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LEXICAL AND SYNTACTICAL LEVERS IN DONALD TRUMP'S POLITICAL SPEECH IN THE 2016 PRESIDENTIAL CAMPAIGN

Abstract

The authors examine lexical and syntactic levers in the US presidential candidate's political speech during the election campaign 2016. Five Trump's political speeches consisting of 58 pages were analyzed. The analysis of the American politician speeches has revealed several lexical and syntactic levers on the audience: application of antithesis and parallel designs; use of special terminology, abstract concepts, abbreviations etc. To prove the persuasion effective, the politician resorts to various argument strategies.

Keywords: discourse, political discourse, political public speaking, argument tactics.

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