A corpus discourse analysis of Donald Trump's speeches between 2015 and 2022

Un corpus discursivo de los discursos de Donald Trump entre 2015 y 2022

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ABSTRACT

This study examines Trump's linguistic choices during the crises of 2015 and 2022. It also focuses on Trump's usage of modal structures, comparative and superlative forms, and pronouns. The study's goals were achieved the nouns, pronouns and modal auxiliaries were most frequently used by Donald Trump and- the most words frequently used by Donald Trump between 2015 and 2022 utilizing Fairclough's (1995) three-dimensional Critical Discourse Analysis paradigm. Trump uses "I" and "we" to emphasize American superiority and supremacy in his talks, according to the study.

The results of this study revealed that Trump used polls to assess his popularity on the campaign trail. When the polls favored the Trump campaign.

Keywords: Corpus discourse analysis, Donald Trump, political.
RESUMEN

Este estudio examina las elecciones lingüísticas de Trump durante las crisis de 2015 y 2022. También se centra en el uso que hace Trump de estructuras modales, formas comparativas y superlativas y pronombres. Los objetivos del estudio se lograron: los sustantivos, pronombres y auxiliares modales fueron utilizados con mayor frecuencia por Donald Trump y las palabras utilizadas con mayor frecuencia por Donald Trump entre 2015 y 2022 utilizando el paradigma tridimensional de Análisis Crítico del Discurso de Fairclough (1995). Trump usa "yo" y "nosotros" para enfatizar la superioridad y supremacía estadounidense en sus conversaciones, según el estudio. Los resultados de este estudio revelaron que Trump utilizó encuestas para evaluar su popularidad en la campaña electoral. Cuando las encuestas favorecían a la campaña de Trump.

Palabras clave: Corpus de análisis del discurso, Donald Trump, Político.

INTRODUCTION

Humans have been using speech to express freely what they want to debate with others. Every communication has various elements: the speaker and the listener. The person listening should comprehend the interpretation of the speaker’s pronouncements in every verbal exchange between them. When individuals are having conversations, the speaker may get another interpretation besides what is said, so the receiver must perceive to receive the meanings. As stated in (Haryanto et al., 2018). According to Greenfield's statement, the answer depends upon the message itself being relayed and the words that emanate from the speaker’s spoken words, and how the receiver also interprets such words they receive. The speech act can also add to the real-life situation and also required language along with knowledge (Dayter, 2021).

Donald Trump is a distinctive individual in terms of how he expresses his ideas, thoughts, and actions as a world leader; this trait is significant. Trump is a politician, media figure, and businessman from the United States. Developing tools to automatically model larger language patterns, such as those that go beyond individual phrases, has long been a priority for the ACL community (Ji et al.,2016). The psychology surrounding languages relayed by mental health sufferers is addressed by critical discourse analysis. As a result, social media, music lyrics, and
literature are explored (Hancock and Dunham, 2001),

The current study is intended to contribute to the field of applied linguistics, as the results may provide a new perspective and a reference for future researchers.

LITERATURE REVIEW

Ricardo Casa-Pitarch (2018) examined the use of personal pronouns to determine "how speakers distinguish between themselves and others" (p. 175), or us vs them. Therefore, the author distinguishes between narcissistic and modest speech. To assess the two Presidents' decisions, adjectives should be grouped. Syntactically, adjectives modify nouns, per Huddleston & Pullum (2002). There are three types of adjectives: attributive, predicative, and postpositive (someone happy). Only attributive adjectives precede political nouns in this study. There are two types of qualitative adjectives: objective and subjective, according to S. Di Carlo (2015). The former indicate features that are independent of the enunciator (single, red, masculine...). The latter describe a specific level of sentiment or judgment (eg, single, red, male...). (dear, strange, painful...).

Fixed expressions create discourse links and should be considered in the creation of lexical discourse. In addition, they are a normal, consistent response to a recurring, predictable event. Predictable and frequently "fixed" in context, these "prefabricated discourse-sensitive units" save time and effort for interlocutors. the significance of lexical meaning to discourse production (Carter, 2002, p. 223)

Hasanah (2004) is based on "Deixis of Kompas Election Headlines" by Levinson. During the 2004 general election, she evaluated deixis using Levinson's theory. This study identified person, location, time, speech, and social deixis. Her investigation revealed primarily individual deixis. There are first-, second-, and third-person deixis (he, she, it). Because articles contain opinions and interviews, the first-person deixis is used. An online database can be used to "perform statistical analysis based on the words that co-occur with it" in a corpus linguistics analysis (Hunt and Brookes 2020:2).

FRAMEWORK

Dimensions of Discourse Analysis.

It was proposed in 1995 by Fairclough as a theoretical framework for the study of discourse that the first step is to "linguistically describe the language text, interpret relationships between (productive and interpretative) discursive processes, and, finally, to examine the text as a whole.

As a starting point, description (text analysis) examines the text's formal qualities, linguistic features such as lexicon and grammar, textual structures, and other such things. Secondly, processing analysis (interpretation) is concerned with the relationship between text and interaction, with the text being seen as both a product and a resource in the interpretation process.
Figure 1.- Three-dimensional framework (1995, p.98) Fairclough.

Fairclough proposes three stages of Dimension of discourse Analysis in accordance with these three characteristics of discourse: description, interpretation, and explanation:

1. Description: A writer's attention is drawn to the text's structure during the description stage.
2. Interpretation: The relationship between the text and the interaction – with a way of thinking about the text as an object and as a resource in the process of making it.
3. Explanation: Discussion focuses on the connection between interaction and social setting.

Deixis means "indicating" or "pointing" in pragmatics (Levinson, 1983; Dylgjeri & Kazazi, 2013). Deictic words or expressions are used to "point" and "identify" in speech. Deixis requires context to be understood (van Thao & Herman, 2020). According to Levinson (1983), there are five sorts of deixis: person, place (spatial), time (temporal), discourse, and social.

Research Questions:
1. Which nouns, pronouns and modal auxiliaries were most frequently used to Donald Trump?
2. Which is the most words frequently used by Donald Trump between 2015 and 2022?

DATA AND METHODS

The online newspapers, CBSNEWS, SHORTLIST, and CNN News were used to collect newspaper articles contained words about speech act Donald Trump. The focus of study is on speeches DONAL TRUMP, I only considered Mr. Donald Trump 2015 up to 2022 speech because he was elected as president of The United Stated and he is a famous person nowadays. Corpus linguistic methods were used to obtain the prevalence of nouns,
personals pronouns and modals auxiliaries found. CBSNEWS, SHORTLIST, and CNN is leadership and English media reference inside and outside The United State. This newspaper provides information to world and US news. The criteria of selection are newspapers in the corpus about speeches Donald Trump, the time frame for data collection was at 2015 as this period up to 2022.

SOFTWARE ANALYSIS
According Sinclair and Rockwell (2015). Voyant Tools is a website in reading and analysis for digital texts, it is a scholar instrument designed to facilitate reading and interpretive practices in digital humanities for students. The Voyant Tools homepage says see the text and to do that in several. The principal functionalities Voyant Tools permits learners to customize features and analytics, this features present different tools: Cirrus, Reader, Summary, trends Context.

RESULT AND ANALYSIS:
The corpus analyzed eight speeches by Donald Trump between 2015 and 2022 when he was the President of the United States of America. Each document contains words he spoke during this period. The total number of words for the eight documents is 23,523, with 3,606 unique word forms. Table 3 shows the summary of the corpus size.

<table>
<thead>
<tr>
<th>Donald Trump Speech</th>
<th>Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donald Trump’s 199 wildest lines of 2019 PART 2</td>
<td>7,535</td>
</tr>
<tr>
<td>Donald Trump’s wildest lines of 2015</td>
<td>2,014</td>
</tr>
<tr>
<td>TRUMP LINE 2017</td>
<td>402</td>
</tr>
<tr>
<td>TRUMP LINE 2019 PART 1</td>
<td>5,292</td>
</tr>
<tr>
<td>The 40 wildest lines from Donald</td>
<td>2,065</td>
</tr>
<tr>
<td>Trump’s interview with Clay Travis 2022</td>
<td></td>
</tr>
<tr>
<td>Trump remains undecided on whether he should endorse in Ohio 2022</td>
<td>2,191</td>
</tr>
<tr>
<td>Donald Trump 2016</td>
<td>1,670</td>
</tr>
<tr>
<td>Trump 2018</td>
<td>2,354</td>
</tr>
<tr>
<td>TOTAL</td>
<td>23,523</td>
</tr>
</tbody>
</table>


• Document Length: Longest: Donald Trump's 199 wildest… (7535); TRUMP LINE 2019 PART 1 (5292); trump 2018 (2354); Trump remains undecided… (2191); The 40 wildest lines… (2065)

• Shortest: Shortest: TRUMP LINE 2017 (402); donal trump 2016 (1670); Donald Trump's wildest… (2014); The 40 wildest lines… (2065); Trump remains undecided… (2191)
Figure 3: Summary of the Corpus

Most frequent words in the corpus: **trump** (382), **people** (116), **donald** (102), **said** (94), **president** (90)

Distinctive words (compared to the rest of the corpus):
1. Donald Trump’s 198 widest words: **june** (39), **baghdad** (13), **pennsylvania** (18), **presser** (11), **et** (11).
2. Donald Trump’s wildest word: **launch** (6), **warming** (8), **build** (7), **refled** (4), **school** (4).
3. TRUMP LINE 2017: **swamp** (3), **try** (2), **sides** (2), **missle** (2), **kim** (3).
4. TRUMP LINE 2019 PART 1: **pasa** (26), **el** (26), **capt** (15), **february** (44), **super** (14).
5. The 40 widest lines: **gibbons** (13), **ohio** (19), **senate** (15), **candidates** (10), **mandel** (9).
7. Trump remains undecided: **sept** (5), **don’t** (5), **that’s** (4), **star** (6), **gold** (4).

The corpus gave the most frequently used words by Donald Trump. The word ‘trump’ appeared 382 times, followed by ‘people’ that appeared 116 times. The third most commonly used word was ‘Donald’ that appeared 102 times, ‘said’ and ‘president’ appeared 94 times and 90 times, respectively. The corpus also analyzes distinctive words from each of the eight speeches. They underline the message Donald Trump was trying to pass or the main theme of his leadership style. For instance, in Trump Line 2017, the distinctive words are ‘swamp’, ‘try’, ‘sides’, ‘missile’, and ‘Kim’. These words were spoken when President Trump issued a warning to North Korean Leader Kim Jong Un against launching missiles that would endanger the United States. In 2017, the North Korean leader had developed a missile that was able to hit the United States of America. Distinctive words from Donald Trump 2016 are ‘responded’, ‘klum’, ‘candidacy’, ‘talent’, and ‘Muslims’. These words were spoken when Donald Trump was campaigning to be the President of the United States of America. Trump played the religion card, and labeled all Muslims terrorists to please the conservative Americans. From Trump 2018, the most distinctive words are ‘September’, ‘don’t’, ‘that’s’, ‘star’ and ‘gold’.

Figure 4. Cirrus output for the corpus.
The most frequently used words are also shown in Cirrus, as displayed in Figure 4. The analyzer shows words ranging from 25 to 500 words. It is a visually appealing way of displaying text. Word cloud is an application that assesses and evaluates a higher number of words to provide a context analysis. The texts are analyzed, with the most repetitive one from the corpus being considered the most popular. The software application offers those words with higher fonts are considered to have appeared the most in the corpus application. According to the analysis provided, the most frequently used word is Trump. Trump, as a word, was spoken in view of the perspective Donald Trump is a self-centred person. Words that appear often include president, people, interview, and campaign. The color of the words is different, which is significant in influencing opinions. Commonly applied terms with the president are analyzed with the software, including country, know, think, and great. Corpus effectively examines the words provided to ensure an informative analysis is produced.

**Lexical Links, Pattern and Frequency**

Lexical words identify the close words that have similar meanings in a sentence. Computing analysis is influential in analyzing spoken words. In the current dispensation, technology is an essential aspect of analyzing worlds and similarities in a context that would influence a message. Messaging plays an essential role in influencing public opinion. Assessing the wording and flow in a sentence and speeches made over time is important to evaluate the opinion and preference. Lexical words in Trump's speech follow This great, they're saying, and I've campaigned. The words are likely to be seen from a close range to make the statements from the speeches that Trump frequents in his speech. The frequency of the words is identified by the color provided by the corpus system (Rajeg et al., 2022). The corpus system separates the color with the frequency of the words in the speech. Frequency can be classified as a strength that would influence the speech from the wording. Trump has the highest strength, according to the corpus application. Words with higher frequency include people, president, and Donald and are colored differently. Blue is the dominant color assigned the most frequency in the application.
Figure 5. Frequency of word.

The graph provides the trend provided with the words from Trump's speeches during his presidency. The dots are the words spoken with Trump as analyzed with the corpus application. Figure 5.- Graphical representation is a concern that would ensure the frequency of words is analyzed to provide an informed perspective of the opinion. The speech analyzed details the trends of the frequent words at most times during the Trump presidency (Mason, 2022). The frequency of 0 shows the least mentioned information, while the highest frequency is at the top of the graph according to the joint in bold. The lines are different in the corpus analysis, which provides the different words popularized in the speech. The analysis gives the context of the frequency of developing insightful perspectives about the speech. The line Trump is in blue, providing the perspective to ensure the most dominant message is highlighted differently.

As analyzed with the corpus program, the second most popular word is in green. The green word is people. The analysis provides the contexts of when the words were most spoken during the term of president trump. According to the corpus analysis, timing is mentioned when the word is popular. When words were not mentioned, the graph disappeared according to the corpus software. The software assesses the timing, which will reveal identity when the words were popular and with the most frequency. The timing ensures the software provides updates on specific speech when a user identifies contexts that require to be referenced in a variety of scenarios. According to the software, the program identifies the term president with the least number of words used in a speech by Donald Trump.
Positive analysis

Figure 6. Positive terms

According to the corpus analysis, some terms provide the context for positive terms. Positive terms relate to the messaging influenced by the ideology that would ensure a particular perspective about Trump is formulated. Corpus assesses the positive words based on the application algorithm set with the application. The positive words are assessed to determine the message's positive impact on audiences. The words that denote positive meaning have been documented to assist the speech analyzer in the table. The words are mentioned in the context of a sentence. The frequencies of the positive words are mentioned to assist the speech analyzer in the context of the conversation. The specific context of the wording is provided with the analysis of the positive sentence. Corpus has a database that would provide information regarding the positive words. Indicating the information about happiness is considered a vital sense of analysis.

The finding of the corpus application program shows that there was a period during the speech when Trump was very happy. Trump was considered an important person based on his role as a country's president. The message delivered at any podium was considered with keen interest (Gao, et al., 2022). The application corpus ensured detailed responses of when Trump mentioned happy contexts using words were delivered through effective analysis. The contexts seem to identify those good things were going on for Trump to say positive words during his speech. Positive contexts are subject to interpretation from the corpus, which is right to deliver the information requested with the data input.
Negative

Figure 7. Negative

The context of the negative (Figure 7) message is analyzed by corpus. Corpus provides the perspective to create the adverse concern highlighted in the paper. Trump speeches are analyzed with the corpus where there are incidences considered to be negative. Corpus has a database that would dictate what is positive and negative. The message is clear to ensure the information is relevant to the audience. An analysis is based on social contexts that suggest that words considered are negative. The level of negativity is provided with the corpus analysis. The program has been delivered, and the words with the analysis provide the contexts of negative words. The words are divisive in the negative contexts as considered with the corpus. Creating aspects that would inform the narrative of the statements is provided with the corpus program to ensure the data is verifiable. The political theme was negative in the context of Trump's speeches

DISCUSSION

Names such as Clinton, Hillary, and Trump are considered nouns used by Trump in his discussion. The names signify the importance of Trump’s statement, which would influence his popularity during his presidency (Batubara et al., 2022). Hillary Clinton was the opponent of Trump; hence the name would appear severally in the speech. Donald is a term popularized with Trump's speeches during his presidency. Trump was synonymous with the name Donald, influencing his popularity as the president. Trump and Donald are the highest
number of mentions in the speeches of Donald Trump.

Pronouns most frequently used in the speeches from the analysis in the software include "she's" referencing her opponent, Hillary Clinton. Clinton was an opponent of Trump's leadership ideologies. When Trump was in a bad mood from referring to an individual of the female gender, the pronoun she was applied in the conversation. Trump called on women, among them influential personalities, to support his campaign.

Trump used the term presidency during his speeches and would influence his position among the listeners. The term was popularized to seek an empathetic effect among citizens during the presidency of Trump. Trump was vocal to ensure everybody understood he was the United States of America president.

Trump used the term States as a way to influence a positive perspective that would ensure citizens align with the policies that would ensure success is destined. There was a specific reference to states in the statement; the message reference states severally. The term "know" was mentioned with Trump, which references his status as an informed person.

The noun Hillary was used severally to influence positive change in the Trump campaign. Trump's message in the campaign using that noun Hillary would seek to represent hope for change. A chance was present that the people of America would make a clear choice about the nation's leader. Trump presented Hillary as a failed politician serving the interests of the elite in the era of Democratic governance. Trump was brave and used names directly to call for change against those in power.

During the campaign trail, Trump called out opponents such as Hillary as individuals with failed leadership credentials. Trump would praise his administration's role on the campaign trail by stating the poor leadership qualities of the opponents as the worst choice. The leadership qualities that would guarantee change were considered from Trump's side of the political divide by calling out the name Biden on the campaign trail. According to the Trump campaign team, Clinton was considered a political leader with no passion for American values and interests. Every location Trump campaigned; the name Clinton was called out severally since he was the opponent on the campaign trail.

Make America great again was a slogan for the Trump campaign. The words were used severally as a rallying call to seek the assurance of voters in the United States of America to champion the interests of Trump's candidature. A campaign would rally to make the sentiments of Make America Great Again.

Trump appealed to the Conservative values by opposing same-sex marriage. It was evident while tweeting against Arianna Huffington's decision to come out gay. Trump's appeal to
ensure the right voters are prioritized, which would sway a win in the election, was used as a strategy. Trump positioned himself as a staunch Christian, thus creating perspectives that would ensure a strategy to encourage believers to seek refuge in the campaign. The role of the message was to appeal to the believers to ensure voters protect the values of America (Schnell & Schiborr, 2022). Trump created perspectives that would attract a high voter turnout by calling out values that were considered anti-American in the campaign.

Trump used polls to assess his popularity on the campaign trail. When the polls favored the Trump campaign, it was considered authentic, while the opposition supported the opponent and hence sponsored. Polls were a significant concern for the image of Trump. The polls would influence Trump's candidature, hence the term polls' popularity during the campaign. Polls are considered a positive way to sway voters when there is a positive perspective on the campaign of Trump's candidature for the presidency. President Trump's message was to use polls that favor his campaign as the best and leading instead of the Biden and Clinton as opponents.

1. Which nouns, pronouns and modal auxiliaries were most frequently used to Donald Trump?

Modal auxiliaries provide a different meaning to the main verb. Particular words characterized Trump's leadership to sway the public toward his opinions. Trump's modal auxiliaries include "together to finally create," which was referenced to the public to persuade them about the interests at stake. Trump would seek to ensure the audience is encouraged to follow the journey, which is thought to be the best and most purposeful for society. The words "together to finally create" were encouraged in the conversation to seek public sympathy with Trump through his speech as a way to achieve a target. Political rhetoric that would persuade the audience to be in sync with Trump was a powerful statement (AL-Jawadi, 2022). The messaging would ensure the audiences are emotionally attached to the personality of Trump, thus challenging to vote for Republicans to ensure the leadership achieves the envisaged goal. The message is a rallying call for the voter to support Trump's agenda in public office.

Trump used the sentence "They want to knock down all buildings in Manhattan and rebuild them without windows" to seek support from the residents owning buildings in the United States of America. Further, the narrative would seek to ensure Trump's base was consolidated in the United States of America with the messaging in the campaign. The statement would seek to ensure a support base that was intact for Trump's election victory. Trump would associate with the characters that were considered threatened during the election to surmount a large number of voters. The
campaign message for Trump was to call on building developers to seek refuge from Trump presidential campaign.

"Our country is full. We don't want people coming up here. Our country is full. We want Mexico to stop. We want all of them to stop. Our country is packed to the gills. We don't want them coming up." May 20

During the campaign trail, Trump called on the people to seek publicity and ensure the message was satisfactory. The message Trump used to call on the people to be patriotic is considered a strategy to seek voters to select his policies as the best. Though Trump's ideology of securing the border, the votes prioritized were supposed to ensure safety for Americans and productivity in the country. The narrative was to differentiate between voters and immigrants who have come to the United States of America to cause division, thus eroding American values.

Trump's pronoun during the campaign was our, which denoted the passiveness which would characterize an increased number of votes. Trump wanted to seek the support of the people in the audience by engaging politely by using the pronoun "our". According to Trump, the term "our" would reference the people and the presidential candidate about the rights considered threatened by the opposing leadership. Voters were considered the statement pronoun during the speech about Trump and among the residents in the United States of America that demanded security. Trump wanted to associate effectively with the audience and hence would prioritize pronouns that are independently possessive.

"We" is a term used frequently with Trump to denote that Americans are on the same perspective of the schedule proposed. Trump wanted to associate with the people and make the plan pro-people. The agenda engaged would accommodate the voter's interest, guaranteeing success as Trump would craft the message. According to his plan, a different society was supposed to be crafted to ensure American voters of diverse backgrounds were accommodated with Trump's agenda. A collective perspective that would accommodate Americans with the pronoun "we" was prioritized with Trump to seek politeness and influence a positive voting pattern.

In an interview, Trump referred to Muslims as having cheered Twin Towers' collapse in New Jersey. During the Trump campaign tour, people of Muslim believers were considered enemies of the United States of America. The country would be divided by such rhetoric from Donald Trump to ensure tensions were high between believers of Muslims and American voters. The Arab population was considered to have cheered the downfall of the United States of America. The United States of America, during the campaign trail of Donald
Trump, was divided based on the terms that were used by the leadership. "I don't think Ivanka would do that inside the magazine. However, she does have a very nice figure. I've said that if Ivanka weren't my daughter, perhaps I would be dating her."

Trump's daughter Ivanka was on the campaign trail and was the subject of discussion. Trump would defend her daughter Ivanka over publicized allegations in the tabloids. Trump used "I" as a term that would ensure that his sentiments were personalized. Trump's message was to give assurances of the message he was giving to the audience (Lundberg, 2022). Trump's statement was to improve political mileage on the campaign trail, thus giving assurances that positive information would be considered opposed to what the tabloids had publicized. Trump's message was considered to support Ivanka as a positive character instead of what was written in the magazine.

The message from Trump was targeted to seek votes that would ensure victory. The victory was supposed to be marshaled for Trump. The message pronouns used about Ivanka were supposed to create a positive message to improve American voters' confidence. The campaign was personalized, which would seek to call on support from the voters with Trump. Trump's message was supposed to encourage voters to view him as a person of similar ambitions as them in the audience. Trump's assurances were affirmative to seeking voters to have a favorable preference for his campaign. "I" is a term that was applied by the Trump campaign effectively to influence positive outcomes of the Trump election. Positive preferences that would encourage voters by engaging Trump voters would create a passionate appeal to undecided voters. According to the speech, Ivanka is Trump's daughter, and she would be referred to as she is the statement. Trump was well aware of the message supposed to be delivered hence influencing diverse voters' turnout. Pronouns are used in the campaign with Trump to create a favorable preference among voters to influence increased voters to turn out in support of Trump.

Trump called on women to join his campaign through positive persuasion. Trump engaged the proper criteria for the choice of words by calling women intelligent. The pronoun was used to call on women to ensure the Trump campaign appreciates the effort made among feminists. Trump was best positioned to influence women voters in his campaign, thus addressing the concern of higher voter turnout (Creedon, 2022). Women were praised, according to Trump, as informed during the messaging that was announced on his campaign trail. Trump called out individuals that labeled women as the weaker sex in
society. Trump championed women as a way to encourage politeness from the female gender. Seeking influence from women to troop positively and vote for Trump was informed by supporting women with praise. The campaign's message was to ensure women have a positive preference for Trump.

2. - Which is the most words frequently used by Donald Trump between 2015 and 2022?

Trump called out Obama for not protecting the rights of the citizens of the United States of America. There was a period when Baltimore was insecure during the presidency of Barrack Obama. Trump used the term "our" concerning the people of America concerning the suffering of the citizens. Trump said voters were insecure, including him, with the leadership of president Barrack Obama. Trump considered the leadership of Obama a failed period in the American era of leadership. Trump considered himself a citizen disappointed in the leadership of Obama as the president of the United States of America. Through the Trump leadership, there was a promise of a positive outcome that would create a secure America instead of the Obama era.

Trump appealed to the Conservative values by opposing same-sex marriage. It was evident while tweeting against Arianna Huffington's decision to come out gay. Trump's appeal to ensure the right voters are prioritized, which would sway a win in the election, was used as a strategy. Trump positioned himself as a staunch Christian, thus creating perspectives that would ensure a strategy to encourage believers to seek refuge in the campaign. The role of the message was to appeal to the believers to ensure voters protect the values of America. Trump created perspectives that would attract a high voter turnout by calling out values that were considered anti-American in the campaign.

The noun Obama was used severally to influence positive change in the Trump campaign. Trump's message in the campaign using that noun Obama would seek to represent hope for change. A chance was present that the people of America would make a clear choice about the nation's leader (Newman & Otto, 2022). Trump presented Obama as a failed politician serving the interests of the elite in the era of Democratic governance. Trump was brave and used names directly to call for change against those in power.

Trump called out opponents such as Biden during the campaign trail as individuals with failed leadership credentials. Trump would praise his administration's role on the campaign trail by stating the poor leadership qualities of the opponents as the worst choice. The leadership qualities that would guarantee change were considered from Trump's side of the political divide by calling out the name Biden on the campaign trail. According to the Trump campaign team, Biden was considered a political leader with no passion for American
values and interests. Every location Trump campaigned; Biden's name was called out severally since he was the opponent on the campaign trail.

Trump used the rhetoric of comparing the United States of America's challenges with other developed countries such as the British Kingdom. Stabbings in London are mentioned severally on the Trump campaign trail while positioning America as a safe country. Stabbings did occur in the London streets, and Trump used the narrative of comparing the safety of America as opposed to other countries among developed nations. Trumped created the perspective that America was safer as a country compared to other developed countries since there were no stabbings that as experienced. The message was to support Trump's candidature as a leader centered on the citizen's interests instead of elite members of the society.

Trump used polls to assess his popularity on the campaign trail. When the polls favored the Trump campaign, it was considered authentic, while the opposition supported the opponent and hence sponsored. Polls were a significant concern for the image of Trump. The polls would influence Trump's candidature, hence the term polls' popularity during the campaign. Polls are considered a positive way to sway voters when there is a positive perspective on the campaign of Trump's candidature for the presidency. President Trump's message was to use polls that favor his campaign as the best and leading instead of the Biden and Clinton as opponents.

Trump called out performance according to personal evaluation criteria. Trump called out Pelosi as a disgrace to the United States leadership. The United States of America Congress speaker Pelosi has had significant influence in swaying public opinion against Trump's candidature in the presidential campaign. Individuals opposed to the Trump campaign would be called out as a disgrace to the American public. Trump labeled the term disgrace to opponents on the campaign trail.

Trump had a way of humiliating opponents with the choice of words, such as being called out a disgrace publicly. According to Trump's campaign strategy, humiliation against the opponents is a way that would influence voters.

Trump talked about taxes in the campaign. Trump referenced himself as an intelligent person by dodging taxes in the United States of America. Trump used the accusation of non-remittance of taxes to speak about taxes on the campaign trail (McKnight et al., 022). Taxes were the subject of discussion among Americans experiencing the high financial costs from the government. Trump called out the tax regime by the Democrats proposing a new tax policy to be implemented with the Republican Party majority. Taxes were supposed to ease the life of Americans.
according to the Trump regime as opposed to Democrats, whose interest was to serve the elite companies that are significant contributors to the party.

African Americans are a block of voters, and Trump would mention the population to seek votes. African Americans are a minority in the United States of America, and every presidential candidate would seek to appeal to the influential personalities among the voting block to seek endorsement (Cronin, 2022). The term African Americans were called severally in the Trump campaign in a polite way to encourage voters of African American heritage to vote for Trump's candidature in the election. African Americans were used positively to seek votes and negatively to denounce the Obama administration as individuals whose interests were divided among low-income voters.

Make America great again was a slogan for the Trump campaign. The words were used severally as a rallying call to seek the assurance of voters in the United States of America to champion the interests of Trump's candidature (Arès & Bernard, 2022). A campaign would rally to make the sentiments of Make America Great Again.

CONCLUSION

The analysis of the results issued by the specialized software, i.e. Voyant, was extremely useful, as it revealed vital pieces of information regarding the appropriate use of the analyzed corpus speeches. where I analyzed all items 2015 and 2022 and select documents each year e.g. TRUMP LINE 2016, 2018 and so on, and discussion how The positive words are assessed to determine the message's positive impact on audiences. The most frequency words that Trump mentioned. In order to measure the performance of his campaign, Trump relied on polls. According to Trump supporters, the polls supporting him were real, while the opposition was funding their opponent. Trump's image was influenced by polls. During the campaign, surveys were frequently mentioned as a factor in Trump's success. Using polls in Trump's presidential campaign is a good idea. Instead of focusing on Biden and Clinton as opponents, Trump said that polls showed his campaign was winning. This research has contributed to the field of speech of leader in discourse analysis.
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