*having eyes, see not, and, having ears, hear not.*”

7. Metonymy in political discourse is closely associated with the speaker's public picture: it's an elaborate gadget that increments or diminishes the speaker's obligation. “*Never despair, Winston Churchill once said. And we did not despair. We were tested, and we rose to the challenge.*”

It is understood by the facts that the widespread use of stylistic styles in political texts below serves to further increase the community's interest in political discourse. This, in turn, helps the speaker to have confidence in himself, to what extent he reveals the truth, and to express his emotions skillfully with words, phrases, slang, and word units.

It is depicted in 2.2 that the theme of the plan has so many things due to identity. Thus, we tried to clarify the plan by impacting the speeches, which include all hyper genres of political discourse on the Election 2016 process by

Donald Trump. Besides, social alter figures are unmistakably among the themes that intrigued social researchers. We included the writing by exploring the change of typical boundaries as a motor of alter and center on the 2016 decision of Donald Trump as President of the USA as a case about the part of boundary work in political discourse.

It is estimated the speech which was spoken on 21 January to the Citizens of the USA was about Farewell to the population as a political document. According to speech function as a goal communication:

- the main features of the text are informative,
- additional,
- effecting.

The build type of the text is informative. The form of speech is oral, but there is a written form of speech on the Internet, also. The speech is estimated due to the style of speech being natural public-prepared speech. According to the indicators of privacy or official communication, the passage is exclusively official communication. When it comes to the discussion about the number of participants, there is uncertainty about several senders and recipients.

Modern linguists note that the central point in the analysis of electoral rhetoric is considered to be its regulatory function, namely the regulation of the cognitive activity of the addressee, carried out through the impact on voters through the use of speech techniques and means of language level.

COMMUNICATIVE PROBLEMS OF ADDRESSING TO THE PUBLIC

Literary devices used in political texts based on the speech by Donald Trump.

Donald Trump's speech has a lot of language devices which they make linguists work on them due to their features (literary features, stylistic features, lexic – semantic features and etc.). His speeches and political texts are distinguished from other political texts by the abundance of stylistic devices and the use of punctuation marks in their place, which can quickly attract the attention of the listener. There are many literary devices in linguistics to make the text be much more effective or delicate. In our dissertation, we discussed some of the stylistic devices and their usage in the speeches of Donald Trump with providing examples. During this plan of our dissertation, we try to discuss the other literary devices which are not included the above and find the samples for them. It is found much more effectively to demonstrate the inaugural addresses of Donald Trump and picture the analysis of the literary devices.

The inaugural address is a vital portion of the introduction ceremony, and each modern president conceives the discourse as an opportunity to advance his arrangements in arrange to engage people's backs. A common ground is that all presidents are completely arranged for the inaugural address, and each discourse has ended up a classic work. Donald Trump, as the modern president of America, is confronting changes coming from the universal environment, the lesson solidification, the financial downturn, and the heightened inconsistencies. His inaugural address is full of his disposition. In this arrangement, we expected to analyze the fashion of his address from the perspectives of phonetic include, lexicon include, explanatory highlight and language structure highlight. Concurring to our discoveries, Donald Trump raised their people's mindfulness of the status quo and patriotism with the assistance of his special fashion of discourse. This paper can offer assistance to us to better understand the complex highlight of discourse and the intentions of

Trump's inaugural address. It ought to be said that Trump's discourse has uncommon, unmistakable individual characteristics. Analyzing Trump's discourse can, as it were, get his character, but moreover, get his authoritative thoughts. In this discourse, Trump more than once pushed the thought of "America first." There is no question that his inaugural address encompasses an extraordinary political noteworthiness. The examination of Trump's inaugural address can't, as it were, amplify the inquiry about open discourse, but it gives a few references to the changes in American arrangement. Based on stylistics, this paper makes an elaborate examination of the discourse from four viewpoints: phonetic include, lexicon include, explanatory include, and sentence structure include.

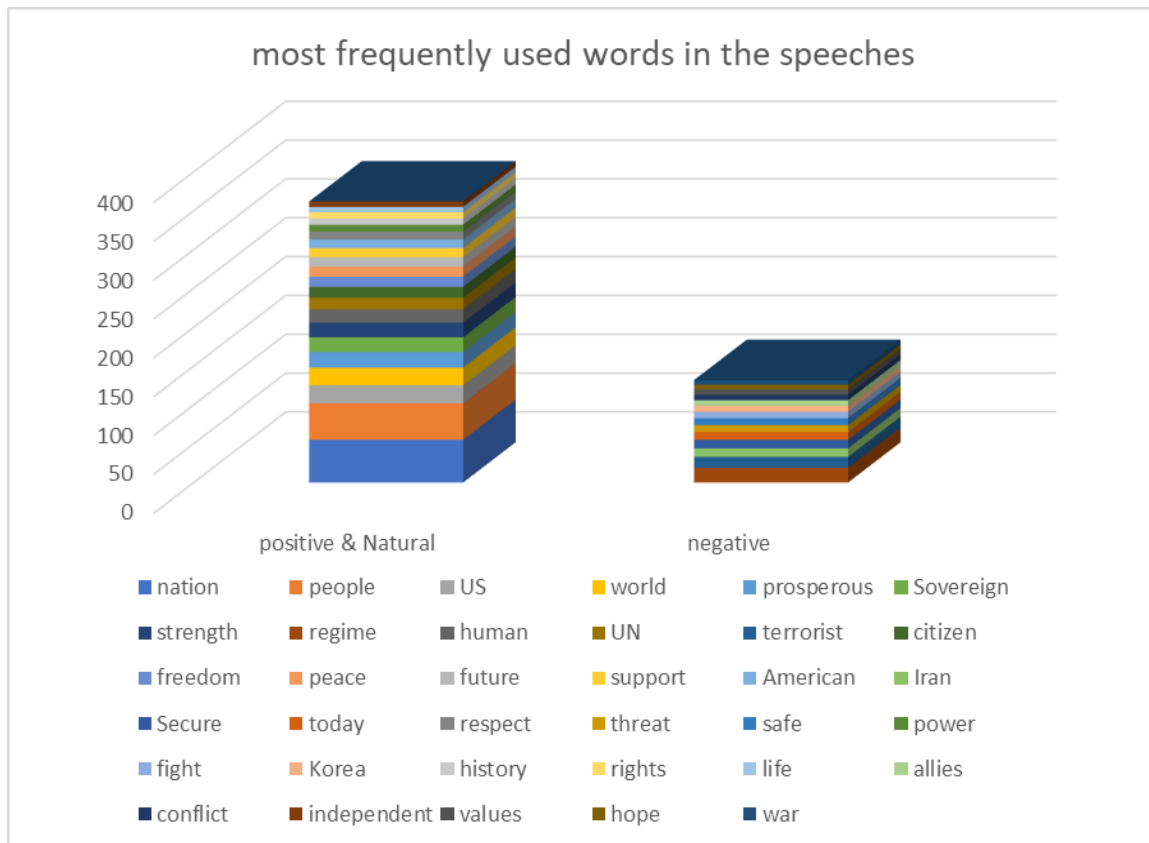
Phonetic features of his speeches: Open discourse has been considered as a kind of oral expression, it is distinctive from scholarly works, but it moreover has a few highlights that doesn't exist in oral works. Hence, similar to numerous artists and on-screen characters, speakers continuously pay a parcel of consideration to the rhythm, tone, stress, stop of an expression, whereas familiarity is additionally a critical figure. The script of the inaugural address had been composed some time recently the talking, the speaker has to be completely arranged. And at this grave circumstance, the president must appear his capacity patriotism. If he speaks stammered, nobody will trust him. By the way there is no necessary to stand to the original draft toughly, the speaker is able to enlarge the details. Meanwhile, the speaker ought to pronounce the word at a proper speed. Of cause the president need to use the America Standard Accent to completely demonstrate his determination of guarding America tradition which has been generated by centuries. Actually, Donald Trump seldom explain his idea with elisions or swallowing sounds, he manages himself to speak clearly in order to let listeners available to his every word. He also seldom uses abbreviation. Such as, he used to say "have not" rather than "haven't". Whenever he says the word of

“Make America ... Again”, he will pause a little while and the listeners will acclaim and applause. As here we can conclude the importance of pause.

Rhythm: One of the distinct characteristics of speech is the appropriate rhythm which let listeners enjoy the sense of music. And that’s one of the reasons why it can appeal so much people. Donald Trump makes good use of the rhythm. He puts stress syllables at an appropriate position and makes the speech sounds like a piece of poetry. All the words are so impressive that one can never forget. Namely, “The wealth of our middle class has been ripped from their homes and then redistributed across the entire world”, in this sentence, he put stress on “wealth”, “middle class”, “ripped”, “homes”, ”redistributed”, ”world” while the ”of”, ”has”, ”from”, ”across” are unstressed word. That arrangement profoundly reveals the deteriorated circumstances that the middle layer of Americans are suffering. He hopes to inspire citizens to against the inequitable status quo and reconstruct a new and prosperous nation. In this sentence” We must protect our borders from the ravages of other countries making our products, stealing our companies, and destroying our jobs”, these words “borders”,” ravages”,” countries”,” products” are all stressed words and also rhyming with each other word. That sentence displays his determination and courage to tackling problems and gaining citizens’ support.

Vocabulary feature: Three main variants of the context, the field of discourse, the mode of discourse, and the tenor of discourse have collaborated in forming the register. The register is a stylistic variant of a language appropriate to a particular social setting and is called style. Because of the different words used, a register is distinguishable from other registers. A speech text is consisted of a myriad of words. Thus, the art of word use has greatly influenced the general level of speech.

To analyze exactly the vocabulary features, his last ten speeches were taken as data for exploration, and there has been researching on the most used vocabulary and their features (negative or positive):



Overall: Positive & Neutral: 438 – 9.7%

Negative: 63 – 1.4%

Total number and usage percentage: 501 – 11.13%

A) Common and short words: Considering the varied educational background of his listeners, Donald Trump used the most common words that citizens used every day instead of abstract terminology or difficult sentences. The distinct features of speech determining that listeners are not able to review it just like reading books at that situation. What the speaker needed to do is to speak at a proper tense and use the vivid but not complicated words to express his ideas and thoughts. If the speaker wants to show off his superior level of language by using difficult words, he may lose more than gain, and listeners would probably become unfocused and sleepy. Whereas, Donald Trump had absolutely avoided these dilemmas and what he used is some daily-life words which hold the sincerest patriotism. For example, *“But for too many of our*

citizens, a different reality exists: Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation; an education system, flush with cash, but which leaves our young and beautiful students deprived of knowledge; and the crime and gangs and drugs that have stolen too many lives and robbed our country of so much unrealized potential". Words like "trapped", "tombstones", "cash", "crime" "gangs and drugs", "stolen" and "robbed" are some simple but lively expressions. By using these words, Donald Trump wants to emphasize the severe economic environment and the perilous social atmosphere that citizens are facing about. His aim is to inspire patriotism, no doubt that this speech has successfully struck a responsive chord in the hearts of his listeners. Through the skillful language usage, the audience was impressed by his glamour.

B) The first person and the second person: One of the goals of speech is to create an opportunity that can entail the speaker to have direct and warm communication with the listener to resonate with their heart. Therefore, the speaker needs to express his perspective and solution actively, and that's why most speakers use first-person words such as I(me) and we(us) of a high frequency. By using the first-person plural pronoun "we", speakers can bridge the gap between their listeners and themselves by the way of closing their distance and merging into the mainstream of public opinion. And when they are in the same standpoint, numerous of politics will naturally be accepted by thousands of ordinary people without saying more than is needed, and that is the art of language. Also, in the using of the second person pronoun "you", the speaker can immediately receive a reaction from his sincere listeners, and his style of talking resembles a friend discussion. That kind of language processing not only do they considers interpersonal psychology deeply but also displays their knowledge of pragmatics. In Donald Trump's speech, there is no lack of the first person and the second person. For instance, "*Today's*

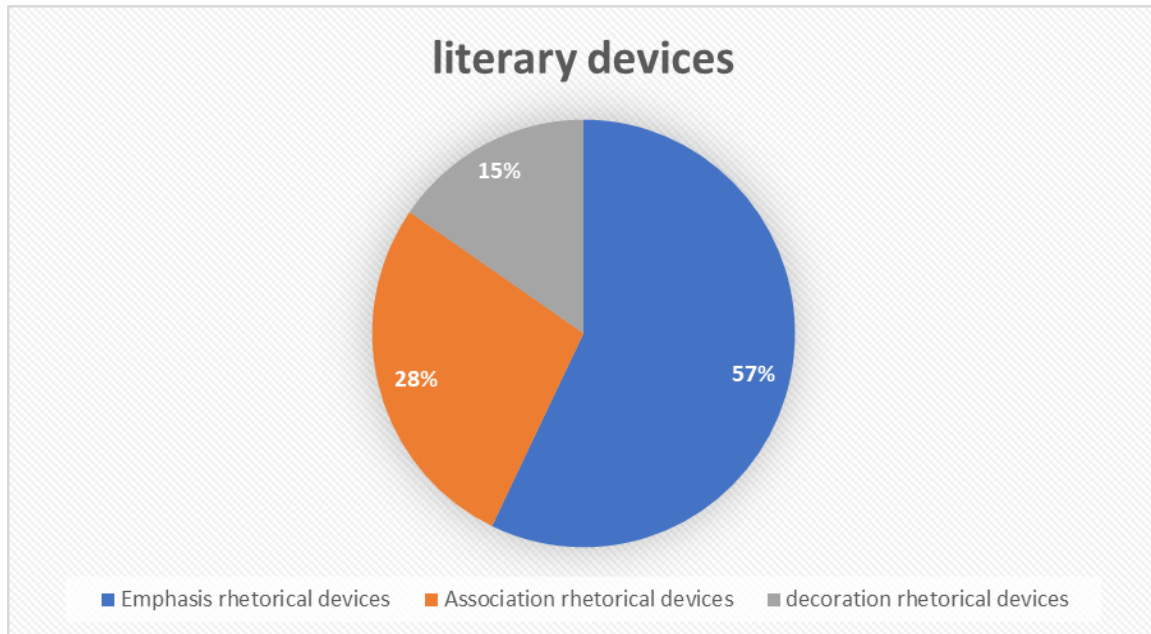
ceremony, however, has very special meaning. Because today we are not merely transferring power from one Administration to another, or from one party to another – but we are transferring power from Washington, D.C. and giving it back to you, the American People.” In this example, with the fluent utilization of the first person and the second person, Donald Trump demonstrates his determination to ensure a fair power transition which is for the good of citizens. Another example is, *“Your voice, your hopes, and your dreams will define our American destiny. And your courage and goodness and love will forever guide us along the way”*. In this sentence, Donald Trump revealed his understanding of people’s dominant role and hoped to encourage citizens’ passion to accelerate American revitalization.

C) **The arrangement of words:** To express one’s idea clearly and precisely, a speaker should not use that flowery language. Instead of using abstract and general words, the choice of definite language using may absorb listeners the most. The vocabulary of speech is different from other oral expression, and a speaker needs to consider the expression more seriously. The rigorous usage of words is beneficial to impressing listeners and helps the public to accept the idea that the speaker is managing to disseminate. In Donald Trump’s inaugural address, he used accurate words to express his ideas, such as concern for the serious condition that the American people are facing and his sympathy for common citizens. Donald Trump used some visual and concrete words such as *“people have borne the cost,” “the jobs left, and the factories closed,” “the factories shuttered and left our shores,” and “The wealth of our middle class has been ripped,” “protect our borders from the ravages of other countries” “build new roads, and highways, and bridges, and airports, and tunnels, and railways.”* These words state people’s life condition and the road of innovation to the future.

Rhetorical feature: In his inaugural address, Donald Trump arranges his discourse structure and length at an appropriate level, and he uses parallelism,

couplets, and repetition properly to avoid dullness and states his thoughts and ideas clearly.

Here, we tried to analyze his last ten speeches to the public according to the usage of literary devices:



Sub-type	Frequency
Emphasis literary devices	52
Association literary devices	25
Decoration literary devices	14
Total	91

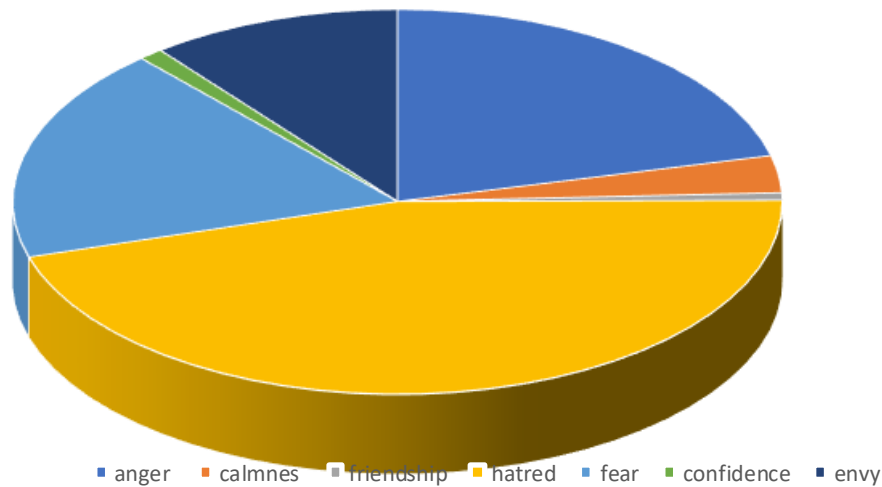
According to the analysis of his speeches, the most used literary device is the emphasis on rhetorical devices. With the help of the data, it can be proved and explained to the reader with the exact information. Below are the most used literary devices with the samples:

- **Couplet:** Using the rhetoric of antithesis can help a sentence turn into a neat and eye-catching one. It is easy to remember it and recite it in regular tense. Like a piece of poetry, a speech can also encourage listeners to feel the beauty and its hearty power. That is what we call “the magic of language.”

Combining the warmth of oration and the refinement of literature, no wonder many speeches, as a style of expression, have become one of the most precious treasures in human literature. It is without dispute that antithesis as a method of expression also helps to spread the connotation of a speech. Meanwhile, those powerful words not only impressed many people but also amazed the world. One of the examples is “*reinforce old alliances and form new ones,*” there are also other instances, such as “*Washington flourished – but the people did not share in its wealth; Politicians prospered – but the jobs left, and the factories closed.*”, “*speak our minds openly, debate our disagreements honestly.*” These words are Donald Trump’s policies and his wishes to the American people. The wide usage of couplets enables the speaker to promote his loud voice. A good speech text is constructed by every component, which means that we cannot underestimate the so-called “*unnecessary expression.*”

- **Pathos:** Griffin depicted that emotional proof (pathos) comes from the feeling of the speaker, and it is expressed through a speech. Therefore, it affects the audience’s feelings. Pathos also gives a persuasive message and power to move the audience to do certain actions. Donald Trump uses pathos in his presidential speech to persuade the audience many times. The percentage of emotional proof during the speech accounted for 54%. This is the most stabilized proof that is presented in his speech. Eight emotions are analyzed in Donald Trump’s speech. The percentages of emotions evoked by Donald Trump are included in the pie chart.

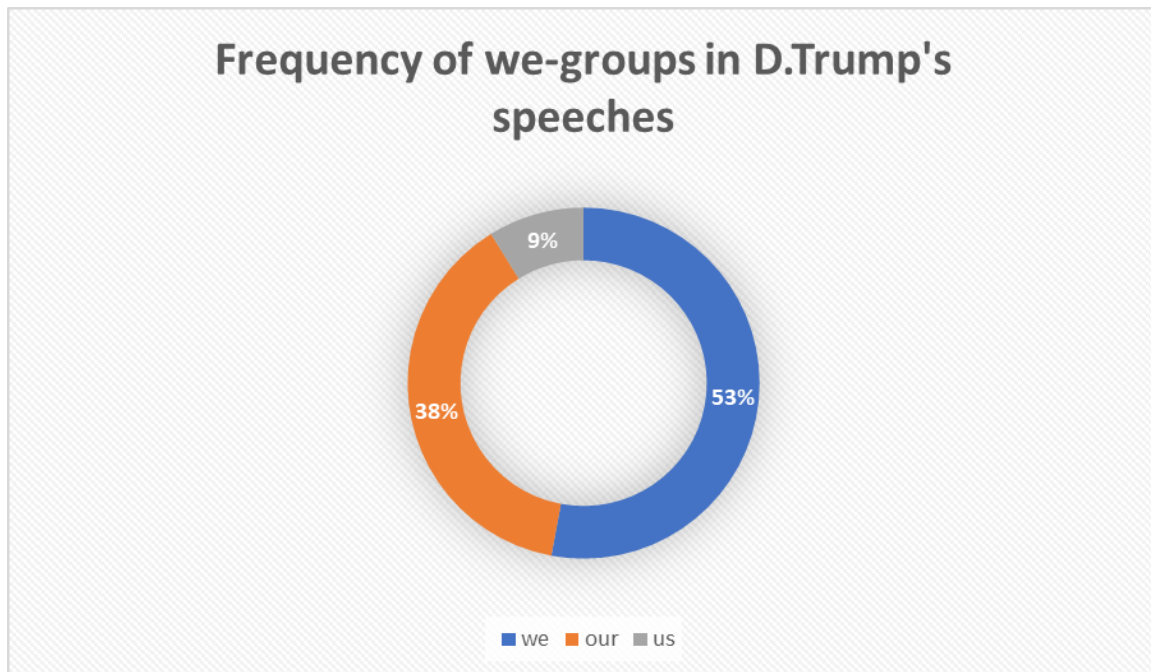
The result of emotional proof (pathos) in Donald Trump's presidential candidacy announcement speech



By giving detailed information, it helps the audience to imagine and feel what the speakers fear and believe might happen to their beloved country.

- **Repetition:** Repetition is the simple repeating of a word within a sentence or a poetical line, with no particular placement of the words, to secure emphasis. Generally speaking, a speech text should pursue simplicity and get rid of redundancy. However, to lay stress on some specific details, with the help of a common literary device—repetition, we can arrange its occurrence along with the use of parallelism. We can absorb listeners' attention and arouse their passion by using the device of repetition. In Donald Trump's inaugural address, he used that rhetorical device at a high frequency to strengthen his tone. He wants to appeal to citizens for their support, and he hopes they will unite again and follow his lead. For example, in the first paragraph, "we will" appears 4 times, and in the middle part of the speech, "we will" occurs 9 times. In this part, Donald Trump is explaining the road that the American people are heading. He encourages his fellow compatriots to go ahead bravely and cope with all sorts of problems without hesitation. And he insists that social cohesion is an important factor in the renewal of a great America. Another example is in the last part of this passage, "We will make ... Again,"

repeat 5 times so that it is found beneficial to explore how many times we-groups used in his speech. As a source, his last speech's 4500 words were taken.



In the last part of this speech, Donald Trump gives a summary to finish his speech. However, he does have innovation but also follows the last rule, which all presidents usually perform at last. In other words, he also states his mind of reform and benefiting citizens. No matter how many gaps people are facing, they can always unite again like ever before, and it is believed what is called the American spirit. The mixed usage of repetition and parallelism has largely enforced the expression of a president's determination and stamina.

Syntax feature: Declarative Sentence The use of declarative sentences can let the speaker calmly state his ideas and emphasize the objectiveness and sincerity of his words. By using that most frequently used type of sentence, the addresser intends to imply to those addressees that before speaking, he has taken deep consideration. The following examples can explain this:

1) *We will seek friendship and goodwill with the nations of the world – but we do so with the understanding that it is the right of all nations to put their interests first.*

2) *We do not seek to impose our way of life on anyone but rather to let it shine as an example for everyone to follow.*

3) *We will reinforce old alliances and form new ones – and unite the civilized world against Radical Islamic Terrorism, which we will eradicate from the face of the Earth.*

“We...”, as a parallel of declarative, appears in all these examples. In example 1, Donald Trump said that he would lead the American government to construct a genuine friendship with all nations. He believes that America’s interests are what he is most concerned with, and so do other countries with their interests. Example 2 indicates that America has no intention to reinforce its hegemony but rather to become a good example worth imitating. This example also shows his guts to make America great again. In example 3, He wants to calm down the whole world and the American people so that he will keep an intimate relationship with America’s old friends and create an opportunity to make new friends. However, religious extremism and terrorism are out of range, which means that those dangerous forces must be eliminated to avoid threatening the peace of America as well as the whole human society. The successive using of three declarative sentences also demonstrates the affirmative attitude of Donald Trump, and he wants to rebuild citizens’ faith in him. The usage also indicates the role of him as an addresser who conveys messages and the role of the listener as an addressee who receives information.

- Imperative Sentence: The function of imperative sentences is to apply for listeners’ support and to express the speaker’s idea more powerfully and emotionally. A successful speaker wants audiences to have some level of resonance and hopes them to take some action. Also, in Donald Trump’s speech, he has used some of it to indicate that whether he is a president or

not, he just wants to give some suggestions. He is equal to every ordinary person, and what he wants to do is to do everything for their benefit. His sincerity helps to retain his prestige among the masses. For example: *“Do not let anyone tell you it cannot be done. No challenge can match the heart and fight and spirit of America”*. In this sentence, Donald Trump reiterated the concept of the American spirit. He wishes his compatriots to cross over the gap of *“inability”* and start from everything available to do. He uses imperative sentences to inspire people’s American dream again. The use of imperative has made the speech more convincing and upgraded the speech effect.

- The Arrangement of Structure The arrangement of structure, has performed a significant function in the process of expressing information from a speech. No doubt that if a speaker wants his speech to be magnificent, structure must be paid a lot of attention to it. And Donald Trump’s speeches are full of artfulness and artifice in drawing the structure. The speech is characterized by its clear structure and ingenious framework, and the original characteristic of the discourse structure is a major feature of it; the whole arrangement lets the listener easily understand and accept it. This speech can be divided into six parts. The general structure is as follows:

The structure of the speeches of Donald Trump					
Showing his respect to all the participants	Emphasizing the importance of national effort and the special meaning of this	The serious situation which America n people are facing	Stating his plans and determination of innovation	Appealing for the awakenin g and support of the public	Best wishes to the United States of Americ a

	inaugural address				
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Conclusion: In the previous part of this paper, the author analyzed the inaugural address of Donald Trump, especially from the aspect of stylistic features. Lastly, the author wants to make a summary of the previous analysis and help us understand the concept of stylistic features. Through this conclusion, how to write and analyze a political speech would be easier. First, Donald Trump expressed his voice vividly and powerfully. Considering the variable educational background of his voters, he managed to convey his messages at a suitable speed, and he used abundant artistic techniques, which largely sublimated the connotation of his speech. The merits of high artistic achievement and universality have been merged perfectly. However, his speech is not simply molded from his predecessors; while his distinct charisma has also dissipated through it. Second, the speaker is in good use of the skill of words to spread his ideas lucidly and clearly. The addressees of the American presidential inauguration are coming from the whole country and even crossing over oceans and seas, the text of the speech needed to be prepared beforehand. Therefore, speech has been determined to be a mix of written and oral characteristics. Therefore, word use must be managed properly, instead of abstract and difficult words, short but precise words are the best choice. Social cohesion and group identification can be enhanced via the use of first person and second person. Third, based on literary standards, rhetorical devices have played a significant role in the speech as well. After his speech is finished, the text will immediately spread on the internet, newspapers, and TV news. Citizens can review the speech while their antecedents may not have the opportunity. People are getting increasingly interested in the presidential statement, and no wonder presidents have focused on the rhetoric, which is the most effective method of improving

the speech. Finally, words forming into sentences with well-organized structure is necessary for an inaugural address. In addition, his speech flashed with political logic that enhanced persuasiveness and emotional impact. A level of religious overtones also remains in his speech, considering the historical background of America's founding. Inspiring several American citizens to accept traditional patriotism is also a reason. The structure of the speech is clear, and the layout is unique. All kinds of rhetorical devices have been used in the language of the speech to make the atmosphere lively and vivid. This speech has achieved extraordinarily high artistic attainment. The form of the article and the content have been expressed closely related to each other. The speech text has achieved a high degree of unity by highlighting the speaker's ideas, thoughts, and feelings; there is a strong appeal to let the audience have a strong resonance with the speaker. In addition, the speech is also closely connected to the pulse of the times, with a distinctive style following the era. Donald Trump has been proven to be a successful speaker by the thunderous applause and jubilation. Skilled in processing language, his speech has been considered a classic work. The analysis of Donald Trump's inaugural address can extend the study of stylistics. It can also help us learn more about public speech and speech writing.

Comparative analysis of the metaphors used in the speech of one American politician (Donald Trump)

Political discourse is often characterized by the utilization of distinctive linguistic methods and procedures that permit lawmakers to communicate their political messages and convince individuals of their philosophies and thoughts. The American presidential inaugural address is, in this manner, a form of political talk that imbues the characteristics of both verbal and oral talk. This consideration subsequently looked at how President Donald Trump of America has utilized linguistic assets to construct individual and collective ideologies and persuade America to accept their political ideologies. It was found that

their discourses were characterized by the skillful choice of explanatory techniques to form their discourses compelling in arrange to persuade the electorates. Donald Trump utilized pronouns and allegories that separated him from the degenerate government that drove him to unemployment in America while supporting and pushing a solid American intrigue. Lakoff and Johnson built up through their cognitive representation hypothesis that allegory is a fundamental viewpoint of the human conceptual framework and so is, to begin with, more on a very basic level, a figure of thought than of discourse. This cognitive recognition of allegory has incited shifting thinks about by researchers on the preponderance, local, and utilization of allegories in different spaces of human involvement. The hypothesis, in this association, looks to set up the connection between the adequacy of representation as a powerful device in discourse and the setting of its utilization. Its pertinence to the current think is in deciding the relevant standards basic the choice and use of representations by the president, Donald Trump, in his inaugural speeches.

Linguistic metaphors are conceivable since there are representations in a person's conceptual framework, which is structured as source space (the conceptual space from which understanding is looked for). The metaphoric expressions within the content of the think-about are classified into their conceptual spaces utilizing the cognitive viewpoint of Charteris Black's Basic Representation Hypothesis. The critical component of the hypothesis centers on the ideological connotation of phonetic representations and the conceptual metaphors underlying them. In rundown, Charteris-Black's basic allegory theory provides a premise within the current ponder for the basic interpretation of conceptual allegories as capable apparatuses of persuasion and philosophy definition in American political discourse. Trump uses metaphors of emphatic purpose almost solely in the negative context. Here are some examples:

- *...But for too many of our citizens' different realities exist. Mothers and children trapped in poverty ...Our factories scattered like bomb stones...*
- *We've made other countries rich...Our country has dissipated over the horizon. One by one, the factories shuttered and left our shores.*
- *For too long, a small group in our nation's capital has reaped the rewards of government ..., Washington flourished, but the people prospered, the jobs left, and the factories closed.*

The negativity in these examples carries from the terminology that is used in the metaphors and the content they were used in. Trump, in the example ½, was addressing the poor state of America. He talks of a poor economic state and a lack of jobs. He maintains that the state was characterized by unemployment, weakness, and lawlessness type of nation. Trump, in the three examples, made clear social and economic differences between the politicians and the people he represents. The politicians with the seat of government in Washington flourish while the people suffer poverty. Below, there are some more examples to analyze. Examples are taken from the speech of Donald Trump's Farewell address on 19th January 2021:

1. *... So, I left behind my former life and stepped into a very difficult arena, but an arena nevertheless, with all sorts of potential if properly done. America had given me so much, and I wanted to give something back.*
2. *We passed the largest package of tax cuts and reforms in American history. We slashed more job-killing regulations than any administration had ever done before. We fixed our broken trade deals, withdrew from the horrible Trans-Pacific Partnership and the impossible Paris Climate Accord, renegotiated the one-sided South Korea deal, and replaced NAFTA with the groundbreaking USMCA — that's Mexico and Canada — a deal that's worked out very, very well.*

3. *Also, and very importantly, we imposed historic and monumental tariffs on China and made a great new deal with China. But before the ink was even dry, we and the whole world got hit with the China virus. Our trade relationship was rapidly changing; billions and billions of dollars were pouring into the U.S., but the virus forced us to go in a different direction.*
4. *They call it a “medical miracle,” and that’s what they’re calling it right now: a “medical miracle.”*
5. *We obliterated the ISIS caliphate and ended the wretched life of its founder and leader, al Baghdadi. We stood up to the oppressive Iranian regime and killed the world’s top terrorist, Iranian butcher Qasem Soleimani.*
6. *The key to national greatness lies in sustaining and instilling our shared national identity. That means focusing on what we have in common: the heritage that we all share.*
7. *For nearly 250 years, in the face of every challenge, Americans have always summoned our unmatched courage, confidence, and fierce independence. These are the miraculous traits that once led millions of everyday citizens to set out across a wild continent and carve out a new life in the great West. It was the same profound love of our God-given freedom that willed our soldiers into battle and our astronauts into space.*
8. *This is a republic of proud citizens who are united by our common conviction that America is the greatest nation in all of history. We are, and must always be, a land of hope, light, and glory to all the world. This is the precious inheritance that we must safeguard at every single turn.*
9. *As long as the American people hold in their hearts deep and devoted love of their country, then there is nothing that this nation cannot achieve. Our communities will flourish. Our people will be prosperous. Our traditions will be cherished. Our faith will be strong. And our future will be brighter than ever before.*

We try to analyze according to the types of metaphors:

Types of metaphors	
Standard metaphors	A standard metaphor is one that compares two unlike things using the basic construction X is Y.
Implied metaphors	An implied metaphor is a type of metaphor that compares two things that are not alike without actually mentioning one of those things. For example, “A woman barked a warning at her child.” Here, the implied metaphor compares a woman to a dog, without actually mentioning the dog.
Visual metaphors	A visual metaphor compares one thing to a visual image that suggests an association. Visual metaphors are commonly used in advertising—for example, a car manufacturer picturing their latest sports car alongside an image of a panther. The metaphor is used to suggest the car is as slick, fast, and cool as the wild animal.
Extended metaphors	An extended metaphor is a version of a metaphor that extends over the course of multiple lines, paragraphs, or stanzas of prose or poetry. Extended metaphors build upon simple metaphors with figurative language and more varied, descriptive comparisons.

Above, nine examples of the utilization of metaphors by Donald Trump are analyzed according to the types and features of metaphors. Moreover, from taking

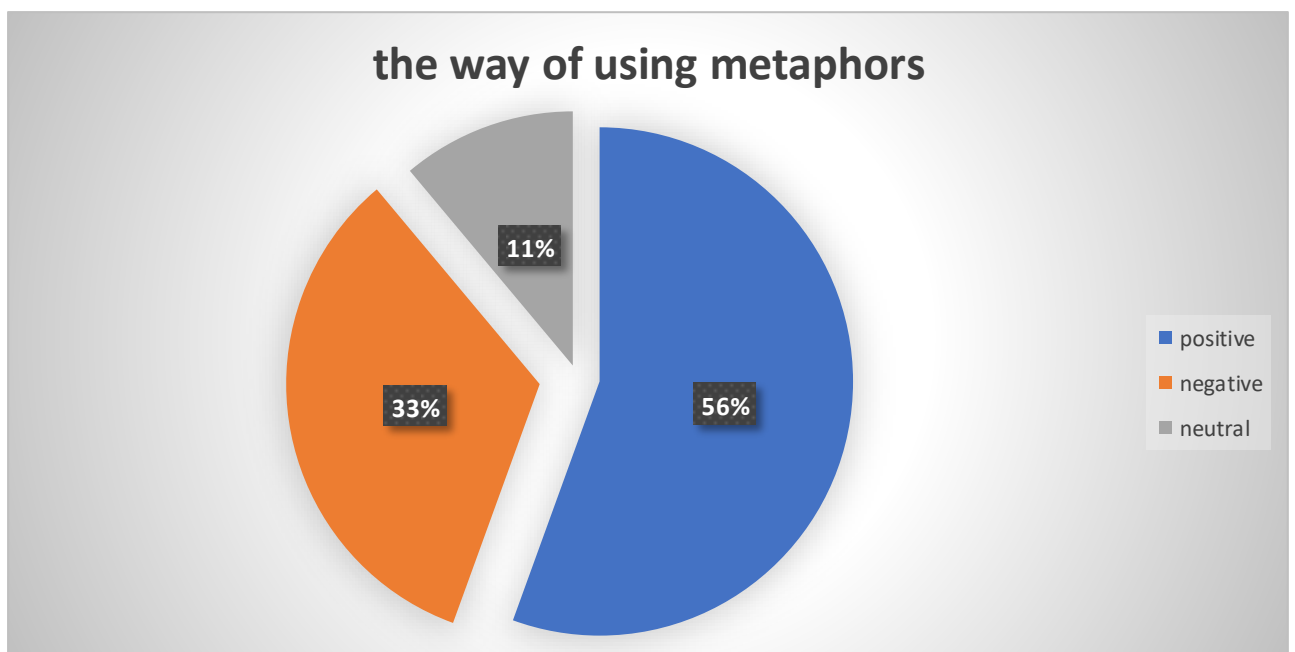
these as a source, we did a critical analysis of metaphors and contrasted the differences between translations and contents of metaphors in two languages (Uzbek and English languages):

Types of metaphors and the examples	Standard	Implied	Visual	Extended
Example 1	He tried to comprise his former life as an arena.	-	-	-
Example 2	-	There is a word combination “job killing regulations”. We know that killing is the action animals and sometimes humans do.	-	-
Example 3	-	-	In this example, it is given some adjectives for The Corona Virus and has been named	-

			as China virus.	
Example 4	-	-	Due to this sample, there is also a description about the medicine of America.	-
Example 5	-	-	'wretched life' is adjective for life.	-
Example 6	'national greatness' comprises 'a key' in this example.	-	-	-
Example 7	-	-	In this example, there are some adjectives for the description of independence.	-
Example 8	'the land' is	-	-	-

	described as ‘, a land of hope, of light, and of glory to all the world.’			
Example 9	-	-	An expectation of America is predicted by using metaphors.	-

The last type of metaphor is not found in the examples. Because this type of metaphor can be easily found in the literature works. In the documentary and political discourses, there is no need to use extended metaphors.



It is found beneficial to analyze the examples of metaphors according to the way of usage (negative way or positive way).

From the pie chart, we can understand that the metaphors which are used by Donald Trump are essentially embraced positively. The reason for the reclaiming of the metaphors is to attract the public to the speech and make the speech clear and unique.

As you know, pre-election rhetoric is directly dependent on the social system of values, including the values of the individual and the group values of the nation and the individual. To highlight this dependence, politicians use unity tactics in electoral rhetoric. Main words that explicate the value priorities of the American people, lexemes are considered to contain the semantic component “equality,” “welfare,” “justice,” “freedom,” “unity,” and others:

- D. Trump: *“I want to **get on to creating jobs** because I want to get on to having a **strong border** because I want to get on to things that are very important to me and that are very important to the country.”*

The tactic of appealing to the emotions of the audience implements the speech intention of the speaker to create the necessary emotional psychological mood for the addressee. Analysis of the tactics of addressing the emotions of the addressee in presidential US election companies 2011 – 2016 made it possible to determine the identity in the selection of language means for its implementation by using vocabulary with an evaluative positive connotation creates metaphors inspirational speech:

- D. Trump: *“This is a great country. This is a great land ... you say, who’s making these deals? We are going to make great deals. We are going to have a strong border. We are going to bring back law and order. Just today, policemen were shot and two killed. And this is happening every week. We have to bring back respect to law enforcement. At the same time, we have to take care of people on all sides. We need justice.”*

Together with the specified methods of phased implementation, communicative intentions subjects of the discourse of pre-election communication apply authorial tactics that contribute to the formation of recognizable and vivid images of candidates. Tactics can be included here. Self-presentation consists of exposing oneself or any person to positive traits. The semantics of tokens used for implementation, named tactics of speech, should describe the positive qualities of a politician to show in the eyes of the electorate only his best qualities. In the American discourse of 2016, in most cases, in the pre-election rhetoric, one can meet such lexemes as verbs (*to lead, to win*), comparative and superlative degree of adjectives (*the safest, better, more experienced*); adjectives (*optimistic, successful*) and others.

In conclusion, Trump talked about Americans' most pressing challenges, ways and ways forward, the concept of globalization, Islamic connections, the government of America, and, at long last on, American values and dreams by the helping using numerous metaphors in his speeches. Moreover, he tried to use the metaphors in mostly positive ways instead of utilizing neutral or negative ways, respectively 56% of his used metaphors mean positive content. In his speech, there are three types of metaphors used, except one type of extended metaphor is not found in his speech, which is called Farewell address. So, his closing comments point out the contrasts. Trump: "Together, we are going make America solid once more. We are going to make America well off once more. We will make America secure once more. And yes, together, we'll make America incredible once more. So, we saw supportive gestures in Trump's speeches were guarantees with accentuation on his foundation.

Summary

Donald Trump was the 45th president of America, and he stood out from other presidents in many ways. Including:

- he was the first president not to wage war with other states during his presidency;
- he was the first president not to serve in the military;
- distinguished from other presidents by his entrepreneurship and business acumen;
- supported class equality and the equality of human color;
- during a severe pandemic, the state tried to protect itself from this deadly disease and fought to keep the country's economy stable as well;
- he has been able to attract people with his speeches since the time he ran for president;
- his speeches were distinguished by their charm, clear conciseness, and intelligibility;
- he used nearly 30 stylistic styles to enrich and make his speech meaningful.

Donald Trump used the following literary styles in his speech: couplet, pathos, repetition, irritation, verbalization, alliteration, euphemistic constructions, parallelism, antithesis, metaphors, climax, Biblical references, metonymy, and others.

Donald Trump's speech, as a result of the use of stylistic devices, has achieved the following:

- a) We further appeal to sociologists to focus on the resonance of Trump's speeches from the audience's perspective;
- b) we hypothesize that Trump's speeches resonated because of the citizen's definition of worth in other fields that he discussed;
- c) be able to identify and define normative standards and transcendent rules for ordering and judging public life;
- d) be able to enhance the power and weight of rhetoric through its identification with a venerated, authoritative sacred text;

- e) be able to enrich a common language and cultural vocabulary through distinctively biblical allusions, phrases, figures of speech, proverbs, aphorisms, and the like;
- f) be able to enhance the essential core of human thought and creativity;
- g) by the helping of using parallelism has the power to produce foregrounding in a text by inviting the reader to search for the meaning and connections between parallel structures;
- h) he used numerous alliterations in his speech. Therefore, his speeches were more influential and effective.

. In addition, his speech flashed with political logic that enhanced persuasiveness and emotional impact. A level of religious overtones also remains in his speech, considering the historical background of America's founding. Inspiring several American citizens to accept traditional patriotism is also a reason. The structure of the speech is clear, and the layout is unique.

CONCLUSION

Our dissertation is devoted to the identification of communicative features of political texts, revealing these features, identifying possible errors in the problem of originality and translation in political texts, and giving them recommendations and solutions. (Political texts are studied in this dissertation based on Donald Trump's presidential speeches). At the end of our dissertation, we came to the following conclusions:

1. It is found that the source provides the process of communication in any political process, such as political speech and political texts. It is, in turn, a set of information formed based on a perfect system that reflects diplomatic relations and public policy. The role of political text and political communication in political life is incomparable. One of the goals of today's linguists is to analyze and study the openness and clarity of political texts, their content, and their communicative features in revealing their stylistic features;

2. It is depicted that the notion of text being very complicated and multifold should be analyzed from different angles, including static and dynamic aspects, paradigmatic and syntagmatic axes, language and speech levels, and semantic and structural planes of the text;

3. political texts, texts are regarded as explanatory, non-chronologic, non-fiction, and informative texts. In political science, there are three main approaches to categorizing individual documents: lexicon-based pattern matching, unsupervised topic models, and supervised – learning classifiers;

4. Without collapsing political discourse analysis into critical discourse analysis, we would like to retain both aspects of the ambiguous designation: PDA is both about political discourse and it is also a critical enterprise. In the spirit of contemporary approaches in CDA, this would mean that critical-political discourse analysis deals especially with the reproduction of political power, power abuse, or domination through political discourse, including the various forms of resistance or counter-power against such forms of discursive dominance.

5. This is commonly done through layers of direct or subtle content. Stated this, it is not difficult to guess that political discourse study is a discipline that reveals more information than a first reading can offer. The way of saying, the use of some adjectives in specific matters, and the examples offered to explain a topic are some tools used to help gain that purpose. But the first problem we face when analyzing a political speech is whether it should be taken as an example of spoken or written discourse or both.



**COMMUNICATIVE FEATURES OF POLITICAL
TEXTS**

(based on the speech of the American politicians)

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