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THE ANALYSIS OF MANIPULATION TECHNIQUES IN THE INAUGURAL SPEECH OF THE CURRENT US PRESIDENT DONALD TRUMP

The main **topic** of this study is the analysis of Donald Trump's inaugural address upon his inauguration on January 20, 2025, with a particular focus on examining the rhetorical strategies employed in the speech and assessing their potential effectiveness. In his speech, Trump makes extensive use of emotionally charged language to evoke feelings of fear and insecurity in the audience related to issues of national security, economic instability, and societal disintegration. At the same time, he offers an optimistic vision of the future in which America is restored and powerful. The analysis reveals how expressive rhetorical devices such as metaphors, repetitions and direct appeals to different groups of voters help the speaker to find a response with his audience, which is very important in the current tense political situation in the world, and therefore became the **issue** of this study. The **aim** of this article is to identify and analyze the persuasive techniques used by the president in his inaugural speech to convince different parts and layers of the audience. The speech is addressed not only to Trump supporters, but also to dissatisfied or undecided voters, which makes it strategically important for consolidating the electorate. However, the effectiveness of such techniques largely depends on the authority of the speaker, the socio-political context of 2025, and the characteristics of the media environment. The authors **conclude** that Trump's 2025 speech skillfully engages voters by emphasizing fears about security and economy threats, as well as social disintegration threat. This creates a demand for a strong leader, but may alienate those who do not share these concerns. The speaker paints an optimistic picture of America's future, using vivid imagery and inspiring national pride. It's generally attractive, but the lack of concrete plans may make some people skeptical. The speech is addressed to specific groups, but its well-chosen vocabulary and techniques do not always solve their real problems. The success of the speech depends not only on the rhetoric, but also on external factors. The speech is likely to provoke polar reactions and may deepen political divisions. A full assessment requires data on public opinion and the political context of the time.

Key words: Trump rhetoric, inaugural address, persuasive communication, populism, emotional appeals, political polarization.

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АНАЛІЗ ТЕХНІК МАНІПУЛЮВАННЯ В ІНАВГУРАЦІЙНІЙ ПРОМОВІ НИНІШНЬОГО ПРЕЗИДЕНТА США ДОНАЛЬДА ТРАМПА

Основною **темою** даного дослідження є аналіз інавгураційної промови Дональда Трампа після його вступу на посаду 20 січня 2025 року, приділяючи особливу увагу вивченню риторичних стратегій, використаних у цьому виступі, та оцінці їх потенційної ефективності. У своїй промові Трамп активно застосовує емоційно забарвлену лексику, щоб викликати в аудиторії почуття страху та незахищеності, пов'язані з питаннями національної безпеки, економічної нестабільності та розладу у суспільстві. Водночас він пропонує оптимістичне бачення майбутнього, в якому Америка постає відновленою та могутньою державою. Аналіз виявляє, як виразні риторичні прийоми, такі як метафори, повтори та прямі звернення до різних груп виборців, допомагають спікеру знаходити відгук у своїй аудиторії, що в поточній напруженій політичній ситуації у світі дуже важливо, а тому стало **проблемою** даного дослідження. **Метою** цієї статті є виявлення та аналіз прийомів переконання, що використовуються президентом у його інавгураційній промові для переконання різних частин та верств аудиторії. Промова адресована не лише прихильникам Трампа, а й незадоволеним виборцям чи таким, які не визначилися, що робить її стратегічно важливою для консолідації електорату. Проте ефективність таких прийомів багато в чому залежить від авторитету самого оратора, соціально-політичного контексту 2025 року та особливостей медійного середовища. В **результаті** проведеного дослідження автори доходять висновку, що промова Трампа 2025 року майстерно приваблює виборців, акцентуючи страх перед загрозами у сферах безпеки й економіки та соціальним розладом. Це створює запит на сильного лідера, але може відштовхнути тих, хто не поділяє згаданих побоювань. Спікер малює оптимістичне майбутнє Америки, використовуючи яскраві образи та надихаючи національну гордість. Це загалом привабливо, але не містить конкретних планів, що може спричинити скепсис у деяких людей. Мова адресована певним групам, але її добре підібрана лексика і прийоми не завжди вирішує їхні реальні проблеми. Успіх виступу залежить не лише від риторики, а й від зовнішніх чинників. Ймовірно, промова викликати полярні реакції та може поглибити політичні розбіжності. Для повної оцінки необхідні дані про громадську думку та політичний контекст того часу.

Ключові слова: риторика Трампа, інавгураційна промова, переконлива комунікація, популізм, емоційні заклики, політична поляризація.

Problem statement. Effective political communication depends to a large extent on persuasive rhetoric. This study analyzes the rhetorical strategies used in Donald Trump's 2025 inaugural address to determine their potential effectiveness. The analysis focuses on how the speech uses persuasive techniques to influence different segments of the American population. **The relevance** of the research topic lies in the growing importance of understanding how language is used, often manipulatively, to influence different audiences in political discourse, especially in the globalized world. **The object** of the study is the inaugural speech of the current US President Donald Trump.

Literature analysis. This study analyzes the persuasive techniques in 2025 Donald Trump inaugural address. It uses insights from rhetoric, political science, and communication studies, focusing especially on theories of populist rhetoric.

This literature review focuses on theoretical frameworks relevant to analyzing the speech's persuasive power.

Classical Rhetorical Theory. Aristotle's concepts of ethos (credibility), pathos (emotion), and logos

(logic) will be used to analyze the speech's persuasive techniques. We'll examine Trump's personal stories and appeals to shared values (ethos), his use of fear or inspiration (pathos), and his use of evidence or logical fallacies (logos) (Aristotle, 2004).

Burke's book "A Grammar of Motives" helps us understand the storytelling and "us vs. them" aspects. Finally, the five classical canons of rhetoric (invention, arrangement, style, memory, delivery) will provide a structural analysis of the speech's overall effectiveness (Burke, 1966).

Populism and persuasive communication. Researches on populist rhetoric highlight the frequent use of simple, emotionally charged language, direct appeals to the "people" against the "elite," and the creation of an "us vs. them" narrative. Populism expert Cas Mudde defines populism as a distinct ideology, differentiating it from other political movements. His research explores the connections between populism, nationalism, anti-establishment sentiment and media influence. His book "Populism: A Very Short Introduction" gives a good overview. Mudde's work is important in identifying the key elements of

Trump's message and how it differs from other political views (Mudde, 2017).

Ernesto Laclau and Chantal Mouffe developed a highly influential post-Marxist approach to populism. Their work *"Hegemony and Socialist Strategy: Towards a Radical Democratic Politics"* has deeply influenced populist studies. Laclau and Mouffe's theory will be used to analyze how the speech creates an "us vs. them" dynamic to mobilize support (Laclau & Mouffe, 1985).

Margaret Canovan gives a deep understanding of populism, classifying different types of populist rhetoric. In her book *"Nationhood and Political Theory,"* she focuses on how populists present themselves as the true voice of the people. Her work investigates the connection between populism and political representation. Canovan's approach to populism helps in evaluating the speech's relationship to democratic norms (Canovan, 1998).

Paul Taggart is a prominent scholar who writes primarily on populism and nationalism. His book *"Concepts in the social sciences"* reviews existing perspectives of populism, while also addressing its challenges and relationship with democracy. Taggart's unifying themes intended to clarify the nature of populism across historical and contemporary cases provides a framework for examining Trump's approach (Taggart, 2000).

Jan-Werner Müller argues that populism is fundamentally anti-democratic, rejecting the idea that it can be beneficial. His book *"What is populism"* highlighting populism's potential to harm democratic norms, will help us assess the speech's potential negative consequences (Müller, 2016).

This literature review shows how theories of rhetoric and populism provide a solid framework for analyzing the persuasive techniques in Trump's 2025 speech. By combining these perspectives, we can offer a critical analysis of the effectiveness of the speech.

Statement of the task. The subject of the study is persuasive techniques, used as manipulative element of the influencing different audience, in the inaugural speech of US President Donald Trump. This **study aims** to identify and analyze the persuasive techniques used by president in his inaugural speech to convince the different audiences. This will be achieved by fulfilling the following **tasks**:

- Identify and classify the main methods of persuasion used.
- Identify the target audience segments among the American population.
- Analyze the language of the speech to assess how it evokes emotional responses.

- Analyze the speech in its socio-political context.

By completing these tasks, this study seeks to provide a comprehensive understanding of the rhetorical strategies employed in the speech and their potential impact.

Research methods. This analysis focuses on interpreting persuasive techniques in Trump's 2025 inaugural address. The methods employed are:

Rhetorical analysis will identify and categorize the speech's persuasive techniques (ethos, pathos, logos), providing examples of emotive language, metaphors, and other persuasive devices.

Discourse analysis will examine the speech within its historical, cultural, and political context, analyzing how the speaker frames issues, constructs identities, and interacts with various audience groups.

Audience analysis will determine how the speech's language and rhetorical techniques target different groups (core supporters, disaffected voters, undecided voters) to achieve its overall goals.

Contextual analysis will examine the 2025 socio-political climate to understand how the speech's message connects with current events and public opinion, assessing the impact of this context on the communication strategies.

Research results. This study analyzes the persuasive techniques in 2025 Donald Trump inaugural address, focusing on how he uses ethos (credibility), pathos (emotion), and logos (logic) to target specific voter groups. It examines how word choice, metaphors, and repetition are used to solidify support, attract undecided voters, and discredit past administrations.

To avoid text overload of the article we state that all the quotes for analysis hereinafter are taken from the official inaugural address on the White House website, listed in our References list at the end.

Identifying key persuasive techniques

This analysis identifies key persuasive techniques in the Trump inaugural address, categorizing them under appeals to ethos, pathos, and logos.

Appeals to Pathos (Emotion). The speech repeatedly evokes fear and anxiety regarding the state of the nation.

- *For many years, a radical and corrupt establishment has extracted power and wealth from our citizens while the pillars of our society lay broken and seemingly in complete disrepair.*

- *We now have a government that cannot manage even a simple crisis at home while, at the same time, stumbling into a continuing catalogue of catastrophic events abroad.*

- *It fails to protect our magnificent, law-abiding American citizens but provides sanctuary and protec-*

tion for dangerous criminals, many from prisons and mental institutions, that have illegally entered our country from all over the world.

This sets the stage for the speaker presenting themselves as the solution.

In contrast to fear, the speech often uses emotionally charged language to inspire hope and national pride.

- *The future is ours, and our **golden age** has just begun.*

- *I return to the presidency confident and optimistic that we are at the start of a **thrilling new era** of national success.*

- *We will move with purpose and speed to bring back hope, **prosperity**, safety, and peace for citizens of every race, religion, color, and creed.*

The speech skillfully taps into feelings of anger and resentment towards past administrations and perceived enemies.

- *My recent election is a mandate to completely and totally reverse a **horrible betrayal** and all of these many betrayals that have taken place and to give the people back their faith, their wealth, their democracy, and, indeed, their freedom.*

- ***The vicious, violent, and unfair weaponization** of the Justice Department and our government will end.*

- *We have been treated very badly from this **foolish gift** that should have never been made, and Panama's promise to us has been broken.*

This focuses the audience's negative emotions on the previous regime and external forces. The reference to the assassination attempt is a personal narrative designed to create empathy and a sense of shared vulnerability. It projects an image of resilience and strength.

Appeals to Ethos (Credibility and Character). The speech projects an image of decisive leadership through repeated "I will" statements and declarations of national emergency.

The speaker points to his past eight years and the challenges he faced, suggesting experience and a deep understanding of the problems he addresses.

- *Over the past eight years, I have been **tested and challenged more than any president** in our 250-year history, and I've learned a lot along the way.*

Despite this, evidence of the speaker's qualifications is scarce. By invoking American values (freedom, liberty, national greatness), God, and historical figures, the speech attempts to connect with the audience and increase the credibility of its proposals.

Appeals to Logos (Logic and Reason). The speech is full of specific, concrete promises and ambitious plans.

- *First, I will **declare a national emergency** at our southern border.*

- *All illegal entry will immediately be halted, and we will begin the process of **returning millions and millions of criminal aliens** back to the places from which they came.*

- *To restore competence and effectiveness to our federal government, my administration will **establish the brand-new Department of Government Efficiency**.*

While details are sometimes scarce, the mere presentation of such promises seems to imply a logical pathway to a better future. The speaker makes several cause-and-effect arguments. For instance, associating inflation with spending and presenting energy independence as the solution. Some of these cause-and-effect links are questionable and may lack complete or accurate context.

The speech contains broad claims about election results and economic data.

- *And very importantly, we had a powerful win in all seven swing states and the popular vote, we **won by millions of people**.*

- *We have a public health system that does not deliver in times of disaster, yet **more money is spent on it than any country** anywhere in the world.*

While some claims might hold up under scrutiny, others are not evidence-based but rely on rhetoric to bolster the case.

Other Persuasive Techniques. Repetition and Parallelism. The frequent repetition of key phrases "America will," "we will" and the use of parallel sentence structures enhance memorability and create a strong rhetorical rhythm.

- ***America will** soon be greater, stronger, and far more exceptional than ever before. **America will** be a manufacturing nation once again, and we have something that no other manufacturing nation will ever have... **America will** reclaim its rightful place as the greatest, most powerful, most respected nation on earth, inspiring the awe and admiration of the entire world. **America will** be respected again and admired again, including by people of religion, faith, and goodwill. From this day on, the United States of **America will** be a free, sovereign, and independent nation.*

The choice of words frequently emphasizes negative connotations, for example: "corrupt establishment," "disastrous invasion," "criminal aliens", while promoting positive associations, for example: "golden age," "liberation".

- *For many years, a **radical and corrupt establishment** has extracted power...*

- *And I will send troops to the southern border to repel the **disastrous invasion** of our country.*

Analyzing the context of the speech.

To understand the intended audience and persuasive goals of Trump speech in 2025, it's necessary to analyze the speech within its socio-political context, intended audience and persuasive goals.

In 2025, economic instability and inflation cause widespread anxiety and distrust in government. Deep political divisions fuel misinformation, while debates over immigration, identity, and culture further divide the nation. High geopolitical tensions add to concerns about national security.

This address aims to keep his *core supporters* loyal. Show *disillusioned voters* a better way. Help *undecided voters* feel secure by answering their questions and promising a brighter future.

The speaker is trying to unite a divided country. He wants to get people to support potentially unpopular policies on things like immigration, energy, and trade by showing how the previous government failed. The speech uses the current situation to make the speaker seem like the only person who can fix things, hoping to win over voters with strong emotions and promises of quick, effective action.

Identifying the intended audience.

Identifying the intended audience in Trump speech requires considering the speech's themes and language. The speech targets multiple segments of the American population.

Trump's *core supporters* are addressed using strong nationalistic rhetoric.

- "I was saved by God to **make America great again.**"
- "During every single day of the Trump administration, I will, very simply, put **America first**".
- "For American citizens, January 20th, 2025, is **Liberation Day**".

The speech uses slogans like "America First" to appeal to its most loyal supporters. It promises to make them feel proud of their country again and strong. It talks about the things that worry them most, like immigration, money troubles and threats to American independence. It uses words like "Liberation Day" and says that the country will be renewed to get these supporters on its side and make them believe in Trump's leadership.

The speech tries to get the support of disaffected voters, who are unhappy with the government, and who think the last few presidents were useless.

- "As we gather today, our government confronts a **crisis of trust**".

By positioning himself as the only solution and promising to restore the "American Dream," Trump aims to appeal to their desire for economic prosperity and change.

- "The **American dream** will soon be back and thriving like never before".

The speech tries to influence undecided voters by using scare tactics, and a hopeful vision of a strong, prosperous future under Trump's leadership.

- "And I will send troops to the southern border to repel the **disastrous invasion** of our country",
- "We now have a government that cannot manage even a simple crisis at home while, at the same time, stumbling into a continuing catalogue of **catastrophic events abroad**".

Mentions of diverse groups "African Americans, Hispanic Americans, Asian Americans" aim to broaden appeal and avoid alienating voters.

- "As our victory showed, the entire nation is rapidly unifying behind our agenda with dramatic increases in support from virtually every element of our society: young and old, men and women, **African Americans, Hispanic Americans, Asian Americans, urban, suburban, rural**".

The aim of the speech is to win over black and Hispanic voters by addressing them directly and mentioning Martin Luther King Jr. Day.

- "To the **Black and Hispanic communities**, I want to thank you for the tremendous outpouring of love and trust that you have shown me with your vote. We set records, and I will not forget it."

Whether this speech is successful depends on the political landscape in 2025 and how people react to Trump's message. He uses different strategies to reach different groups of voters, starting with his already loyal supporters. Ultimately, how well the speech works depends on voters' opinions going into it and whether they believe what Trump says.

Examining the use of language.

This analysis examines the language used in the Trump speech to evoke specific emotional responses from the audience. The language choices are crucial in understanding the intended persuasive effects.

The speech uses alarming language to create fear and insecurity. These phrases create a sense of vulnerability and danger, emphasizing the need for strong leadership: "crisis of trust," "catastrophic events," "dangerous criminals" and "disastrous invasion."

Adjectives like "radical," "corrupt," "dangerous" and "disastrous" make the negative impact even stronger.

Further fueling negative emotions, terms such as "horrible betrayal" and "vicious weaponization" generate anger and resentment toward past administrations and perceived enemies. The overall effect is to create a sense of urgency demanding immediate action.

The speech uses powerful words and phrases to create excitement and patriotism. Words like "golden

age,” “*thrilling new era*” and “*liberation day*” make people feel hopeful and proud. They make people feel like they’re part of a team working towards a shared goal, which creates a sense of unity and shared purpose even before any actions are taken. Phrases “*Proud, prosperous, and free,*” “*greater, stronger, and far more exceptional*” evoke feelings of national pride and the promise of a brighter future.

“*A tide of change is sweeping the country, sunlight is pouring over the entire world*”. This powerful metaphor paints a vivid picture of positive change and renewal, highlighting the speaker’s role in bringing about progress and enlightenment.

“*Liquid gold under our feet*”. This metaphor equates natural resources with national wealth, promising prosperity through their exploitation. It suggests easy riches and reinforces a message of economic recovery and growth.

“*The repeated references to strength, power, and victory*”. These words evoke the speaker’s strength and determination. They project an image of security and accomplishment, offering a message of relief and confidence to the audience.

The speech is straightforward and confident, talking directly to the audience in short, easy-to-understand sentences. This makes it feel personal and urgent, yet also authoritative. The simple language and repetition make the main points memorable and encourage action. The short sentences keep people listening. Overall, the speech is carefully designed to create feelings (fear, patriotism, and pride) that will get people to support Trump and his plans, even if some things he says aren’t completely true.

Evaluating the effectiveness of the techniques.

To understand how well Trump’s speech worked, we need to see how different groups of Americans reacted to it in 2025. This means considering the difficult economic times, the intense political divisions, and the ongoing problems both within the country and internationally.

Trump’s *core supporters* certainly respond positively to this speech. The strong nationalist message “*Make America Great Again,*” “*America First*”, focus on their concerns (immigration, economy, national security), and the use of emotional language and simple ideas would reinforce their existing beliefs. The repeated use of phrases like “*we will*” creates a strong sense of unity and shared purpose that would appeal greatly to this group. The speech is clearly designed to resonate with these supporters.

Whether the speech convinces *disaffected voters*, who are unhappy with the government, depends on

whether they believe the government is truly corrupt and incompetent. The speech promises to restore the “*American Dream*”, which could appeal to those feeling let down by the system. But, this group also needs to find the speaker trustworthy and believe the offered solutions are realistic.

Winning over *undecided voters* is much harder. The speech’s use of fear “*disastrous invasion*”, might work for some but anger others. The promise of a better future could attract those wanting stability, but the lack of specific plans and the divisive nature of the speech could hurt its chances. While trying to reach different racial and ethnic groups might broaden its appeal, whether it works overall will depend on whether undecided voters trust the speaker and believe what he says. It’s not good when a statement isn’t completely true, as it can put people off.

After a speech, people usually have strong feelings. Some people might be really supportive, while others might be angry or doubtful. The speech’s simple, repetitive style makes its message easy to remember and spread, likely energizing Trump’s supporters. However, the long-term effects depend on what happens next: does the speaker keep the promises? How does the economy and political situation change?

The speech’s success is uncertain. It might appeal to Trump supporters, but could backfire with others. Its emotional, simplistic style and repetition might increase political division. Inaccurate claims could hurt the speaker’s credibility, and divisive language could further polarize the country.

The speech’s success depends on many things, including the political climate of 2025, the media, and how the public views the speaker.

Prospects for further research development.

We can look forward to further research on Trump’s 2025 inaugural address. This will involve comparing the speech to similar addresses from other populist leaders, examining changes in public opinion through polls and social media, and gathering audience perspectives via interviews and focus groups.

Conclusions. Trump’s 2025 speech cleverly uses language to appeal to lots of voters. The speech highlights worries about safety, the economy, and society falling apart. This makes people want a strong leader, but could also alienate those who don’t share those fears. It paints a picture of a better future for America, using strong words and positive imagery to inspire national pride. This is broadly appealing but lacks concrete plans, which might make some people skeptical. The speech also tries to connect with specific groups using certain language. This is a smart strategy but might not fully address their real concerns.

It's a well-crafted speech, but its success depends on many things besides just the words. It will likely cause strong reactions, both good and bad, and could increase political divisions. A complete understanding needs more information about public opinion and the overall political situation at the time.

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