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A phonological- Discoursal study of Trump's 2016

campaign election speeches

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Abstract

We are at a tipping point in how political campaigns are waged in America, and the U.S. Presidential campaign of 2016 is the marker. In conducting this study, we set out to investigate a selection of Donald Trumps own speeches from this turbulent time so as to better understand the discoursal and phonological features that briefly defined his one-of-a-kind mode of communication. This research contextualizes the impact of Trumps oratory on the sentiments and behaviours within voters by examining the linguistic features and their implications for audience reception. The approach used here is a mix of qualitative and quantitative, allowing for an in-depth analysis of speech patterns, intonation, and rhetorical devices used such as metaphor and allegory. This investigation not only elucidates the complexity of the Trumps electoral rhetoric but also enables a better understanding of the function of language in collective realities and public perception during an election season characterize by unprecedented polarization.

1-Objectives of the Study

The methodological aim of this study is to analyze some discursive and phonological aspects of Donald Trumps speeches from the 2016 election campaign, demonstrating how linguistic choices worked to construct public image and voter identity. Through an examination of rhetorical strategies and phonetic features used, the analysis aims to uncover how language is utilized to shape political narratives. This focus is crucial in its goal to illuminate how Trumps speeches were received within an emergent cultural milieu where language played and continues to play a powerful role in affirming social and

national identity within a context of rapid globalisation (Novianto et al., 2018). Moreover, the study aims to explore and inform how we might effectively integrate arts and humanities within today's political discourse while illustrating how Trumps approach to oration speaks to a larger trend in social and ideological communication by connecting it to corresponded themes discussed in (Informa UK Limited, 2020). In the end this analysis calls for a more nuanced understanding of the role of language in political life and individual agency at key moments in history.

A–Limitation of the study

Although this study offers substantial information regarding the discoursal and prosodic features associated with Donald Trumps rhetoric in 2016 campaign speeches, it is important to highlight some limitations that can be taken into consideration in terms of the scope of its findings. This takes us to the first limitation of this analysis: the analysis focuses primarily on a particular corpus of speeches, which may not adequately reflect the range of Trumps rhetorical styles and public responses across time. What appears to be a new rhetoric of Mexican immigrants emerges from a larger cultural backdrop that likely lives beyond any single candidate or campaign cycle, offering potential for further, perhaps even contradictory, interpretation depending on the speech or campaign context you chose to work with (AJG: see Biolo et al., 2017). Moreover, although the study applies Martin and Whites Appraisal framework to assess Trumps expression, this framework may not encompass all the aspects of sign manipulation in his language, as explained by (Ďuriš et al., 2022), who highlight the complex

evaluative language use in his discourse. The results from this study should therefore be understood within a broader discourse analytical framework than as proof of something big.

B-background of the 2016 Campaign Election

It was 2016 and the presidential campaign ushered in a new era with a mixture of old and new that became the way of political life in America In this election cycle, Donald Trump emerged as a soaring polarizing figure who channeled the frustrations of a sizable slice of the electorate with his brash, frequently incendiary rhetoric. His campaign was able to tap into the generations-old beliefs and fears about immigration, especially when it came to Mexican immigrants, and made it appeal to many voters. Although such rhetoric only served to vilify already marginalized groups, as discussed in the rhetoric analysis of Trumps orations, it ushered in a public narrative of resistance, compelling many to adopt counter-narratives of hardships resulting from xenophobia as well as narratives of diversity and tolerance (Biolo et al, 2017). As a result, the speeches given were informed by the campaigns context of increasingly polarized ideology and social simmering, which in turn might have governed the phonological trajectories that would define Trumps public identity in this particular election. In contrast, the modality that appeared in the speeches of Melania Trump and Ivanka Trump shedding light on the ideological undercurrents of their speeches (Isti'anah et al., 2017) by indicating a blatant self-justification and indicator of commitment. So, far from being just a political campaign in the traditional sense, the 2016 election was an elaborate
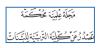
conversation molded by the forces of power, identity and social fractiousness.

C–Role of recognition of phonological analysis in speech

The impact of political rhetoric relies heavily on the studied usages of particular phonological components, thus affecting the sentiments of the voters. Studying phonological aspects like intonation and stress demonstrates how politicians develop persuasive speech to establish power. For example, we find that tone variation among Joe Bidens speeches is associated with how sincere he seems in his political commitments, as well as with whether his proposed promises are well received (Farhan et al., 2022). Such phonological cues, far from being just landmarks in reference to the message, actually contribute in reinforcing the ideological framework that is constituting the speakers positions. As a result, as part of understanding these, we can gain more insights into the ways in which politicians communicate. Since data analysis of phonology applied to Donald Trumps campaign speeches can also shed light on how auditory elements factor into ideological positioning and audience mobilization (Isti'anah et al. 2017). Such a critical stance points to the importance of a systematic phonological analysis in providing a more complete assessment of political discourse.

E– An Overview of Trump's Speech Patterns

How these choices relate to phonological alternatives available to Trump in the service of competing rhetorical effects across audiences at the same time helps account for the varied features of his speech patterns. His constant repetition and simple diction

invites the listener in and makes the listener feel comfortable. Furthermore, phonesthemes—or patterns of sounds that are associated with particular meanings—can effectively add emotion to his messages. For example, a phonaestheme such as blast suggests urgency and energy, qualities frequently mirrored in conversations about national security and economic rejuvenation. In this regard, you practically agree with the idea of the research results that I present that indicate the importance of phonaesthemes in the constitution of the genre (Harbeck et al., 2016), which I explored how they can explain genre and audience perception. Trumps speech patterns are not simply only aids of persuasion, but means to create an identity that caters to both devotee and undecided audiences alike, constituting a uniquely lucent card that trump used in 2016 (Adamson et al., 2017).

F-Methodology Overview

This approach combines discourse and prosody analyses to examine speeches made by Donald Trump during the 2016 election campaign. A corpus of his speech was created based entirely on major events and rallies that had specific patterns of language. Qualitative analysis was used to examine patterns and rhetorical devices, providing a better understanding of his communication strategies. Simultaneously, phonological analyses took place, analyzing the beats, intonation, and hesitations that made up his delivery. By utilizing a multidimensional framework that takes both lexical decision and social context into account, the study is able to offer new insights into how each component of Trumps rhetoric helped to manipulate public perception and alter demand (Adamson

et al., 2017). Moreover, placing concern of social studies in a linguistic context—which is a recurring theme in previous studies—provides understanding about the sociocultural aspects of language which strengthens the notion that character building and national identification could have a relevance in political debate (Novianto et al., 2018). Such a multifaceted approach allows one to holistically understand the relationship of language, audience response, as well as how political rhetoric is made.

2-Theoretical Framework

The aim of this paper is to propose an initial theoretical framework upon which we can effectively analyze the phonetics and phonology of Donald Trumps discourse in his speeches during the 2016 election campaign, while also taking into consideration discourse analysis theories. Using Martin and Whites Appraisal theory allows us to elucidate the evaluative language that underpins Trumps rhetoric, specifically how it relates to political identity and public perception. A focus on evaluative language exposes the emotive subtext of his speeches, but also demonstrates how rhetoric can construct and consolidate stereotypes: for example, Trumps discourse has been shown to have shaped public opinion on matters relating to Mexican immigrants (Biolo et al., 2017). Conversely, a phonological interpretation opens pathways to other aspects of persuasion and manipulation including patterns of both intonation and stress within his speech. Such a multidimensional perspective permits—indeed, demands—an analysis of Trumps speech enmeshed in the details yet never forgetting the big picture of how a given utterance might play out in the broader sociopolitical universe. Therefore, the theory detailed here lays the groundwork

for a critical examination of the subtleties of Trumps communicative strategies in this election period (Ďuriš et al., 2022).

A. Understanding Phonology as a Branch of Linguistics

Having this context for your phonology will be very important when analyzing the way speech is constructed; especially political discourse. Phonology concerns the systems of sounds that languages employ, specifically how sounds behave and group together meaningfully. Not just segments but also suprasegmental features: things like intonation and stress where they can mean something specific beyond what the words are. Applying this paradigmatic layer of phonetic analysis to actual textual data such as Donald Trumps speeches in 2016 can reveal novel insights about the phonological features that characterize his public image (i.e., certain vowel sounds and intonational patterns) and other similar paradigmatic features (i.e., speech disfluencies) that form his rhetorical style. This is a form of analysis that sits well with research on dialects and the ways that their sociocultural implications cut through that body of research, as in the work on Appalachian English showing how phonological features can signal regional and cultural identity (Reed et al., 2016). So, in addition to enlightening us about linguistic structures, phonology also has the potential to add depth to our understanding of discourse in constructing political identity.

B. Discourse Analysis & Related Concepts

Discourse analysis includes a few major concepts to understand how language creates social realities. An important concept to consider is the relation between power and discourse, since it plays a role in how political figures or candidates like Donald Trump in their 2016

campaign, use language to shape their messages and impact public beliefs and responses. This also comes strong in the context of tradition and modernity, where one can see conservative and progressive stances co-exist in political rhetoric, even dialogues emerging from social media spaces like Twitter (Bahammam et al., 2018). Further, the theory of hegemony in discourse exposes the marginalization faced by struggling voices in the dominant narratives that exist in discourse, especially with regards to non-Western representation in global media ((Zhang et al., 2023)). This study investigates how Trumps rhetoric represents a deeper meaning of language as a mode of control and manipulation in political discourse achieved through phonological features of his speeches, in light of these major theories. Therefore, cogency of these concepts is essential to understand how political communication works today.

C. Phonology and the Persuasion Connection

This has a major impact on persuasive rhetoric, one reason why phonological strategies are so prevalent as well in political discourse can be explained. In example, the verbal paralleslim that is highlighted in the 2016 campaign speeches by Michelle Obamas purpose is to do the reinforcement of the messages by using list features and matching phases and rhythm of the words that make more powerful (FITRIYANTI et al., 2017). Donald Trumps speeches, too, sometimes display a phonetic warping intended to achieve or enhance a rhetorical effect. By highlighting the interdependence of sound and meaning, this article will reveal how evaluative language and phonological worlds work together to create a framework for

persuasion, where specific sounds and phonemes give evaluative language even more emotive punch. To this relation, an important one—listen that, the words and phonetic frame the message is perform before to deliver are very important—in order to realize the political speech— you must understand that you hear and speech are equal value! [EXAMPLE] This all combines into the flamboyance of political dates, demonstrating the significant impact phonology has on voter attitudes and beliefs through the sheer power that phonology gives political rhetoric.

D. Previous study on Political Speech Phonetics

But previous studies, too, have hinted at the complicated interaction between phonology and politics, and pointed out how it can work its magic with the aid of phonetic characteristics, to create the illusion of resonance and to enhance its rhetorical force. Past work has shown that linguistic decisions—from vowel pronunciation through prosodic features—are markers of the identity and persuasion strategies used in political discourse. Analyses of prosodic features of emotional words from news broadcasts, for example, highlight aspects of how the media, which serves a role of gatekeeper or information distributor of reality (Oravetz et al., 2020), can influence perception of these emotions. Further, studying tears in intra-speaker variation for Donald Trump's speeches illustrates the extent to which lab Ph.neyz contelegates lead to different performance-building personas in different contexts (Barrero, 2024). However, existing literature aspires for a general gestation of the ranges of phonological dimensions, suggesting they are not a matter of pure
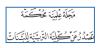
style but play a role in the performative circulatory system of political communication that drive speaker credibility and audience reception.

3-Phonological Observations on Trump's Speeches

When looking, in particular, at the phonological features of Donald Trumps speeches throughout the 2016 campaign, one of the most clear trends is his overuse of repetition and emphatic stress, two elements that are essential for creating a connection with his supporters and persuading them. His repeated employment of short impactful phrases — even with note patterns and intonation easily perceived during the speaking process to differentiate between focused messages — and an accompanying rhythm to describe how listeners should respond to and differentiate unique messages. Research shows that this type of speech is effective at triggering strong emotional reactions, a critical element in persuading people (Biolo et al., 2017). Also, Trump's intentional phonetic variations, such as vowel manipulation to sound more accessible and relatable heightens his image as outsider aligned with the citizen (Ďuriš et al., 2022). By intertwining these phonological elements with his overall rhetoric, Trump creates an effective identity that resonates with his audience but also works to reinforce his campaign messages, strengthening his popularity and electoral strategy simultaneously.

A-Use of Intonation Patterns

If you look at Trumps speeches during the 2016 campaign, intonation patterns plays an important role in how we can understand his rhetoric and why it worked. Intonation not only communicates the speaker's emotions but also shapes the

audiences experience and reaction. Rising intonation, for example, can signal uncertainty or a question, while a falling intonation tends to signify authority and finality, factors that on the whole work to boost his dominant status in political discourse. This pitch modulation fits into the themes of inclusivity and divisiveness which have been identified in public responses to his rhetoric. Specifically, in this study that emphasizes the backlash against Trump's derogatory statements regarding Mexican immigrants, the authors wrote that the public response to the image he presented was one with an oppositional narrative of its own (Biolo et al., 2017). Additionally, the integration of social studies concerns into pedagogy resonates with the same demand for an increased level of awareness and social consciousness to ensure that intonation is not merely rhetorical but also a catalyst for moral (Novianto et al., 2018). In the end, these intonation patterns offer insights in how the Trumps found their way to a public discourse and identity throughout the campaign.

B–A stress and emphasis analysis

Stress and emphasis are crucial for audience expectations–matching in political discourse, especially in the rhetorical situation of a campaign. Donald Trump is a great example in 2016 for speeches throughout the election and the way he can use this strategically to reinforce the themes of divisiveness while evoking emotional responses. Instilling the use of a specific word or phrase he is trained on when working through the events of the last few months, Trump highlights those key messages that he wants his followers to pull from this narrative and, in doing so, creates their belief. Such

argument is simply a reshuffling of emphasis from the old historic patterns of oppression and closely relates to stereotypes of Mexican immigrants found in (Biolo et al., 2017). Moreover, the stylistic subtleties in his addresses might lead to an inclusion-exclusion dichotomy aligned with the results of (Dickson et al., 2023) showing the significant influence of rhetorical features on the reception of the speech by audiences. Stress and emphasis are, ultimately, two potent weapons in Trump's rhetorical arsenal, helping him relate to followers while also creating deeper rifts in public opinion.

C-Phonetic Changes and Regional Accents

Phonetics and regional accents are fundamental in how the public perceives politicians and engages in political campaigns. Such variations are often used as identity markers, affecting how speakers are perceived in terms of authenticity and relatability. For example, the use of pitch, tempo, and emphasis within a speakers delivery can match and often closely aligns with the expectations of an audience based regionally. In the analysis of Donald Trumps speech patterns – which were, for the most part, exactly representative of mainstream American English, but which also bore the features of regional variants (across and down "American" accents) – that we find the most interesting material in the context of the 2016 campaign. To us, this kind of pattern matches what has been found for Appalachian English (Reed et al., 2016)—features like /al/ monophthongization, and intonation patterns, project local identity and background. Likewise, online charismatic speech builds on its own set of acouto-prosodic features that are associated with being

captivating and trustworthy (Berger, Wooten, et al., 2024), laying additional groundwork for redefinitions of phonetics in politics. Linguistic studies of these phonetic features explore how regionally-marked speech is intertextually positioned between individual articulation and larger stories about the ways to connect with audiences and speak authentically in political discourse.

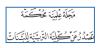## D-Rhetorical Ensembles and Their Phonological Effects

The presence of rhetorical devices has a dramatic impact on the phonological aspects of a speakers rhetoric, which directly alters the audience cognition and emotional reaction to the rhetoric. In the framework of Donald Trumps speeches during his 2016 campaign, devices like parallelism and alliteration gained not just aesthetic beauty but also served to accentuate important factors, making them memorable and enhancing persuasive effect. Example: Phonological devices such as the use of parallel structure in Hakainde Hichilemas rhetoric in (Mwiinga et al., 2021) show how such (phonological) devices encourage the memorability of the speech and even an interest in the speaker by the listeners. Moreover, Trumps strategic deployment of repetition and sonic harmony cultivates familiarity and urgency, encouraging audience responses and setting the political narrative in favorable terms. This study demonstrates that phonological plays on sound are more than a rhetorical flourish; it is an asset in the toolbox of political rhetoric that adds emotional gravity to the content of the message while simultaneously intensifying an appeal for the audience to mobilize. So it's important to think about these dynamics when analyzing campaign rhetoric.

E-Patterns of Repetition and Their Impact

In the realm of political debate, repetition serves as a potent rhetorical tool, framing not just the public interpretation but also the emotional reaction. For example, during the 2016 campaign Trumps speeches made use of patterns of repetition to reinforce certain points of view and elicit affect from his audience. In addition to contributing to the construction of catchy slogans, these patterns create destructive narratives about immigrant individuals and communities to which (Biolo et al., 2017) responded in resisting the rhetoric of (Biolo et al., 2017). Repetitive phrases allow the audience to absorb important concepts, which, if effectively deployed, can set the terms of the discourse that frames opponents and builds a coalition. Another excellent example — inCluding the previous analysis of Michelle Obamas speeches in (FITRIYANTI et al., 2017) with the effects of verbal parallelism is the aready in that increase the emphatic force that the repetition has even ealier, simultaneously, enhancing a foreboding of the sense of urgency by the otherwise speaker may being taken in the closer of the audiences understanding and the connection to the contents. As a result, repetition in speeches serves to part of the public sphere by bringing together as one sentiment, creating a powerful impact on the political world.

The Influence of Phonological Choices on Audience Reception

Phonology has a significant influence on how an audience interprets a given speech — especially important in the political sphere, where phonological choices are made deliberately. Sound, rhythm, and intonation are used with a purpose when organizing a speech, manipulating emotions and ultimately letting the audience have a

certain interpretation of what has just been presented. Leaders use repetition in linguistic selection, intonation and modulation to [] this would help the audience to remember the message and feel linked to the speaker. This can be paralleled in the phonological strategies exhibited in Trumps speeches during the 2016 Campaign Election, which served to mobilise support through collective edification in regards to grievances. At the core of the matter is the fact that those intentional sounds have a strong impact on the audiences emotional as well as cognitive engagement with the artwork, which speaks to theories explaining the relationship between rationality and affect in communication. Therefore, with better understanding of these phonological features, we can gain deeper comprehension of the complexities of electoral discourse and its ability to provoke and inspire public emotion (Kong et al., 2021)(Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange, 2018).

A-Emotional Resonance and Phonological Cues

As such, the balance of somatic engagement alongside phonemic priming helps to inform the charismatics guiding power of Trumps speeches in the 2016 campaign. His ability to tap into such phonetic components, that incite powerful emotional reactions in individuals, makes him yet again linked to rhetorical excellence. Phonaesthemes further teach us language is far from dry, and that using such features in a systematic way enhances linguistic expressiveness, allowing(sentiments) to speak and resonate with people (Harbeck et al., 2016). This is particularly the case in a strategic selecting of words that transmits ideological messages but also does so with an emotive element. In addition, integration of social studies issues in the framework of pedagogy improves critical thinking and character
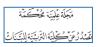
building (Novianto et al., 2018). This idea is similar to Trump's rhetorical strategy of gestures of empathy for larger social ills, flipped to charge his followers to identify and address imagined assaults on their identity. Consequently, the interaction between emotional appeal and phonological cues constitutes an essential element of the persuasiveness of political rhetoric.

B—Effect of Phonology on Persuasiveness

For our practical context, phonology is significant since it determines how people are persuaded particularly in political discourse in campaign speeches. The intentional use of patterns of sound—like alliteration, rhyme, and rhythm—make language more memorable and easier to connect emotionally with, all of which give the speakers message greater power. When Researchers—Traced Trumps speeches to determine if these Phonological were chosen as devices to establish rapport with an audience as well as reiterate central themes. For example, emphatic stress and varied intonation patterns grab attention: these traits suggest confidence, in accordance with his characterization as a decisive leader. Moreover, this phonological logic amounts to a type of "dialogic contraction" in that Trump's terse, pointed declarations engender a sense of lucidity and urgency (Scott et al., 2022). In the end, these phonological and persuasive aspects make campaign messaging even more impactful and relevant in the competition of politics.

C—Studies of Specific Speeches

A closer examination of the language used in specific speeches throughout Donald Trumps 2016 campaign tendencies shows a

unique relationship between language and ideology that plays a pivotal role in interpreting the larger sociopolitical implications of his rhetoric. The varying degrees of commitment and self-promotion in modality are demonstrated in the speeches of high profile members such as Melania and Ivanka Trump who drew on inclination and obligation to exhibit the same ideological position (Isti'anah et al., 2017). The use of language in this structured manner depicts personal narratives also ties these narratives to Trump's own language, which notably serves to reinforce age-old stereotypes of marginalized groups, particularly Mexican immigrants. However, a significant change in public sentiment indicates a backlash against narratives of exclusion, as this new face of resistance highlights a growing yearning for inclusion largely as an anti-Trump response characterized by divisive language (Biolo et al., 2017). This analysis shows how particular speeches act like prisms that yield insight into the complicated connections of power, identity and resistance in American political life today."

D- Comparison with other political figures

Politicians use different rhetorical strategies to influence public perception in order to rally support—a truth underscored by the contrast between Donald Trump's and other leaders' use of rhetoric during watershed elections. Trump has often spoken in terms reminiscent of fear and division, particularly of minorities and those from other countries, as he uses language different from people like Barack Obama, who sounded more often of inclusion and togetherness. This stylistic divergence has implications for public sentiment; as attention to his campaign percolated, localized public

opinion began to mirror divisive themes used by Trump as a substantial portion of the population riled against these and similar stereotypes ala Long et al. (2017) that drew Marginalized members of society into negative discourse through the lens of being like those that Trump (Biolo et al, 2017) depicted them as through the lens of his own negative experience. Meanwhile, political figures such as Hillary Clinton embraced a discourse of empowerment and gender equality, seeking to break, not fortify, barriers (Adamson et al., 2017). In the end, the effectiveness of these rhetorical modes reflect broader societal speech, and the tendency of political leaders to triumph, or fail, to reach and move the public.

4- Media Representation through Phonology

The interaction between phonology and media representation is especially salient in the case of political chatter, where the sonic components of speech can come to have momentous effects on public perception. Phonological features including intonation, stress, and even some phonemes were highly revealing in terms of undergoing the media branding during election campaign instances alongside Donald Trumps speeches in unit analysis. Interestingly, the phonaesthemes, which are sound patterns of subtlety that suggest certain meanings, can add the emotional power to a given utterance, adding its persuasiveness. As the research question is stated, Are phonaesthemes relevant in the organization and development of genres? This phenomenon is especially prominent in media representations that make some political messages more vivid and as such, more engaging (Harbeck et al., 2016). [21] Such phonological strategies also play a role in the social positioning of political genres, as they reinforce Trumps populist rhetoric and appeal (Adamson et al., 2017). In the end, data is phonology, which

is a vital channel through which media mediates and indeed is public discourse And data.

A-Analysis of Trump's speech delivery Media

The emergence of media has vastly altered the political communication, as seen by Donald Trump's speech style during the election of 2016. The phonological choices align as well, to engage listeners, not unlike the effective use of rhetorical devices in Hakainde Hichilemas campaign discourse (Mwiinga et al., 2021). Trumps delivery, characterized by his particular cadence and the places in which he places emphasis, gave in to ethos and pathos as discussed in rhetorical theory created a connection with his supporters. In addition, similar to the combined approach of tackling social studies issues for character building and national identity in language teaching (Novianto et al., 2018), Trumps speeches regularly touched on various social issues, with creating a sense of togetherness between his audience by 'us versus them' approach. This conversational delivery polarized and mobilized voting support, illustrating a much-trafficked phenomena of how the way one delivers a speech to an audience can either vastly improve or devastate an electoral outcome.

B-Strategies for Service Providers to Improve Engagement and Satisfaction

News reporting on The Donald Trumps 2016 campaign periodically focused on particular phonological traits that were strategically linked to Trumps rhetorical styles that reflected in turn societal conflicts and reactions. Trump's speech habits were loud and close,

with quick repetitions, sporadic stopping and pitch variation; and his remarks about Mexican immigrants (historically embedded in deep-seated stereotypes) polarized the remarks (Biolo et al., 2017). This tactical manipulation of phonological material served not only to intensify his populist brand, but to generate substantial public debate about identity and inclusion. As contemporary research has shown (e.g., Adamson et al., 2017), media narratives reflected this phonological dynamism by sensationalizing, dissecting, and reflecting upon Trumps rhetoric (and by so doing critical reflection among citizens). When the TrumpA speech filled the columns of the media and controversy followed controversy, the media already described to the public as best they could the whining voice, phonology of the statement, propagation of the word, accent, and they published a lot of intercepts of these phonemics with the diction of each statement each time presenting the sounds and words of Tramp differently, and the people were watching obsessively with their prejudices and admiration.

C-Phonological Components influencing Public perception

In the 2016 campaign, the phonological components in Donald Trump's orations significantly impacted attitudes, particularly directed toward held marginalised groups, namely Mexican migrants. Through unique phonetic form and iterated sonic structures, Trump subliminally strengthened negative stereotypes and, with them, public attitudes. For example, the rhythmic cadences and emphatic intonations he layered onto phrases were intended not just to command attention, but to create emotional responses from his listeners that would place them in alignment with his positions, and

so on. The difference is remarkable and shows both sides of his divisive speeches; on the one hand, it stroked the animous few to express themselves in his past and touchied those former who united further for immigrants and moved forward the opposite of what he win to represent. While in (Biolo et al., 2017) we can find an illustration of how, despite the polarizing cantacracy of the Trump, which attempted to carts a division between us and the others, many respondents were still affirming with defiance against the malignance of the sea of public words in directions favoring anti-political sound phenomena and hegemony, we can observe that resulting from that Politic K/SSylonot translation, the phonological realization of the public lexical corpus consists mainly of words devoid of consonants and the flagging of excess vowels, representing the attempt to preserve in memory the morphosyntax of language without absolutely denaturing identity (Biolo et al., 2017)."

D—Phonology — What Does it Do for Political Branding?

Phonology plays an important visualisation role in political branding making or breaking the image, the engagement and the way image will be designed. The use of rhythm and sound in a political speech highlights salient information and affects emotion and provides a connection with voters to stimulate a connection with a candidate. In fact, the speeches given by Donald Trump throughout his 2016 campaign show a strategic use of sound to outline the main themes and values addressed throughout his presidency, and subsequently giving a voice to many of his followers who relate to the allure that his messaging provides. The successful play with the phonetic dimensions of language — as in alliteration or assonance — not only helps fashion catch phrases that linger in voters' minds but also
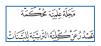
strengthens the candidate's self-presentation as an approachable and amiable person. Indeed, some degrees of phonology understand the use of phonological structures as political choices, revealing the insinuating relationship between language and branding, where sound choices will play an integral role in creating a powerful political image ((Ponton et al., 2016), (Novianto et al., 2018)).

5-Conclusion

Ultimately, as evidenced through these two analyses, the discursive and phonological choices made by Donald Trump during the 2016 campaign had tremendous consequences. Through rhetoric, which included tools like paradox, simplicity, and repetition, Trump was able to reach a wide base of voters and created a communicative style that differentiated him from his opponents. This study demonstrates that speeches did not simply serve as vessels for policy articulation; they operated as vehicles of appetite and identity formation in his supporters. The phonological features—which were marked by change in intonation patterns and stress placement—were used to reinforce his identity and transmit the main messages. The nuances and implications found in the results not only provide insight into how potential voters viewed Trumps comments, but also highlight how the broader discourse in American politics was altered by the eventual candidate, reinforcing the call for further studies that can bridge the gap between linguistic analysis and understanding identity politics in American elections (Sclafani 2017).

المستخلص

تمثل الحملة الرئاسية الأمريكية لعام 2016 لحظة محورية في الخطاب السياسي المعاصر، تتميز بتحولات عميقة في الاستراتيجيات الخطابية والمشاركة العامة. تشرع هذه الدراسة في

استكشاف خطابات دونالد ترامب طوال هذه الفترة المضطربة ، والتدقيق في العناصر الخطابية والصوتية التي شكلت أسلوب اتصاله المميز. من خلال تحليل السمات اللغوية وآثارها على استقبال الجمهور ، يضع هذا البحث في سياقه كيف أثرت خطابة ترامب على مشاعر الناخبين وسلوكهم. تتضمن المنهجية المستخدمة كلا من الأساليب النوعية والكمية ، مما يتيح فحصا متعدد الأوجه لأنماط الكلام والتجويد والأجهزة البلاغية. في نهاية المطاف ، لا يلقي هذا التحقيق الضوء على تعقيدات خطاب ترامب الانتخابي فحسب ، بل يساهم أيضا في الفهم الأوسع للدور الذي تلعبه اللغة في تشكيل الحقائق السياسية والتصورات العامة خلال دورة انتخابية ...

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