

ANALYZING THE RHETORIC OF DONALD TRUMP'S INAUGURAL SPEECH: PSYCHOLINGUISTIC ASPECT

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Introduction. Human speech has long been a crucial topic of discussion in the scientific community. It is actively discussed not only in linguistics, but also in biology, psychology, sociology, and forensic science. Intuitively, each person is able to sense the speech of another, their intentions and emotions [8]. Linguistics has long been trying to establish a correspondence between certain lexical units, their combination and their meanings, preserving the accumulated knowledge called stylistics.

At the same time, this knowledge is somewhat generalized and excludes the moment of speech subjectivity. Each of us is a unique personality, and the choice of lexical units is the cause of our subconscious [8]. Therefore, the combination of linguistics and psychology can give us more responses, looking at the very essence penetrating the human psyche.

Linguistic analysis of the text quite clearly allows us to understand the purpose of the statement in a given communicative situation. But it remains open to the question of how correctly these or other words are interpreted via the actions of the speaker or character and the internal state [2; 3; 5; 6].

Linguistic analysis of the text has its drawback as it does not take into account the personality plan, and therefore has the character of universality. With the combination of psychological analysis of personality and linguistic analysis of the text there is a psycholinguistic analysis of the text, which allows you to analyse the speech of a certain person.

Thus, in psycholinguistic analysis, the text is regarded as a "substantive form of the act of communication, the minimum necessary for the implementation of which the subject of communication, the author and the recipient" [1; 7].

The **object** of the research is Donald Trump's inauguration speech used to implement the **aim** that is to analyse the inaugural address and single out its psycholinguistic peculiarities. Among the **tasks** to perform are to study the theoretical background of the issue and empirically verify the psycholinguistic aspects to the study of speech peculiarities of a political leader.

The study. Language features of political speech have long been in the focus of researchers engaged in communication theory. Since communication is seen as the transmission of information with the help of language and other sign systems, political speech, being one of the ways of communication, is also studied from the point of view of its linguistic features which, in its turn, form a political discourse. The important task of a political discourse is regarded to influence individual and mass consciousness via a variety of linguistic means [6; 9; 10].

The speech under analysis is said to be a perfectly prepared one, filled with a sincere desire to revive the American nation and state in all its magnificence on the basis of the joint work of millions of Americans and the traditional norms established by the Lord and the natural order of things. This speech is a person of right political conviction, a persuasive conservative and nationalist, a faithful patriot and a Christian.

It is worthwhile to highlight a number of especially valuable fragments of the brilliant debut performance of the Republican president. They are important, because they perfectly show the connotative and denotative meaning of the speech.

Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans, and people of the world: Thank you.

Traditionally, the new President will begin their inauguration address by thanking any former Presidents, senators, and other notable political officials that are present. Donald Trump listed all presidents in a chronological order that shows him from the side of an intelligent man, interested in the life of the country. He also thanked the people of the world, not only Americans, thus showing that Americans are everywhere around the world.

We will face challenges. We will confront hardships. But we will get the job done. By using “we”, Trump establishes a tone that expresses a shared purpose and common understanding. He associates himself with people and associates people with himself, thus entering into the circle of their trust.

We are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition. They have been magnificent. Thank you. He refers to Outgoing President and his wife, thus showing his commitment and respect for everything.

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. The outgoing President, Obama, is a member of the Democratic Party. Trump is a member of the Republican Party. We observe a direct appeal to the broad strata of the population –

to the "people", not to the "elite". This is one of the main features of the politicians of the so-called "Charismatic" type, in the terminology of Max Weber. This type of politicians, as a rule, appears during the years of the national crisis, declares its support directly from the population, "bypassing" the traditional elites, which, in turn, he is subjected to harsh criticism. Often these politicians are "hard" people with an iron will, prone to authoritarian rule. Donald Trump is a typical example of this kind of politicians. Saying "*we are transferring power from Washington, D.C. and giving it back to you, the American people*", Donald Trump tries to show that the country will be in the hands of people, creating an illusion of the importance of people's thoughts for politicians, that they will have power to influence policies and national priorities. He also conditionally shifts responsibility for his future actions on people.

For too long, a small group in our nation's Capital has reaped the rewards of government while the people have borne the cost. Washington flourished—but the people did not share in its wealth. Politicians prospered—but the jobs left, and the factories closed. The establishment (dominant or elite group that holds most of the power and authority in a nation) protected itself, but not the citizens of our country. Their victories have not been your victories; their triumphs have not been your triumphs; and while they celebrated in our nation's Capital, there was little to celebrate for struggling families all across our land. That all changes—starting right here, and right now, because this moment is your moment: it belongs to you. (Trump is referring to the American people (ordinary citizens) in contrast to the "establishment.")

Trump set up a dichotomy in the speech: There was honest, hardworking America and there was corrupt Washington D.C., which stole the jobs and wealth of hardworking America and gave it to themselves and to foreigners. Trump promised those days were over. From this part and further, we can observe criticism in the direction of the previous government, namely, President Obama, whom he thanked so much in the beginning of the speech.

For many decades, we've enriched foreign industry at the expense of American industry; subsidized the armies of other countries, while allowing for the very sad

depletion of our military. We have defended other nations' borders while refusing to defend our own. Real America vs. Washington D.C. had a double meaning. It channelled the grievances of his voters, who are predominantly white and rural and hostile toward both elites and multiculturalism in general. Trump's promise was to return America to them.

January 20th 2017, will be remembered as the day the people became the rulers of this nation again. Trump is implying that previously ordinary citizens did not really have much power to influence policies and national priorities.

Americans want great schools for their children, safe neighbourhoods for their families, and good jobs for themselves. Trump identifies three major priorities for his administration - improve schools, increase jobs, and make neighbourhoods safer. He uses parallel constructions, repeats some words to emphasize his intentions.

From this day forward, a new vision will govern our land. From this moment on, it's going to be America first. This passage is the quintessence of Donald Trump's political views and, probably, the most important fragment of his speech. "America First" – the slogan of the American right-wing nationalists of the 1930s and early 1940s, grouped around the most conservative wing of the Republican Party and the "America First Committee", which advocated the prevalence of national interests over the global, against involving the country in unnecessary military conflicts. The interests of the national state are above all. In comparison with them, the interests of abstract ideas of "progress", "democracy around the world", "world community" and "global peace" are nothing. This slogan is similar to such national slogans as, "Rule, Britannia!" and "Deutschland uber alles", dear to the heart of every self-respecting Russian, British or German.

Every decision on trade, on taxes, on immigration, on foreign affairs, will be made to benefit American workers and American families. Trump is saying that he will make decisions and policies by prioritizing the needs of Americans.

We will bring back our borders (reference to immigration policy). *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.* Donald Trump clearly indicates that the country will not get

involved in unnecessary foreign policy adventures at the expense of the lives of American soldiers of the money of American taxpayers. It will only defend its borders, and fight the dangers that directly threaten it.

Finally, we must think big and dream even bigger. The tone of this section is very positive and can be seen as a "call to action."

A new national pride will stir our souls, lift our sights, and heal our divisions. Again, he restates the theme that increased national pride will lead to America's success.

Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And, yes, together, we will make America great again. Thank you, God bless you, and God bless America. This paragraph points to the desire to improve the U.S.'s economy, military, and overall status in the world. He uses repetition, parallel constructions to emphasize his intentions and to persuade people to follow him and his ideas.

Conclusions. Donald Trump resorts to the very effective rhetorical means, which have the greatest impact on listeners' consciousness. Among the linguistic and psycholinguistic features of his political rhetoric are found informal vocabulary, percolation, syntactic and lexical repetition, as well as an abrupt rhythm created by the predominance of monosyllabic and disyllabic words what makes a listener stimulate their psychological processes (imagination, thinking, memory, attention etc) to work more efficiently. Thus, all person's behavioural and cognitive processes become active and stimulate an individual to perceive and comprehend the information in a more specific way.

In addition to this, he uses many non-verbal means of communication, like intonation, volume, posture, timbre, gestures, movement orientation and visual contact, which also have a great influence on people from the point of view of psycholinguistics.

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