

4. Боева Е. В. Специфіка функційної парадигми англіцизмів у сучасному медійному дискурсі. *Молодий вчений*. 2018. № 9.1. С. 13-17.

5. Дьолог О. С. Лексичні англіцизми як особливість сучасної мовної моди. *Закарпатські філологічні студії*. Ужгород : Видавничий дім «Гельветика», 2020. Т. 1, № Вип. 13. С. 43-47.

EXPRESSIVE AND EMOTIONAL LEXIS AS A TOOL OF AUDIENCE INFLUENCE (ON THE MATERIAL OF DONALD TRUMP'S 2024 ELECTION CAMPAIGN)

Фаранович В.О.

магістрантка групи МАМ-14

факультету іноземних мов

Тернопільський національний педагогічний університет імені

Володимира Гнатюка

This article explores how expressive and emotional vocabulary functions as a persuasive tool in political communication, with a particular focus on Donald Trump's 2024 presidential election campaign. Drawing on rhetorical analysis and discourse theory, it examines the emotional lexis used by Trump to mobilise audiences, frame political opponents, and create a resonant ideological narrative. The analysis is supported by theoretical insights from political linguistics and rhetorical studies.

The strategic use of expressive and emotional vocabulary in political communication has long been a subject of scholarly interest. Politicians frequently deploy emotionally charged language to stir feelings of fear, hope, anger, or pride among their audiences. These linguistic tactics serve not only to attract media attention but also to influence public perception and mobilize voters. As J. Charteris-Black argues, the persuasive power of political rhetoric lies in its ability to emotionally engage audiences and shape conceptual frameworks [1]. A salient example of this phenomenon is found in the 2024 presidential campaign of Donald J. Trump, whose rhetorical style is emblematic of emotionally driven populist discourse.

Trump's 2024 campaign speeches are rich in **expressive lexis** designed to evoke visceral reactions. His rhetorical strategies often emphasize urgency, crisis, and salvation – common themes in populist narratives. Central to this is the use of emotionally charged adjectives such as *tremendous*, *disastrous*, *fake*, and *incredible*. These adjectives serve to polarize political discourse by creating binary oppositions between what is deemed “great” (his policies, his administration) and “terrible” (his opponents, the current government). For example, in a Florida speech, Trump declared: *This administration is a total disaster; they've turned our great nation into a complete and utter mess* (Trump, 2024). This exaggerated dichotomy mirrors what Lakoff terms “moral framing”, wherein language encodes ideological positions that align with specific value systems [2].

Such rhetorical moves activate what J. Mercieca refers to as “rhetorical

demagoguery,” which relies on simplification, repetition, and emotional resonance to persuade audiences [3]. Trump’s speeches feature emotionally salient dichotomies – *success vs. failure, us vs. them, truth vs. lies* – that align with this strategy.

Hyperbole plays a pivotal role in intensifying the emotional impact of Trump’s messages. Statements such as “the most corrupt administration in history” or “the worst deal ever negotiated” are not merely exaggerations; they function to frame opponents as existential threats to the nation. M. Demata in his analysis of Trump’s 2016 discourse notes that hyperbolic language often underscores nationalist themes and amplifies perceived crises [5]. In his Ohio speech, Trump asserted: *We’re facing the most corrupt and incompetent administration in American history, and we need to fix it now* (Trump, 2024). The emotive weight of such phrases cultivates a sense of urgency and crisis, essential components of populist mobilization.

These assertions also reinforce Trump’s self-styled role as a corrective force – a redeemer figure capable of restoring a perceived lost greatness. The phrase *reclaim our glorious destiny* evokes patriotic nostalgia, drawing on deep-rooted cultural myths of American exceptionalism and national revival.

Metaphors are another cornerstone of Trump’s expressive vocabulary. Conceptual metaphors such as *drain the swamp* and *fight the deep state* are not only emotionally provocative but also ideologically loaded. These metaphors frame politics as a battle between good and evil, transparency and corruption. J. Charteris-Black explains that metaphors in political rhetoric serve both persuasive and heuristic functions: they simplify complex realities while guiding audience interpretation [1].

In a Pennsylvania speech, Trump proclaimed: *Together, we will drain the swamp and defeat the deep state once and for all* (Trump, 2024). The imagery of drainage and combat fosters a combative political ethos, situating Trump as a protagonist in a moral struggle. These metaphors resonate particularly well with audiences who feel alienated from governmental institutions and elites, reinforcing in-group solidarity.

Another distinctive feature of Trump’s expressive lexis is his use of **colloquial, unpolished language**. This informality enhances his image as a political outsider and man of the people. Terms such as *a total mess, phony, or rigged* appear frequently in his campaign discourse, resonating with what J. Savoy describes as Trump’s rejection of conventional political oratory in favor of a more direct, conversational style [4]. This rhetorical strategy enhances perceived authenticity – a critical element in contemporary populist appeal.

Moreover, such colloquial expressions are easily memorizable and reproducible in media coverage and online discourse, facilitating viral dissemination and broader audience engagement. This links to G. Lakoff’s (2014) argument that repetition and accessibility are crucial for effective political framing [2].

The *cumulative effect* of these lexical strategies is significant. Trump’s expressive vocabulary not only reinforces his political narrative but also shapes public discourse and media representation. His emotionally charged language often dominates news cycles and frames political debates, forcing both allies and critics to adopt his rhetorical terms, thereby extending the reach of his messaging. J. Mercieca highlights how Trump’s ability to generate emotional responses translates into political capital, especially in a media-

saturated environment where attention is a scarce commodity [3].

Donald Trump's 2024 presidential campaign offers a vivid illustration of how expressive and emotional lexis can be weaponized in political communication. Through hyperbole, metaphor, emotive adjectives, and colloquial expressions, Trump constructs a persuasive, emotionally resonant narrative that polarizes, mobilizes, and frames public discourse. These strategies, far from being incidental, are central to his rhetorical success and reflect broader patterns in populist political communication. As this case study demonstrates, the affective power of language remains a potent force in shaping political realities and influencing democratic processes.

ЛІТЕРАТУРА

1. Charteris-Black J. *Politicians and Rhetoric: The Persuasive Power of Metaphor*. Palgrave Macmillan, 2011. 370 p.
2. Lakoff G. *Don't Think of an Elephant!: Know Your Values and Frame the Debate*. Chelsea Green Publishing, 2014. 144 p.
3. Mercieca J. *Demagogue for President: The Rhetorical Genius of Donald Trump*. Texas A&M University Press, 2020. 320 p.
4. Savoy J. Trump's and Clinton's style and rhetoric during the 2016 presidential election. *Journal of Quantitative Linguistics*. 2018. № 25(2). P. 168–189.
5. Demata M. "A great and beautiful wall". Donald Trump's populist discourse. *Journal of Language Aggression and Conflict*. 2017. № 5(2). P. 274–294.
6. Trump D. J. Campaign Speech Transcript. 2024. URL: www.donaldjtrump.com (дата звернення: 01.05.2025).

СЛОГАН ЯК ТЕКСТОВИЙ ЕЛЕМЕНТ БРЕНДИНГУ (НА ПРИКЛАДІ ЛОГІСТИЧНОЇ КОМПАНІЇ «НОВА ПОШТА»)

Адамик О. М.
здобувач бакалаврату
інженерно-педагогічного факультету
Тернопільський національний педагогічний університет
імені Володимира Гнатюка

Чорний Р. П.
кандидат філологічних наук
доцент кафедри романо-германської філології
Тернопільський національний педагогічний університет
імені Володимира Гнатюка