



Constructing Power Through Language: A Critical Rhetorical Study Of Trump's 2024 Victory Discourse

Dr. Sabahat Parveen¹, Muhammad Javed Ashraf², Muhammad Asim Khan³

¹Associate Professor, Department of English and Linguistics, University of Agriculture Faisalabad, Pakistan, Email: sabahat.parveen@uaf.edu.pk

²Ph.D. Scholar, Department of Political Science, Government College University Faisalabad, Pakistan, Email: ranajavedashraf23@gmail.com

³Visiting Lecturer, Department of Applied Linguistics, Government College University Faisalabad, Pakistan, Email: asim1412@gmail.com

ARTICLE INFO	ABSTRACT
<p>Keywords: Critical Discourse Analysis, Political Rhetoric, Donald Trump, Victory Speech, Populist Ideologies, Nationalist Narratives, Intertextuality, Sociocultural Practices, Political Communication</p> <p>Corresponding Author: Muhammad Asim Khan, Visiting Lecturer, Department of Applied Linguistics, Government College University Faisalabad, Pakistan, Email: asim1412@gmail.com</p>	<p>The analyzed strategic rhetoric elements were combined with ideological discursive elements that were manifested in the election victory speech delivered by President Donald Trump. It was published by Newsweek on Nov 06, 2024 at 7:33 AM EST, 2024. It provides an evidence how language exploits power relations to advance influential authorities as well as create collective identification. Fairclough (1989) CDA approach utilized to conduct an analytical study of the political discourse within three dimensions. The design applied in this research was qualitative. The speech data was collected through purposive sampling. The Trump victory speech is available online source: https://www.newsweek.com/donald-trump-victory-speech-full-text-1981234. Data analysis shows that repetition techniques are employed in the communication strategy to provoke national identity. The populist nationalism of the speech is achieved by the cultural American overtones as well as national successes. The speech is overflowed with rhetorical and ideological messages that Trump indirectly attacks the traditional leadership and promises to be supported by God to strengthen his leadership and appeals to the cultural heritage. Underground influential properties are at work to create a social impression of being normal in his role and a contributor to nationalist and populist movements. This research has contributed to the political communication knowledge in the sense that it shows the way rhetoric is done as a social process that perpetuates power and forms the perception of politics. The observations give realistic suggestions that will guide the work of the analysts and demonstrate both political player's possibilities and how citizens could criticize political narratives.</p>

1. Introduction

Political speeches are highly important in the formation of ideologies, molding of opinions and furthering political power. Particularly, election and victory speeches provide leaders the opportunity for presenting their vision for the next four years, and putting in place a trajectory for future leadership. The subject that will be analyzed is Donald Trump's 2024 victory speech, regarding how his rhetoric is in line with his polarizing nature, populist language, exaggeration and its emotional appeal, because it is ideal for Critical Discourse Analysis (CDA). Long studied in the realm of political rhetoric has power and ideology, as already stated by Althusser (1971) and Fairclough (1989). Language is strategic for politicians to win public support and shape reality as well as gain authority (van Dijk, 1997). Victory speeches are not simply celebratory, but are also used as tools with which to cement group unity, and also political belief in the process (Charteris-Black, 2011). It is helpful to understand Trump's speech in the context of understanding how political discourse is used to manipulate the public's perception and keep power.

As a self-proclaimed leader of the people, Trump is in contrast with the conventional politicians and is there as an extremely attractive rhetoric to his followers (Moffitt, 2016). His speeches are written in plain language, repetitions and appeal to emotions are also effective in convincing his audience (Lim, 2002). He also advances nationalism through the particularization of the idea of making America great again and defence of American values (Wodak, 2015). Critical Discourse Analysis (CDA) is used in this study to investigate the language and ideology of a speech of Trump in the context of the way he constructs the image of power and gains the support. This paper was a kind of systematic analysis of his speech that revealed political messages and power relations in the contemporary political communication.

1.1 Scope of the Study

This study is based on the theoretical framework of the Critical Discourse Analysis (CDA) that considers the 2024 presidential victory speech by Donald Trump with a certain portion of attention paid to the rhetoric style and ideological connotations. Both the use of words, repetition, and metaphors on the small scale and the bigger one like how Trump divides people into an insider and an outsider and does not appear positive towards certain groups. This paper can implement itself into this world debate on political language, populism and how discourse may be employed to generate power and impose ideology by examining a single speech.

1.2 Problem Statement

Nowadays, the extremely debatable political environment is what you will be happy to read, particularly, watch Trump 2024 victory speech that is yet to be covered. However, Trump would resort to basic language appeals, appeals to the heart and nationalism theme before he could become president to appeal to the people. However, his most recent speech on victory was a comeback to power following a most polarized political contest, thus how his words affect the political opinion should be comprehended. Victory speeches are rather than triumphal speeches, they are the time to spread the ideological message and provide some hint of what is going to be next. Finally, the language and ideology of Trump have a certain base disproportion to the rest of the post pandemic America. This will enable us to analyze this and thus more assist us in understanding how political communication contributes to power, opinion of the people and the entire society.

1.3 Research Questions

- 1) What rhetorical strategies does Donald Trump employ in his 2024 victory speech to establish authority, evoke national pride, and construct a collective identity?

- 2) In what ways does Trump's 2024 victory speech reflect and respond to the sociopolitical context, particularly themes of division, restoration, and American exceptionalism, to reinforce nationalist and populist ideologies?
- 3) How does the production and dissemination of Trump's 2024 victory speech leverage intertextual references and cultural narratives to resonate with media consumers and reinforce political legitimacy?

2. Literature Review

The study of how leaders use rhetoric to get power through the use of influence over the general public. As a literature review concentrating upon previous works regarding rhetorical strategies and ideological messages in politics, this review is in relation to Donald Trump's speeches. Political speeches make up public narratives and opinions so that the leaders can stay in control. In 2020, Stuckey (2020) discusses how Trump has been using offensive language to question democratic norms and to connect with frustrated voters. Through the analysis of Trump's 2017 inaugural speech, Kauffman (2021) illustrates how Trump drew their audience into his speeches by means of divisive and unifying messages. Kayam (2018) the way Trump created a political message that satisfied the dissatisfied voters and opposed traditional politicians. Khan et al. (2019) consider the language Trump used in his first speech and how it promotes his persuasive techniques. As Shah and Ahmad (2020) show, repetition in the political speeches can be effective in the implementation of manipulation tactics. This is not just, but it is also these studies combined which indicate that rhetoric has a crucial role to play in defining political energy and also influences the opinion of people.

2.1 Theoretical Framework

The current study adopts the Critical Discourse Analysis (CDA) basing on the theoretical perspective which discusses the model of Fairclough (1989) which refers to discourse as a social practice. Together with these frameworks comprise the toolkit that can be utilized to examine the ways Donald Trump uses the tools of rhetoric in his 2024 presidential victory speech to frame ideological messages and organize the power relations in order to shape the basis of referent systems among the people.

2.2 Critical Discourse Analysis (CDA)

CDA considers language as a social practice where social relations of power and hegemonic discourses in a society are replicated (Fairclough, 1989). It is most concerned with text and discourse practice (text production and consumption) and socio-cultural practice with the former providing a multi-faceted perspective on discourse analysis. In political discourse, CDA provides insights into the ways in which language serves the speaker to dominate, gain a mandate and build an identity collectively. Fairclough's (1989) three-dimensional model is particularly relevant for this study:

Text Analysis: Analyzes structure and content in regard to specific choices of words, reiteration, and imagery to find out about the use of the rhetoric.

Discourse Practice: Examines how the speech is generated and received, with regards to the political and media environments.

Sociocultural Practice: Examines the sociopolitical matrix within and by which the speech communicates and is communicated.

2.3 Rhetoric and Political Discourse

Moreover, language is conceived as an instrumented that constructs rather than reflects social and power relations (Fairclough, 1989), therefore analysis of political discourse is based on this concept. Specifically, in this paper, I describe positive divestment theories in existence and analyze political leaders' speeches to evaluate how political leaders deploy interpersonal rhetorical modes of appeal to use emotions, values and beliefs to help legitimize their authority and actions (Charteris-Black, 2011).

Aristotle (2007) still say that political communication is based on ethos (credibility and trust), pathos (emotional trigger), and logos (reason). Political personalization is a phenomenon that is growing mostly in these days. For another, unlike in the United States, Donald Trump, who actually uses some direct and informal ways of speaking to the masses, does not usually follow customary political parties and media agencies that usually would mediate what he would like to speak to the public (Lim, 2002). Strategies in this would fit in larger historical trend of populism when leaders stand against ‘traditional’ political elite as a voice of ‘the people’ (Moffitt, 2016).

2.4 Populism and Ideology in Political Speech

According to Wodak (2015), populism and people orientation are features that have already been observed in the discourse of Donald Trump. Oratory techniques that leaders holding populist narratives employ are such that they do use their narrative (interpretative framework) to make complicated phenomena into a binaries of morality such as in a fight between good and evil (Laclau, 2005). While her audience is disillusioned with globalization, cultural changes, and such things, Samuel argues that Trump’s rhetoric relies on nationalism, protectionism, and economic resurgence and provokes her audience. Later on, it will be discussed that research has determined that Trump’s target audience is his base support through repetition, hyperbole, and frequently colloquial language. For example Wodak (2015) provides an example of how his campaign phrases such as ‘making America great again, and ‘America first’ contain his epistemological frameworks because they constitute a false reality where

2.5 Rhetorical Strategies and Ideological Constructs in Donald Trump's Political Discourse

The analysis of Donald Trump’s way of speaking and writing allows understanding why he won in politics and how his ideas spread. As explained by Liu (2017), Trump employed Twitter during his 2016 election campaign so as to circumvent media control. According to Rowland (2021) Trump’s nationalist populism was not merely a style but rather transformed American politics. In Yanelli (2024), she discusses how Trump’s symbols as well as his media presence gives him power to divide opinions. For example, Jamieson and Taussig (2017) demonstrate that Trump’s word breaks the rules of politeness, attack opponents, and disrupts. Boucher and Thies (2019) examine Trump’s language of foreign policy, including the populist ‘tariff man’ phrase.

In Trump (2021), Zhu studies the metaphors that Trump employed in 2020 debates to stay in power and appeal to voters. According to Jennings (2019), although Trump uses social media in his political clout and strategy, it should be regarded as only one factor among many used by him. All together, these studies provide clues as to how Trump, both using traditional and digital media, builds his political power and messaging.

2.6 Critical Discourse Analysis (CDA) and Political Rhetoric

CDA adds a solid conceptual and methodological platform to investigate the social aspect of language or politics in political communication (van Dijk, 1997). Of all the three-dimensional framework for the analysis of discourse proposed by Fairclough (1989), the text, practice and social practices’ orchestration are most helpful in regard to revealing how political leaders build and spread their philosophies. Through binaries such as us and them, authority is constructed in a manner that does oversimplify political as well as social issues (Reisigl and Wodak, 2001).

2.7 Donald Trump’s Rhetoric

Trump uses language to create his image in politics, several studies have been completed. According to Mercieca (2020), he is a populist person that utilizes the division of groups to create the opinion that he is the one who can unite groups. In its description of what I can only call thruncheon talk, Ott and Dickinson (2019) emphasize that he uses fear, the opposite

of love, and makes threats more powerful to demonstrate support. According to Enli (2017), Trump's use of Twitter is informal and emotional, and helps him to connect to followers to bypass the traditional media control. Trump also used the social media platform of YouTube to spread his political ideas (Finlayson 2022).

In analyzing his Twitter posts, Masroor et al. (2019) find that his style fosters strong covenants amongst his supporters and strengthens division. By studying Trump's speeches, as Guitar (2021) does, one can connect them to culture and race; how he appeases or tribes white communities. In Justice (2020) the documentary looks at Trump's campaign rallies and the way he infers that there is a sense of belonging to an elite group with common enemies. As Zompetti (2019) notes, it is Trump's "fake news" narrative whereby he coopts it in order to weaken his opponents. Magcamit (2017) links Trump's "America First" policy to ideas of security and nationalism. According to Gantt Shafer (2017), Trump's political style includes racism smeared with his plain speaking and lots of his followers like it. Based on that larger pattern of authoritarian populism, Brittain (2021) interpret as part of his economic policies in Trump era. Deligiaouri (2018) connects the way Trump speaks to "post truth" politics by creating ideas as he sees fit for political ends. Overall, these studies reveal how Trump exploits language, social media and ideology to gain and maintain support for his power.

However, victory speeches as an element of political communication are much less studied although they are an important part of political communication and enable leaders to offer their future vision and reassert their authority. Charteris-Black (2011) gives the example of these speeches which use strong rhetorical strategies to unite people as well as to strengthen the political power. The speeches that Trump has made in the past have been defiant, triumphant, and a promise of restoration (Mercieca, 2020).

There has been no emphasis on his victory speeches in building identity, gaining consensus, and reinforcing his ideological power. In the line of scholars, van Dijk (1997) has applied Critical Discourse Analysis (CDA) to the study of populist rhetoric but little work exists on how the populist rhetoric works during Trump's victory speeches. Because Trump's language, ideology, and power are all intertwined with victory speeches, a CDA of a detailed speech such as Trump's 2024 is necessary to understand the link between his words and shaping political direction. This missing research serves to fill this case by examining how language is used by political leaders including Trump to build authority in the context of polarization, and globalization.

3. Methodology

This research is based on a qualitative research design and employs the Critical Discourse Analysis (CDA) principles in the first place. The qualitative approach allows to explain the language used by Trump in details and where and when the language, power, and ideology categories are examined at length concerning the chosen speech. In order to discuss the textual, discursive, and sociocultural features of the speeches of Trump, the three-dimensional model by Fairclough (1989) is employed. Primary source on this work is the speech of Donald Trump after his presidential victory in 2024. They are acquired in the form of the authenticated proceedings and newscast, and videotape to supplement the proceeding textual representation.

This paper analyzed the characteristics of language in word choice, repetition, repetition, metaphors, and rhetorical devices applied in the 2024 victory speech by Trump in terms of three-dimensional praxis proposed by Fairclough (1989). It evaluates information delivered by Trump, its publication, and the response of the audience to it. The social, political and cultural effects of Trumpism are also examined in the research. Through purposive sampling, the study is selecting the speech made by Trump upon winning the election because of its historical and rhetorical focus even though other related speeches may also be introduced to

learn more. These are then read out and taken notes of such things as language patterns, rhetoric methods and other important themes.

This research is limited to some speeches, and thus it can hardly be viewed as showing the full scope of the discourses of Trump as a whole. The paper lacks the quantitative data of the audience reaction to the programs presented and the impacts. Following this methodology of research, the article contributes to the knowledge base about the role of political discourse and its role in the tendencies in the society and ideology.

4. Data Analysis

This part of the paper addresses the application of Critical Discourse Analysis, as suggested by Norman Fairclough (1989) in analyzing the speech of Donald Trump about his 2024 presidential victory. The emphasis is placed on the linguistic or the speech delivery, the practices of the discursive formation to show how the discursive construction of rhetoric, intertextuality, the cultural discourse assume the organization of ideology, power and subjectivity in the management of opinion and legitimization of power, as well as the creation of a collective identity. The first one relies on text analysis that defines significant characteristics of rhetoric such as replication, metaphorical discourse and appeal to emotion. The second one is the Discourse practice which is concerned with the production and perception of the speech in both live and mediated mode. The last one is sociopolitical practice that is related to the rhetoric of Trump. By aligning these dimensions of analysis, the study introduces a multifaceted image of how the language Trump uses targets different audiences and gives him more political power in the sociopolitical situation of 2024.

Table 1

Trump's 2024 Presidential Victory Speech Analysis

Dimension	Analysis
Text Analysis	<p>Word Choice: Frequent use of emotionally charged and hyperbolic language (e.g., "greatest political movement," "golden age of America").</p> <p>Repetition: Repeated phrases like "help our country heal" and "great feeling of love" to emphasize key ideas.</p> <p>Metaphors: Movement is described as "like nobody's ever seen," creating an image of uniqueness and historical significance.</p> <p>Pronouns: Use of "we" and "our" to create a sense of unity and collective identity.</p> <p>Rhetorical Questions: "Is this crazy?" invites audience engagement and reinforces a sense of extraordinary achievement.</p>
Discourse Practice	<p>Production: The speech is delivered in a celebratory and emotionally charged setting, aimed at reinforcing the legitimacy of the victory and connecting with supporters.</p> <p>Consumption: The speech is crafted to appeal to both live audiences and broader media consumers, amplifying its reach through traditional and social media platforms.</p> <p>Intertextuality: References to historical significance ("made history for a reason") and electoral details (states won, popular vote) ground the speech in both narrative and factual appeal.</p>
Sociocultural Practice	<p>Sociopolitical Context: Delivered in the aftermath of a contentious election, the speech addresses a divided nation by calling for healing while emphasizing victory and strength.</p> <p>Cultural Narrative: Frames the event as a "golden age" and "magnificent victory," appealing to nationalist and populist sentiments.</p>

	<p>Power Dynamics: Establishes Trump as a unifying yet authoritative leader who overcame obstacles to achieve an unprecedented victory.</p> <p>Ideological Implications: Reinforces themes of American exceptionalism, populism, and a shared sense of purpose among his supporters.</p>
--	--

Table 1 follows the research questions to systematically and analytically compare and contrast Donald Trump's 2024 victory speech based on Critical Discourse Analysis framework by Fairclough (1989). The text analysis shows in detail how Trump employs such rhetorical appeal as appeal to emotion, orders, metaphors as well as pronouns to create a sense of the community, to gain the endorsement of people, to present his movement as historical. For instance, the use of adjectives such as "greatest political movement" and "golden age of America" make his claim of victory outstanding while using a question like "is this crazy?" closely connect with the audience and stress the magnitude of achievement, to which the first research question in relation to rhetorical strategies was devoted. The Discourse Practice is concerned with the production and circulation of the speech, demonstrating how it simultaneously performs for the people in the hall and external audiences of media consumers by employing factual electoral particulars with celebratory stories.

Table 2

Trump's 2024 Presidential Victory Speech Analysis

Dimension	Analysis
Text Analysis	<p>Word Choice: Use of emotionally charged and celebratory terms like "unprecedented," "powerful mandate," and "greatest political comeback" emphasizes the historical significance of the victory.</p> <p>Repetition: Recurrent phrases such as "works very hard" and "great" reinforce positive imagery associated with Trump's achievements and allies.</p> <p>Metaphors: Phrases like "take back control" and "enemy camp" frame the political victory as a battle won.</p> <p>Personal References: Frequent mention of family members and allies (e.g., Melania, JD Vance) personalizes the speech and humanizes the narrative.</p> <p>Hyperbole: Statements like "greatest political comeback" and "nobody expected that" amplify the significance of the victories.</p>
Discourse Practice	<p>Production: The speech is delivered to acknowledge allies, celebrate electoral victories, and reinforce the speaker's leadership and team's accomplishments.</p> <p>Consumption: Crafted for live audiences and media consumers, the speech strategically includes references to Senate victories, family contributions, and political allies, ensuring resonance across different audience segments.</p> <p>Intertextuality: Mentions of Senate victories, the House of Representatives, and JD Vance's vice-presidential role tie the speech to real-world electoral results and political outcomes, enhancing credibility.</p>
Sociocultural Practice	<p>Sociopolitical Context: Delivered in a post-election context marked by heightened polarization, the speech celebrates MAGA movement victories while framing the opposition as an "enemy camp."</p> <p>Cultural Narrative: Appeals to familial values and patriotism by highlighting Trump's family and supporters' efforts.</p> <p>Power Dynamics: Positions Trump as the central figure in a victorious movement, extending gratitude to allies while framing himself as a unifying leader.</p>

Ideological Implications: Reinforces themes of loyalty, collective effort, and resilience, appealing to nationalist and populist sentiments and solidifying the legitimacy of Trump's leadership.

Table 2 gives the analysis of Donald Trump's 2024 victory speech using Fairclough's (1989) three-dimensional model as posed by the research questions and theoretical framework. The text analysis dimension again captures some of the fury Trump employed in his language responses like the "unprecedented" and the "greatest political comeback". Circles of the warm such as 'great,' 'works very hard', enhances the positive view of leadership and associates of the president Trump, on the other hand, references such as 'the enemy camp' creates the picture of a conquest thus supporting Trump's narrative of a winner against all odds. A direct appeal to relatives and friends adds emotion to the speech, and appeal to the masses inflates the perceived size of accomplishments, answering the first research question related to rhetorical techniques. The language in the discourse practice dimension is established as scripted for live and mediated audiences to watch as it mixes and matches the personal experience with the Senate win and the support from allies like Vance.

Table 3

Trump's 2024 Presidential Victory Speech Analysis

Dimension	Analysis
Text Analysis	<p>Word Choice: Trump uses casual and conversational language, with phrases like "good one," "hell of a candidate," and "shiny white" to create a relatable tone.</p> <p>Repetition: Repeated phrases such as "come in legally" and "we're gonna" emphasize key political goals.</p> <p>Metaphors and Hyperbole: "Turn our country around" and "make it something very special" frame his vision for America as a restoration of greatness.</p> <p>Personal References: Direct mentions of individuals like Susie, Chris, and Elon Musk personalize the speech, emphasizing loyalty and teamwork.</p> <p>Humor and Anecdotes: Light-hearted stories, such as the rocket's paint job, humanize the speech and create a sense of camaraderie with the audience.</p>
Discourse Practice	<p>Production: The speech mixes formal recognition of allies with casual storytelling to appeal to a broad audience, blending seriousness with humor.</p> <p>Consumption: Crafted for a live audience and media dissemination, the text's informal tone ensures accessibility while celebrating individual contributions.</p> <p>Intertextuality: References to current events (e.g., Elon Musk's rocket launch) link the speech to broader public knowledge, creating a sense of relevance and immediacy.</p>
Sociocultural Practice	<p>Sociopolitical Context: Delivered during a time of national reflection, the speech emphasizes the need for legal immigration, restoring the country's "special" status, and technological achievements.</p> <p>Cultural Narrative: Trump reinforces a narrative of American exceptionalism through references to innovation (e.g., Elon Musk) and a team-oriented approach to governance.</p> <p>Power Dynamics: By acknowledging and joking with individuals like Susie and Elon, Trump positions himself as a leader who values loyalty and collaboration while maintaining an approachable persona.</p>

Ideological Implications: The focus on restoring borders and legal immigration reflects nationalist and populist ideologies, reinforcing a commitment to law, order, and American sovereignty.

Table 3 presents the discussion of Donald Trump winning speech in 2024 in terms of the three-dimensional model of Fairclough (1989) within the framework of the research questions and theoretical models used in the research. The textual analysis evidently revolves around the informal and informal manner in which Trump is speaking, in regular languages like hell of a candidate and shiny white. This fixity is brought out more subtly, too: in the frequent repetition of some political objectives, come in legally example of his devotion to the reform of the immigration; in the metaphoric constructions, such as turn our country around or, by less effective but no less successful hype, such as make it something very special. Other rhetorical tricks employed are the use of personal examples like mentioning the names of people like Elon Musk and use of humor in form of narratives humanizes the speech and emphasizes on teamwork hence directly answering the first research question. The discourse practice element exposes the interactions of the speech to the formalities of recognition and anecdote that can be easily enjoyed by live audience and viewers of the media.

Table 4

Trump's 2024 Presidential Victory Speech Analysis

Dimension	Analysis
Text Analysis	<p>Word Choice: Trump uses informal, conversational language, with phrases like “crazy thing,” “super genius,” and “what the hell is it,” which create relatability and a casual tone.</p> <p>Repetition: Frequent repetition of phrases like “Elon” and “super genius” reinforces the focus on individuals and their exceptional contributions.</p> <p>Anecdotes: Stories about Elon Musk, Hurricane Helene, and Dana White humanize the speech, showcasing personal connections and emphasizing collaborative achievements.</p> <p>Metaphors: Comparing the rocket landing to holding a baby adds emotional depth and a visual image of precision and care.</p> <p>Hyperbole: Statements such as “it saved a lot of lives” and “nobody’s done a better job in sports” amplify achievements, adding drama and significance.</p>
Discourse Practice	<p>Production: The speech blends personal stories, recognition of individuals, and broader political goals, creating a multi-layered appeal to the audience.</p> <p>Consumption: Crafted for both live audiences and media coverage, the informal and anecdotal style ensures accessibility and emotional engagement while promoting loyalty and admiration for key figures.</p> <p>Intertextuality: References to events like the U.S. Open, Hurricane Helene, and UFC link the speech to broader cultural and historical contexts, enhancing its relevance and relatability.</p>
Sociocultural Practice	<p>Sociopolitical Context: Delivered in a context of national reflection, the speech highlights collaboration with notable figures like Elon Musk and Dana White to demonstrate problem-solving, innovation, and resilience.</p> <p>Cultural Narrative: Trump emphasizes themes of exceptionalism and the need to “protect our super geniuses,” aligning with nationalist and individualistic ideologies.</p> <p>Power Dynamics: By acknowledging influential figures and their</p>

	<p>achievements, Trump positions himself as a leader who values and supports talent and ingenuity, while the mention of his role in successes reinforces his authority.</p> <p>Ideological Implications: The speech highlights collaborative efforts and portrays Trump as a central figure in overcoming challenges, reinforcing themes of leadership, perseverance, and national pride.</p>
--	--

The interpretation provided in Table 4 sums up the analysis of Donald Trump's 2024 victory speech and answers the research questions, explained with regards to Fairclough's (1989) three-dimensional model. The text analysis dimension also highlights flexibility of the language spoken by Trump in this case used word such as 'a crazy thing, 'what the hell is it,' which makes him more real and concrete to his followers. Applying casual phrasings like the 'super geniuses and calling out individuals, including Elon Musk and Dana White creates a culture of togetherness and productivity. Stories shared like, Hurricane Helene makes the speech more relatable, and explains how Trump gets directly involved in tackling problems. Firstly, the obvious answers to the first research question come up with the contemplation of the figures of speech; the notion 'holding a baby' when describing a rocket landing convinces emotionally; secondly, the principle of building up the importance of the achievements, for example, stating 'it saved a lot of lives', answers the same research question, regarding rhetorical strategies. In the interdisciplinary of discourse practice, it illustrates how the speech wisely links personal narration as well as acknowledging the contributors and the political concerns with the audiences among the live show and the television audience.

Table 5

Trump's 2024 Presidential Victory Speech Analysis

Dimension	Analysis
Text Analysis	<p>Word Choice: Trump uses emotionally charged and aspirational language such as "historic," "unprecedented," "glorious destiny," and "restoring greatness" to evoke national pride and optimism.</p> <p>Repetition: Phrases like "we're gonna turn it around" and "we're gonna fulfill that mission" reinforce commitment and determination.</p> <p>Metaphors: Descriptions like "liquid gold" for oil and "unlock America's glorious destiny" evoke vivid imagery, emphasizing economic and national potential.</p> <p>Inclusivity: Enumerating diverse groups (e.g., "African American, Hispanic American, Muslim American") projects a message of unity and broad support.</p> <p>Hyperbole: Statements such as "nobody's ever seen anything like that" and "the greatest people" amplify achievements and evoke a sense of historic significance.</p>
Discourse Practice	<p>Production: The speech balances formal acknowledgment of achievements with personal anecdotes and aspirational goals, designed to connect emotionally with a wide audience.</p> <p>Consumption: Crafted to resonate with live audiences and broader media consumers, emphasizing themes of unity, restoration, and triumph to maintain support.</p> <p>Intertextuality: References to historical achievements (e.g., defeating ISIS) and cultural narratives (e.g., God sparing his life) link the speech to shared national and religious values.</p>
Sociocultural Practice	<p>Sociopolitical Context: Delivered in a post-election victory context, the speech underscores a message of renewal, unity, and national pride against a backdrop of political division.</p>

Cultural Narrative: Positions Trump as a divinely inspired leader ("God spared my life") tasked with restoring America's greatness, appealing to deeply rooted national and religious values.

Power Dynamics: Frames the victory as a mandate from "the people," emphasizing common sense and unity while subtly contrasting it with perceived inefficiencies or failures of others.

Ideological Implications: Reinforces populist themes by aligning with the "heart and soul" of America's hardworking citizens, advocating for security, education, and economic prosperity as common goals.

Interpreting the analysis in Table 5 as a whole corresponds to Fairclough's (1989) three-dimensional model and answers the research questions of the study. The text analysis dimension pieced together highlights the rhetorical opportunities of positive affect and self-contained glory: Historicism; glorious destiny; restore American greatness. Use of phrases like "we're gonna turn it around" trend aligns him to commitment and more importantly determination, metaphors like considering oil as "liquid gold" to denote economic potential. This is especially true in his listing of various categories of people, which paints a picture of togetherness as a nation; statements of ownership of big mountains, and big rivers, among many other things, which when put together, are huge achievements from which even a paragraph taken would be incredibly monumental , answers the first research question on rhetorical devices.

Table 6

Trump's 2024 Presidential Victory Speech Analysis

Dimension	Analysis
Text Analysis	<p>Word Choice: Repeated use of aspirational and patriotic language such as "safe," "strong," "prosperous," "powerful," and "free" appeals to national pride and optimism.</p> <p>Repetition: Phrases like "Promises made, promises kept" and "God bless America" reinforce consistency and dedication.</p> <p>Metaphors: References to "putting America first" and "making America great again" function as ideological anchors, emphasizing restoration and national priority.</p> <p>Personal Commitment: Use of direct address ("I will not let you down") establishes a personal connection with the audience and conveys accountability.</p> <p>Inclusive Language: Phrases like "for all Americans" and "together we can" promote unity and inclusivity.</p>
Discourse Practice	<p>Production: Delivered as a call to action, the speech combines reflection on past achievements with forward-looking goals, appealing to a wide audience.</p> <p>Consumption: Crafted to resonate with live audiences and media consumers, emphasizing trust, unity, and hope to inspire collective effort.</p> <p>Intertextuality: References to the previous term's successes and the campaign slogan "Make America Great Again" connect the speech to familiar narratives, enhancing relatability and credibility.</p>
Sociocultural Practice	<p>Sociopolitical Context: Delivered in a context of political division, the speech emphasizes unity, restoration, and national identity to address and transcend societal fractures.</p> <p>Cultural Narrative: Positions Trump as a leader who delivers on</p>

	<p>promises and seeks unity through shared success, appealing to American exceptionalism and common goals.</p> <p>Power Dynamics: Frames the presidency as a role of service and dedication, using personal commitment and patriotic language to project authority and reliability.</p> <p>Ideological Implications: Reinforces nationalist and populist ideologies by emphasizing "America first," unity through success, and the restoration of greatness as central themes.</p>
--	--

The interpretation in this table corresponds to the three-dimensional framework of Fairclough (1989) in providing an integrate reading of Donald Trump's 2024 victory speech, and responds to the research questions proffered in this study. In analyzing the text, the text analysis dimension emphasizes the repetition of aspirational and patriotic words that Trump used such as safe, strong and prosperous. The message being constantly reinforced by his campaign is nationalism which is supported by simple slogans such as 'Trump-ism'; 'Promises made, promises kept', use of a sinking image and the 'making America great again' slogan of his campaign keep his message constant and nationalist. Promises that use first person address, for example, 'I will not let you down' create the impression of an individual obligation to deliver on promises and 'for all Americans' and 'together we can,' create group responsibility. These elements respond to the first research point to propose in relation to rhetorical strategies, as the next section demonstrates, to assert authority and legitimacy.

5. Discussion

This section discussed the results of the study based on the analysis of Donald Trump's 2024 presidential victory speech and considers how such elements, as intertextuality, tradition and myth are used to construct perceptions and sustain power. The discussion applies Fairclough's (1989) CDA to untangle the relations between linguistic aspects, discursive actions and socio-cultural contexts, to respond to the research questions.

Trump employs radical frequent metaphors, which contributes to creating the setting as well as defining the creation of ideas based on an ideology. As an illustration, he calls American oil stores as liquid gold; a phrase which is rich in meaning and which portrays a picture of something latent having the potential of creating wealth as an aim of economic rehabilitation. Once again the image of the bright future of America suggests hopefulness and patriotism that suggest that America in case it elects him has a great future ahead of it. Such metaphors do not only express abstract phenomena and make his readers know what he is talking about but also motivate the masses since success is linked to his leadership.

Playing to commitment Trump also uses the words I would do this or that in following up his statements so that he can obtain a relationship with his audience. Promises like, I will not let you down, and other types of promises like, every ounce of energy, spirit and fight that I have in my soul are by all measures, a manifestation of commitment, responsibility, and leaves him in a leader pedestal who has the interest of the nation in his heart. This individual pledge is transferred into reports of what he has personally done such as making calls to; Elon Musk to activate Star link when Hurricane Helene was approaching, is a straight forward case of a proactive leader. Unconsciously underlying these stories is the belief that no one besides Trump can possess the ability, the motivation and the capability to address the problems that America has, thus cementing his position even further.

The speech of Trump develops the typical feature of group by focusing on oneness and togetherness. He puts a list of the different people: African American, Hispanic American, and Muslim American, and all the others, specifying their roles to his movement. Through rhetoric like these, he creates a picture of his coalition as a large group of Americans in of which everyone should be in support of his action as everyone would be represented.

Meanwhile, this plan is also secretly reiterating his recurring story of overcoming division that puts his leadership in contrast to division in the country. Through repetition, he is able to re-say the crucial points; through use of metaphors he can be able to make complicated concepts easy to understand and through stating his position he is able to convince people. In these strategies is a traces of synergy of criticism, ideally, hope and the authority of role that put him at the center of the solution of problems of a nation. All these showcased appeal to Patriotism, the Social Identification Theory and position Trump as a leader of the American people.

This paper discusses how Donald Trump's address of turning 2024 into a triumph manipulates intertextuality and recovered cultural myths in relation to the media consumer as well as cementing his constitutional authority. Cliched references to outspoken and iconic slogans and to the record of achievements of the country make the speech address both live and the mediated audiences and reassert the authority of the leader. Trump's speech contains many references to previous slogans and achievements which the audience is likely to be familiar with. For instance, the constant use of 'Make America Great Again' reinforces his win with a movement already familiar to the people making it seamlessly transition from previous campaigns he had made.

The speech is full of Post's fear and stress cultural references to national spirit and people consolidation. Focusing on the American dreams as the pivotal values such as efficiency and perseverance, Trump collectively involves honest-to-heart Americans into his victory rather than boasting of his personal triumph. The speech demonstrates the representation of different people using the preparations such as 'African American, Hispanic American, Muslim American' to create of the unification and the common goal. These cultural stories remain relevant to the audience, which means that Trump is a 'leader' who unites all citizens, but at the same time, solves social problems. Using story telling that is familiar to media audience, including the narrative of evacuating during Hurricane Helene with assistance from Elon Musk. In this way, Trump identifies himself with innovation and problem solving aspects and such a profile is accepted by a good number of people. Such words as lack of vision, shut, prison and unlocked become strong and provocative and are employed to describe America of the past and future, which makes the speech something to which normal people could easily identify with. These aspects are particularly handy in the media Comm., where a good storytelling and visually attractive messages are essential to the success.

Taking into account the analysis of the texts of the victory speech of Donald Trump for 2024, it is possible to conclude that they act both as the reflection of sociopolitical context and as the reaction to it, as they cover the topics which are associated with the division, restoration, and concept of American exceptionalism here is intertwined into the populist and nationalist rhetoric of Trump. According to the analysis of the samples, Trump presented himself and his leadership as a remedy for the presumed decline of the nation, which makes him appeal to the audience's concern and boost his chance to get the votes. Using a method of speech, it accepts that the nation is polarized and resolving as the solution. While talking about the need to 'move on' from the previous four years of division, or to 'unite', Trump implies explicit knowledge of the sociopolitical schism. Nevertheless, with the stress on 'we're gonna try' there is a definite conditional air of oh yeah if only to support his policies and him leading this united front. Where the given rhetoric is noticeably unifying, what is masked by the actions of the statements is that he condemns his predecessor for the split and thus portrays himself as the political savior unifying the nation.

The CDA shows that Trump pays much attention to the American exceptionalism concept by focusing on the country's strength and opportunities. Phrases such as the campaign rhetoric's 'we have more 'liquid gold' than any country in the world' focus on economic assets and locate America firmly on top of the world. Furthermore, claiming that there are many ethnic

and cultural diverse groups, again presents a good image of a formidable and progressive country. Impressive, embedded in these messages is a subtext of the social theme of nationalism particularly the ‘America First’.

The focus in the speech is ‘hardworking Americans,’ as the ‘hearts and souls’ of the process, which can be regarded as appealing for populists because such leaders believe in common people rather than exceptional experts. Trump’s declaration that he will not let his audience down and his recognition of various groups work together to build an audience of one. In addition, appeals to “populism” pragmatic today and encompass calls for “governing by commonsense”, assurances of the protection of America’s sovereignty, and “making America great again” and fixing legal immigration also resonate with populist discourse which calls for simplicity, directness and self-interest. , on the one hand, there is inclusion that aims at unifying people, on the other hand, there is restoration that is designed to undermine the previous governments and the opposition camps. Words like ‘flip it round,’ and ‘sort it out’ suggest that past leaders were incapable of achieving that change, and that the country can only be fixed by Trump. This narrative restores his power and credibility and revitalizes his supporters by framing his leadership as a response to perceived traitors.

6. Findings of the Study

In this research, CDA by Fairclough (1989) was used to look for; how specific modes of rhetoric and supporting constructs of ideologies were used to manipulate power relations, construct authority, and manage perceptions during Donald Trump’s 2024 presidential win speech.

Cultural appeal appeal-based on Trump speeches reflected relatability and involved reiteration of recognizable rhyming phrases (“Make America Great Again”), achievement of historical goals (defeat ISIS). With combining of the personal narrative, listed acknowledgments, and dream goals, the speech remained both popular among the live audiences and built on principles of media messaging for extending its reach and emotional appeal. Phrases such as ‘take back control’ and ‘America first’ also contrasting characters of “us and them with a particular agenda in mind” made a subliminal appeal to his base audience’s politico-ideological beliefs.

The data indicate that Trump’s lyrics in the rally effectively used rhetoric and intertextuality, as well as stating the major belief in this speech, and ideological constructs that aimed to maintain his leadership, to appeal to audience sentiment, and to express a nationalist and populist view of the United States. Combined with the ethnocentric appeal to argumentum connection to personal life, and hence, the grandiose tone of the speech as a whole, served to talk about the sociopolitical mythos and, concretely, the fragmentation narrated within the sociopolitical mythos; it also served to anchor this sociopolitical mythos in Trump’s vision of America as a society. These elements refers to the general CDA, according to which political language expresses the relation between language, power, and ideology.

It is strongly argued that the results of this research support the three dimensional CDA framework, which was introduced by Fairclough (1989) as an approach to understanding the combining processes of text, discourse practices, and socio cultural contexts while promoting the power of domination and constructing ideologies.

The observations of this study are consistent with the findings documented in prior studies of political schemas and discourse analysis. Hearths, emotionally charged language and repetition are also in line with Charteris-Black’s (2011) findings that politicians’ favorite figures of speech are metaphors and repetition to construct polarized memory aids. Finally, religious and moral connotations of Trump’s speech, such as the statement that one must be ‘spared by God,’ corroborate Mercieca (2020) ideas about how Trump engages in the manipulation of symbolic meaning to present himself as a savior figure. The results of the present study taken together are relevant to the current theoretical perspectives on how

language constructs power and ideologies in politics and strengthen the argument of Fairclough (1989), who acknowledged that discourse is a social practice that simultaneously represents the social structures of power.

The study findings are dynamic in the sense that they touch on sociology, politics and the academia specifically. On the social level, the paper describes how the political speech could be unifying, and at the same time, divisive; how Trump calls to nation and humanity awaken shared identity, but, simultaneously, the distance is established through clear lines between us and them.

7. Conclusion

Critical Discourse Analysis Fairclough (1989) was employed in this paper to examine the Trump 2024 victory speech in order to comprehend how the Discourses of power were constructed, ideologies were perpetuated, and diverse audiences were addressed using this or that rhetorical strategy, allusion to another text, and narratives associated with different cultures. The results demonstrate the way Trump applied linguistic elements of repetition, metaphors and emotional appeal to appeal to the feeling of nationalism of people, obtain popularity and authority and arrange a community. Political ideology theorizing by building intertextual connections to recognizable advertisements slogans, historical successes, and culturally approved beliefs and values assisted in establishing a ground on which the media consumers agreed, thus enacting political legitimacy. The speech is packed with an ideological layer, with rhetoric devices, the negative evaluation of the former presidents latently, dedication, and divine right to reclaim the power of Trump and the sustainability of cultural and religious discourse. These unspoken characteristics affect the audiences that receive them and render them qualified that his leadership is valid in the nationalistic-populist concepts. Moreover, prioritizing subjects of duality, unity, and America-dream made the sociopolitical situation part of its agenda, as far as nationalism-populism was concerned. Importantly, their implications are much deeper than any speech and, in the same way, the study adds a lot to the comprehension of language as the means to create social worlds, discursive communities and the rule of politics. The speech is politically, physically, and stylistically aimed at unity yet retains the aspects of populism that may at times unite a society and at other times separate it even more. At this politico-discursive level, it is, therefore, evident how the communication of Trump is strategically employed to influence the preferences of the voters, and consequently, strengthen some political ideologies and, thereby, justify the power of the political leader. Thus, examining the way the 2024 Triumph speech of Trump is placed in its sociocultural and political context, the study sheds light on the intricate mechanisms through which political speech collides and subjugates the reality of the masses. It fills in the landscape of the journal, as it provides a useful niche to scholars, practitioners, and citizens interested in critically reflecting on the issue of political communication and its effects on democracy and governance.

References

Aristotle. (2007). *On rhetoric: A theory of civic discourse* (G. A. Kennedy, Trans.). Oxford University Press. (Original work published 4th century BCE)

Bonikowski, B., & Gidron, N. (2016). The populist style in American politics: Presidential campaign discourse, 1952–1996. *Social Forces*, 94(4), 1593–1621.

Boucher, J. C., & Thies, C. G. (2019). “I am a tariff man”: The power of populist foreign policy rhetoric under President Trump. *The Journal of Politics*, 81(2), 712-722.

Brittain, C. C. (2021). Donald Trump and the Stigmata of Democracy: Adorno and the Consolidation of a Religious Racket. In *How to Critique Authoritarian Populism* (pp. 366-388). Brill.

Charteris-Black, J. (2011). *Politicians and rhetoric: The persuasive power of metaphor* (2nd ed.). Palgrave Macmillan.

Deligiaouri, A. (2018). Discursive construction of truth, ideology and the emergence of post-truth narratives in contemporary political communication. *International Journal of Media & Cultural Politics*, 14(3), 301-315.

Enli, G. (2017). Twitter as arena for the authentic outsider: Exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election. *European Journal of Communication*, 32(1), 50–61.

Fairclough, N. (1989). *Language and power*. Longman.

Finlayson, A. (2022). YouTube and political ideologies: Technology, populism and rhetorical form. *Political Studies*, 70(1), 62-80.

Gantt Shafer, J. (2017). Donald Trump's "political incorrectness": Neoliberalism as frontstage racism on social media. *Social media + society*, 3(3), 2056305117733226.

Guitar, J. (2021). Reclaiming White Spaces: Reading Trump's Inaugural Address as a Eulogy for the. *Western Journal of Communication*, 85(3), 299-318.

<https://www.newsweek.com/donald-trump-victory-speech-full-transcript-1981234>

Jamieson, K. H., & Taussig, D. (2017). Disruption, demonization, deliverance, and norm destruction: The rhetorical signature of Donald J. Trump. *Political Science Quarterly*, 132(4), 619-650.

Jennings, C. L. (2019). *Social Media in Politics: Exploring Trump's Rhetorical Strategy During the 2016 US Presidential Campaign Within Twitter's Discursive Space* (Master's thesis, Purdue University).

Justice, J. W. (2020). *We Alone Can Fix It: Donald Trump's Campaign Rallies and the Rhetoric of Community* (Doctoral dissertation, University of Kansas).

Kauffman, J. E. (2021). *Uniting Trump's America: Rhetorical constructions in Donald Trump's 2017 inaugural address* (Doctoral dissertation).

Kayam, O. (2018). Donald Trump's rhetoric: How an anti-political strategy helped him win? br?> the presidency. *Language and Dialogue*, 8(2), 183-208.

Khan, M. A., Mahjabeen, A., Khan, H., & Arshaad, T. (2019). COHESION IN POLITICAL DISCOURSE: A CASE STUDY OF PRESIDENT TRUMP'S INAUGURAL SPEECH. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 16(3), 68-86.

Lim, E. T. (2002). Five trends in presidential rhetoric: An analysis of rhetoric from George Washington to Bill Clinton. *Presidential Studies Quarterly*, 32(2), 328–366.

Liu, C. (2017). Reviewing the Rhetoric of Donald Trump's Twitter of the 2016 presidential Election.

Magcamit, M. (2017). Explaining the three-way linkage between populism, securitization, and realist foreign policies: President Donald Trump and the pursuit of "America first" doctrine. *World Affairs*, 180(3), 6-35.

Masroor, F., Khan, Q. N., Aib, I., & Ali, Z. (2019). Polarization and ideological weaving in Twitter discourse of politicians. *Social media + society*, 5(4), 2056305119891220.

Mercieca, J. R. (2020). *Demagogue for president: The rhetorical genius of Donald Trump*. Texas A&M University Press.

Moffitt, B. (2016). *The global rise of populism: Performance, political style, and representation*. Stanford University Press.

Ott, B. L., & Dickinson, G. (2019). The Twitter presidency: Donald J. Trump and the politics of White rage. *Quarterly Journal of Speech*, 105(1), 66–94.

Reisigl, M., & Wodak, R. (2001). *Discourse and discrimination: Rhetorics of racism and antisemitism*. Routledge.

Rowland, R. C. (2021). *The rhetoric of Donald Trump: Nationalist populism and American democracy*. University Press of Kansas.

Shah, S. K., & Ahmad, M. (2020). Use of repetition as a political discourse manipulation device in the speeches of a Pakistani prime minister. *Journal of Politics and International Studies*, 6(01), 39-56.

Stuckey, M. E. (2020). "The power of the presidency to hurt": The indecorous rhetoric of Donald J. Trump and the rhetorical norms of democracy. *Presidential Studies Quarterly*, 50(2), 366-391.

van Dijk, T. A. (1997). What is political discourse analysis? *Belgian Journal of Linguistics*, 11(1), 11-52.

Wodak, R. (2015). *The politics of fear: What right-wing populist discourses mean*. SAGE Publications.

Yanelli, S. (2024). *Rhetoric, Power, and Ideology: A Multifaceted Deconstruction of Online Conservative Discourse* (Master's thesis, The University of Texas at San Antonio).

Zhu, C. (2021). Metaphors Trump lives by: a critical metaphor analysis of Trump's statements in 2020 presidential election debates. *International Journal of English Linguistics*, 11(2), 150-162.

Zompelli, J. P. (2019). The fallacy of fake news: Exploring the commonsensical argument appeals of fake news rhetoric through a Gramscian lens. *Journal of Contemporary Rhetoric*, 9(3/4), 139-159.