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LINGUOPRAGMATIC FEATURES OF THE POLITICAL DISCOURSE OF THE PRESIDENT DONALD TRUMP

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Cross-disciplinary researches of political discourse, as a kind of institutional discourse [3], are faithful its importance and actuality in the context of tightening geopolitical processes, because this type of discourse is aimed at the establishment of political ideology and power. There is certain repertory of typical professionally-oriented components in the political discourse that allow to participants of the process realize their goals using various verbal-nonverbal tactics. It is important to emphasize that the political discourse closely relates with the category of political communication which implies not only the unidirectional signals from authorities to citizens, but also a wide range of informal communication processes in society which, in its turn, has their impact on politics [2].

Within the constraints of the research, we are interested in linguopragmatic peculiarities of the political communication of the USA president D. Trump. These features were revealed through the analysis of the discursive fragments of his public speech in 2017-2018.

Linguistic pragmatics studies the language devices, their functional-stylistic potential and specific speech patterns which are used by society to influence the psyche and, as a consequence, the behavior of its members. The observation of mass media materials gives results that the speeches of most politicians are usually permeated with poetic figures which are necessary to influence the audience. It is remarkable, some of them become leitmotif for a particular speaker which are conducive to better understanding of his or her individuality.

Thus, in the discourse of D. Trump the most representative figure of speech is the **repetition** which consists of the repetitions of sounds, morphs, word forms or syntactic constructions [1]. E.g.: *Each of us has a responsibility to this effort. We have a total responsibility to ourselves, to our family, to our country* [6]. The analyses found a significant number of **anaphora** usage which consists in the repetition of linguistic units and combinations at the beginning of each speech pattern [4]: *We are a nation of explorers and pioneers and innovators and inventions. We are nation of people who work hard, dream big, and who never, ever give up* [6]. In addition, in the president speeches, **parallelism** frequently appears – a syntactic figure, consisting in the same syntactic construction of neighboring sentences or speech patterns [5]. It is interesting to compare some **anaphoric parallel constructions**: E.g.: *We've begun the most far-reaching regulatory reform in American history. We've approved*

long-stalled projects like the Keystone XL and the Dakota Access pipelines. // Companies will come. They will build. They will expand [6].

As we have already mentioned, the president Trump has a tendency to use the repetition. It is manifested in usage of **anadiplosis** – rhetorical figure which is based on the coincidence of the outcome of the previous structural unit and the beginning of the next one [5]. E.g.: *...during their entire term, (it) has cut more regulations than we've cut. We've cut that in 10 months, and we have a lot more to do* [6].

The following linguopragmatic devices are less representative, but no less significant in the discourse of D. Trump. They are:

1/. **retardation** – a compositional device which consists in deliberately delaying the logical concluding of the thought. E.g.: *Thank you, Melania, for your moving words and for your devotion – it's a very deep devotion, I can tell you that – to our nation and its children* [6].

2/. **cataphora** – a pointing to a succeeding linguistic element. E.g.: *They've indicted them, the drug traffickers, for distributing fentanyl in strong clamps on them* [6].

3/. **polysyndeton** – is a syntactic figure consisting in the repetition of conjunctions. E.g.: *We are a nation of explorers and pioneers and innovators and inventors, and regulations have been hurting that and hurting it badly* [6].

4/. **epithet** – figurative definition expressed by an adjective or noun in the ablative case. E.g.: *never-ending growth, vivid illustration, precious babies* [6].

5/. **forms of degree of comparison**. E.g.: *There's nothing more important to our country. We're one of the highest-taxed countries in the world* [6].

6/. **clichéd phrases** – *Believe me: "And they are going to have a tremendous impact, believe me – tremendous impact". Incredible + noun: "Done an incredible job"; "We have some truly incredible people in this room – that I can tell you". We're going to + inf.: "We're going to make America globally competitive, again". Win + again: "We have fought and won many battles and many wars before, and we will win again"*.

Put it this way, the analysis of the discursive peculiarities of the political speeches of the president D. Trump shows that the speaker has a tendency to different communicative strategies and tactics (argumentation, conviction, suggestion, hidden/explicit threat and under.), his speech patterns are variable, the discourse is emotional and dynamic that is achieved through the use of the wide range of rhetorical devices and means of indirect nomination.

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