

NARRATIVE RECONSTRUCTION: A CRITICAL DISCOURSE ANALYSIS OF DONALD TRUMP'S 2024 SUPER TUESDAY CAMPAIGN SPEECH

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Abstract

Critical Discourse Analysis (CDA) has been instrumental in examining the relationship between language use and the exercise of political power (Fairclough, 1995; van Dijk, 1993). It illuminates the ways in which political actors employ linguistic strategies to construct public narratives, legitimize ideologies, and shape collective perceptions (Ali et al., 2020). Fairclough's three-dimensional model, in particular, has been widely utilized to scrutinize political speeches, including analyses of Donald Trump's discourse. For instance, Handayani et al. (2018) applied this model to explore Trump's statements on recognizing Jerusalem as Israel's capital. Building on such scholarship, the present study employs Fairclough's updated framework (Fairclough, 2010) to critically interpret Trump's rhetoric in light of contemporary political, social, and economic developments.

INTRODUCTION

Charteris-Black's (2019) work, *Trump and his Twitter Army: The Weaponisation of Social Media in the 2016 US Presidential Election*, illustrates how Trump leveraged platforms like Twitter to advance a populist narrative during his initial campaign. Through CDA, this study revealed how his linguistic choices resonated with supporters while delegitimizing political opponents. The theoretical insights from Benford and Snow's (2000) conceptualization of framing processes are also highly relevant, offering a lens through which to understand Trump's capacity to construct and promote interpretive frames that mobilize public support. Applying these ideas to his 2024 rhetoric provides an opportunity to investigate how he redefines issues to align with his populist agenda.

While Trump's communication style during his presidency has been extensively examined (Bacevic, 2018; Mudde & Kaltwasser, 2017), comparatively little attention has been given to his post-presidency discourse. The 2024 election campaign offers a novel context in which his rhetorical approach may have evolved in response to shifting political challenges and opportunities. This research addresses this gap by applying CDA to a 2024 campaign speech, enabling an assessment of how his communicative strategies have developed and how they continue to mobilize political support in a rapidly changing environment.

Wodak's (2015) *The Politics of Fear* provides further insight into the discursive mechanisms characteristic of right-wing populism, situating Trump's 2024 rhetoric within a broader populist tradition. Similarly, Chouliaraki and Fairclough's (1999) theoretical work on discourse, power, and social transformation offers a useful foundation for analyzing the interaction between Trump's evolving rhetoric and the socio-cultural conditions of the 2024 election cycle.

CDA, as a multidisciplinary paradigm, examines the dynamic interaction between language, ideology, and social structures (Chouliaraki & Fairclough, 1999; Fairclough, 1992). Fairclough's tripartite analytical model comprising textual analysis, discourse practice, and

socio-cultural practice (Fairclough, 2003, 2013) enables a detailed investigation of how texts are produced, interpreted, and situated within larger societal frameworks (Gulzar et al., 2018). Applying this framework to Trump's 2024 campaign speech allows for an in-depth exploration of the interplay between his linguistic strategies and the socio-political environment in which they are deployed.

The title, *A Critical Discourse Analysis of Donald Trump's 2024 Campaign Speech*, encapsulates the scope and approach of this work. It identifies the specific communicative artifact under study, situates it within a defined temporal frame, and signals the methodological orientation towards CDA. The inclusion of Fairclough's model emphasizes the comprehensive, multi-level nature of the analysis.

Previous scholarship has consistently identified Trump's populist discourse as marked by linguistic simplicity, emotional appeal, and strategic resonance with the concerns of his political base (Davis, 2019; Moffitt, 2016). Research has also highlighted his skill in mobilizing public sentiment by addressing underlying anxieties and aspirations (Laclau, 2005; Wodak, 2015). Yet, limited attention has been paid to how these features may have transformed in his current bid for office. This study builds on existing literature by tracing the evolution of Trump's rhetorical repertoire, analyzing whether his post-presidency discourse maintains continuity with past strategies or incorporates novel adaptations to new political realities.

Trump's 2024 speech thus serves as a valuable site for investigating the persistence and transformation of his communicative style. In the context of altered political conditions, this study asks whether his discourse has preserved its core populist features or recalibrated to engage different audiences and address emerging issues. Through the application of Fairclough's CDA framework, the research seeks to uncover the nuanced mechanisms by which Trump continues to influence political discourse in the United States.

2. Review of Literature

Previous Related Studies

Over the past decade, Critical Discourse Analysis (CDA) has become a central methodological lens for examining political rhetoric, particularly in uncovering the ways in which language encodes and promotes ideological positions. Scholars have leveraged this approach to scrutinize speeches by high-profile leaders, revealing how rhetorical choices operate within broader power structures to influence public sentiment. Among these figures, Donald Trump has attracted considerable scholarly attention, owing to the polarizing and strategically crafted nature of his public discourse. Studies range from analyses of his 2015 campaign announcement to his 2017 inauguration address, charting the evolution of his rhetorical style and its reception across different audiences. Collectively, these works highlight how Trump's speeches both reflect and shape the political climate.

Handayani et al. (2018), in their work *Fairclough's Three-Dimension Framework Used on Trump's Political Speech: A Critical Discourse Analysis (A Case Study of Historic Speech Related to Jerusalem as Israel's Capital)*, applied Fairclough's tripartite CDA model to the 2017 declaration recognizing Jerusalem as Israel's capital. Through descriptive qualitative analysis, they demonstrated how Trump intertwined religious symbolism and national identity to validate his policy stance. Their findings underscore the intentional framing of Trump as a custodian of religious values, appealing to ideologically aligned audiences.

Similarly, Faiz et al. (2020) examined Trump's address at the Israel Museum on May 23, 2017, in *The Ideology of Donald Trump on His Speech at the Israel Museum: Fairclough's Three Models of CDA*. Situating the speech within the longstanding Israel–Palestine conflict often constructed as a religious divide, the authors identified language choices that foregrounded Jerusalem's sacred status to multiple faiths while subtly aligning with Israel's claims over East

Jerusalem. They concluded that Trump's discourse reinforced specific ideological and religious affiliations, illustrating CDA's utility in unpacking political communication in contested geopolitical contexts.

Although focused outside the U.S., Nurhaliza and Tanto's (2020) study *Representation of Indonesia's Judiciary of Ahok's Blasphemy Verdict in The New York Times Article* employed van Dijk's (2015) CDA framework to explore media framing. Analyzing macrostructures, microstructures, and superstructures, they found the coverage portrayed Indonesia's judiciary unfavorably, emphasizing inequality and power abuse. This case exemplifies how media discourse shapes international perceptions of political and legal institutions.

Indriyani and Widyastuti (2023), in *Attitude Realization in Omicron News Reporting: Appraisal in Critical Discourse Analysis*, investigated *The Jakarta Post's* coverage of the Omicron variant. Using the appraisal system alongside CDA, they revealed how evaluative language was calibrated to project political neutrality while accommodating economic imperatives, thereby illustrating the subtle interplay between editorial positioning and market considerations.

Tian (2021) advanced the discussion in *Critical Discourse Analysis of Political Discourse A Case Study of Trump's TV Speech* by integrating Halliday's Systemic Functional Grammar with Fairclough's model. Through qualitative analysis of transitivity, modality, and pronoun use, Tian argued that Trump's television rhetoric effectively collapsed social distance, fostering identification and loyalty among viewers.

Moving beyond politics, N. Erisha's (2023) *Binocular of CDA at Selena Gomez's Speech in YouTube* applied van Dijk's framework to identify thematic, syntactic, and semantic stylistics in Gomez's public addresses, including persuasion, cohesion, and presupposition, alongside social cognition elements such as role and person schemas. This work demonstrates CDA's adaptability to varied communicative contexts.

Finally, Yousfi and Mouhadjer (2024) analyzed Trump's inaugural speech in *A Critical Discourse Analysis of the Inaugural Speech of Trump and its Perception by the American Society*. Using Fairclough's framework, they highlighted how the speech challenged the political establishment and cast Trump as a populist outsider defending "ordinary Americans." Their findings reinforce the view that his discourse functions as a deliberate attempt to recast political narratives.

While these studies provide granular insights into Trump's rhetorical choices in discrete contexts, they largely neglect the longitudinal evolution of his strategies, particularly in the wake of his presidency. The present research addresses this gap by applying Fairclough's CDA to Trump's 2024 campaign speeches, analyzing how his rhetorical toolkit has adapted to a transformed political, social, and economic landscape. By situating these speeches within the highly polarized climate of his re-election bid, this study seeks to illuminate the ways in which Trump continues to shape ideological alignments and public perception.

2.1. Critical Discourse Analysis (CDA)

CDA is an interdisciplinary methodology concerned with the interrelation of language, power, and ideology in situated contexts (Fairclough, 1995; van Dijk, 2001; Wodak & Meyer, 2009). Its central objective is to expose how discourse structures sustain or challenge existing power relations and social inequalities, often by rendering ideological assumptions implicit or "natural."

Applications of CDA span political science, media studies, education, and organizational communication (Flowerdew & Richardson, 2018; Wodak & Meyer, 2016). In political analysis, CDA has proven particularly valuable for dissecting campaign rhetoric, legislative debate, and

policy discourse, uncovering how language strategically constructs identities, legitimizes actions, and positions actors within ideological fields (Chilton, 2004; Reyes, 2011).

At its core, CDA typically engages three interlinked dimensions (Fairclough, 1992; van Dijk, 1997):

1. **Textual analysis** – examining linguistic features such as pronoun use, metaphor, repetition, argumentation, and evaluative lexis (Machin & Mayr, 2012).
2. **Discursive practice** – analyzing how texts are produced, circulated, and interpreted within specific communicative economies.
3. **Socio-cultural practice** – situating discourse within macro-level societal and ideological structures.

Through the integration of these dimensions, CDA enables a multidimensional understanding of how discourse both reflects and shapes socio-political realities.

2.2. Textual Analysis in CDA

A primary concern in CDA's textual component is the micro-level investigation of language use and its ideological implications. Pronouns, for instance, can construct inclusion or exclusion, as in the unifying “we” versus the individualizing “I” (Pennycook, 1994; Wilson, 1990). Metaphors similarly reframe political issues, enabling leaders to dramatize complex realities and evoke emotional resonance (Lakoff & Johnson, 1980; Charteris-Black, 2004).

Repetition functions as a reinforcement mechanism, cementing key messages in audience memory (Atkinson, 1984). Argument structures often in a problem–solution format frame the speaker as a capable problem-solver (Reyes, 2011). Lexical selection further encodes ideological leanings, with loaded terms steering audience interpretation (Machin & Mayr, 2012).

By parsing these linguistic markers, CDA reveals the rhetorical engineering behind political messaging.

2.3. Discursive Practice in CDA

Beyond textual form, CDA addresses the socio-processual life of discourse its creation, distribution, and reception (Fairclough, 1992; Wodak, 2009). Political actors consciously cultivate rhetorical personas (Charteris-Black, 2011) and strategically choose dissemination channels to target specific publics. The diversification of media ecosystems has amplified the importance of platform-specific messaging, while audience feedback loops via social media or traditional press inform both interpretation and subsequent rhetorical adjustments (Carvalho, 2008).

Understanding these discursive practices requires mapping the interplay between communicative strategies and the socio-political contexts in which they unfold.

2.4. Socio-Cultural Practice in CDA

At the broadest level, CDA situates discourse within enduring societal structures and ideological trends. Political rhetoric often taps into prevailing public moods such as populist sentiment, institutional distrust, or nationalist revival (Krzyżanowski, 2020). “Us versus them” dichotomies reinforce in-group solidarity while marginalizing opponents (Reisigl & Wodak, 2001).

Discourse is not merely a reflection of power but a constitutive element in its reproduction or disruption (Fairclough, 2010). Thus, CDA interrogates how language legitimizes authority, contests hegemony, or redefines social reality.

By synthesizing textual, discursive, and socio-cultural analysis, CDA offers a comprehensive apparatus for exploring the power–language nexus in political communication.

discourse does not function in isolation but is intrinsically linked to larger societal structures and power dynamics (Fairclough, 2003; van Dijk, 2009; Wodak & Meyer, 2016). In essence,

the investigation of socio-cultural practices within Critical Discourse Analysis (CDA) entails exploring how political rhetoric intersects with prevailing socio-political trends, the deployment of polarizing “us versus them” narratives, and the interconnections between discourse, power, and the shaping of social realities. Such an approach enables CDA scholars to dissect the intricate interplay between language, ideology, and the socio-cultural contexts in which political communication is generated, disseminated, and interpreted.

3. Methodology

This research adopts a qualitative framework to examine former President Donald Trump’s rhetorical and discursive strategies in a 2024 campaign address delivered following his decisive performance on Super Tuesday. Grounded in the CDA tradition, the study aims to probe the underlying socio-political and ideological undercurrents of the speech, extending the analysis beyond a surface-level linguistic description.

The primary dataset comprises a verbatim transcript of the speech, sourced from Rev.com, a reputable media transcription service. The selection of this particular speech is analytically significant as it captures Trump’s rhetoric at a pivotal juncture in his 2024 campaign, reflecting his strategic communication during a moment of heightened political momentum (Rev.com, 2024; <https://www.rev.com/blog/transcripts/trump-delivers-remarks-after-dominant-super-tuesday-performance>).

The analytical design draws on Norman Fairclough’s three-dimensional CDA model, encompassing textual analysis, discursive practice, and socio-cultural practice. This integrative perspective facilitates a layered examination of both linguistic features and the broader contextual influences shaping the discourse.

The data processing entailed the meticulous transcription of the speech to ensure complete fidelity to the original delivery. Subsequent analysis proceeded through Fairclough’s framework: first, describing the textual properties (vocabulary, syntax, cohesion, rhetorical devices); second, investigating the discursive conditions surrounding production, distribution, and reception; and third, explicating the relationship between the discourse and wider socio-cultural and political formations. This tripartite methodology offers a comprehensive lens for understanding Trump’s campaign rhetoric and contributes to scholarship in political discourse studies.

4. Results and Discussion

4.1. Textual Analysis

A salient feature of Trump’s 2024 campaign address is his strategic use of pronouns to cultivate both personal rapport and collective identity. First-person singular pronouns (“I”) personalize his message, while first-person plural forms (“we”) construct a shared in-group, aligning the speaker with his audience as a unified entity. This rhetorical maneuver, consistent with Fairclough’s (2010) conceptualization of language as social practice, positions Trump simultaneously as a relatable leader and as a participant in the collective struggle. Phrasings such as “I said” and “We had” reinforce this dual positioning. Comparable findings were observed by Handayani et al. (2018) in Trump’s 2017 Jerusalem address, where “we” and “our” foregrounded shared religious and national identities.

Metaphorical framing and hyperbolic expressions also feature prominently, infusing the address with heightened drama and urgency. In line with Fairclough’s assertion that metaphors shape perceptions by reframing complex phenomena into emotionally charged constructs, Trump employs imagery such as labeling the incumbent president “the worst president in the history of our country” or depicting immigration as a “flood of migrants.” These rhetorical

choices magnify the perceived gravity of issues, mobilizing audience sentiment. Tian (2021) documents similar amplification strategies in Trump's televised remarks, wherein crisis narratives were exaggerated to bolster his portrayal as the indispensable solution.

Repetition emerges as another hallmark of Trump's delivery, functioning to entrench ideological messages within the audience's cognitive frame. Echoing Fairclough's (1995) view of repetition as a vehicle for ideological reinforcement, recurring statements such as "We're going to take it," "We're going to make it," and "We're going to drill, baby drill" create a rhythmic resonance, strengthening message retention and reinforcing policy commitments.

Structurally, the speech frequently adopts a problem-solution schema, a persuasive strategy within Fairclough's conception of discourse as social practice. Trump enumerates crises economic instability, immigration pressures and juxtaposes them with policy solutions, e.g., contrasting "inflation destroying the middle class" with his pledge to "get the inflation down." This framing casts him as a decisive leader capable of resolving urgent problems, a rhetorical pattern also identified in Yousfi and Mouhadjer's (2024) study of his inaugural address.

Finally, Trump's lexical selections are imbued with evaluative intensity, employing terms such as "horrible surrender," "magnificent country," and "massive invasion" to evoke strong affective responses. As Fairclough (2010) notes, such lexical choices can consolidate power relations by aligning audience emotions with the speaker's ideological orientation. This selective vocabulary serves to polarize discourse and mobilize support, a phenomenon similarly observed by Handayani et al. (2018) in earlier Trump speeches.

The speech clearly aims to strategically engage Donald Trump's core supporters by emphasizing themes that have consistently resonated with them, such as economic strength, national security, and opposition to immigration. These recurring motifs reflect a deep awareness of his audience's priorities and a deliberate effort to reinforce their importance. Utilizing Fairclough's Critical Discourse Analysis (CDA) framework, we see how the creation of discourse reflects existing power relations and ideological ambitions. Trump's emphasis on these issues signals his ongoing attempt to present himself as a defender of national interests. His familiar style and thematic content serve to deepen the loyalty of his base, securing their continued backing. This approach aligns with Tian's (2021) research, which shows that Trump's rhetorical consistency strengthens his supporters' connection to his political agenda, helping him sustain influence across multiple election cycles.

Regarding how the speech was shared, it was broadcast through numerous media outlets television, social media, and news websites ensuring broad exposure. This extensive distribution allowed Trump's message to reach various segments of the public, engaging both his supporters and detractors. Immediate media reactions revealed the speech's divisive nature, with starkly contrasting interpretations that highlight the polarizing effect of his rhetoric. This method of wide dissemination is characteristic of Trump's style, maximizing visibility and public interaction. Fairclough (1995) underscores the vital role of media in spreading discourse, as it amplifies messages and shapes how society perceives them. By leveraging multiple platforms, Trump expanded his reach, enabling his speech to connect with diverse audiences similarly to his past campaigns.

Reactions from the audience ranged widely, demonstrating the polarized political environment. Supporters responded with enthusiasm chanting slogans and expressing approval while critics and media analysts pointed out factual inaccuracies and provocative language. This split in reception illustrates deep ideological divides and cements Trump's role as a contentious figure who thrives on stirring strong emotions. Fairclough (2010) notes that discourse not only mirrors but also molds social divisions, and Trump's speech exemplifies how language can solidify

ideological boundaries. It becomes a battleground where power is asserted and mobilized through communication.

The political climate surrounding the speech is marked by intense polarization and widespread dissatisfaction with the current government. Trump's rhetoric capitalizes on these feelings by positioning himself as the remedy to what his supporters perceive as the incumbent administration's failures. By addressing concerns over immigration, economic instability, and national security, he taps directly into the anxieties and hopes of his base. This targeted strategy is designed to activate loyal voters while appealing to undecided individuals who share similar worries. Such rhetoric reflects Fairclough's view that discourse both influences and is influenced by social structures, with Trump's language echoing and shaping the socio-political realities of his audience.

Furthermore, the speech embodies larger socio-political trends, such as the rise of populism and declining trust in traditional media and institutions. Trump frames himself as an outsider battling a corrupt elite, appealing to those who feel marginalized and nostalgic for a past perceived as better. This "us versus them" narrative is typical of populist discourse and reinforces the power dynamic between Trump's followers and the political establishment. Through this framing, he effectively galvanizes support and maintains a dominant position in the political arena. Fairclough (2010) highlights how discourse constructs social identities, and Trump's populist language cultivates a collective identity aligned with his political goals.

4.2. Discursive Practice

Donald Trump's 2024 campaign speech illustrates a deliberate strategy to engage his core supporters by reflecting their values and concerns, consistent with Fairclough's (2010) concept of discourse as a social practice. By centering on topics such as economic strength, national security, and anti-immigration stances, Trump targets key issues important to his base. This focus demonstrates what Charteris-Black (2014) calls the use of political rhetoric to craft a leader's persona as authoritative and decisive. Trump's speech reinforces the loyalty of his followers by addressing their primary worries and positioning himself as the solution to their problems. This not only maintains his political influence but also establishes him as the leader capable of restoring order and prosperity an image that resonates strongly with supporters concerned about the current political situation.

The rhetorical style Trump employs remains consistent with his well-known persona, characterized by bold, assertive language. Since his 2015 campaign, this approach has been a signature tactic. By using strong, definitive statements like "We're going to take it" and "We're going to make it," Trump fosters what Fairclough (1995) describes as "modal authority," reinforcing his role as a confident leader able to provide certainty in uncertain times. This style not only enhances his image as a capable figure but also sustains the power relations between his supporters and the political elite.

The dissemination of Trump's speech across diverse media channels plays a crucial role in amplifying his ideological message, as noted by Fairclough (2010). Television, social media, and news websites collectively ensure the speech reaches various audiences from die-hard supporters to vocal critics. This multi-platform strategy reflects today's fragmented media environment, where people often consume news aligned with their beliefs. Faiz et al. (2020) observed that Trump's speeches often gain traction through online sharing and discussions within echo chambers that reinforce pre-existing views. By utilizing these platforms, Trump maximizes his speech's reach and ensures engagement across the public sphere.

The immediate media coverage highlights the speech's divisive reception, mirroring broader ideological splits in American politics. Supportive outlets praise Trump's articulation of critical issues and proposed solutions, an example of what Fairclough (1995) terms "media mediation,"

where media narratives amplify specific ideological stances. Conversely, critical sources focus on alleged inaccuracies and provocative rhetoric, demonstrating discourse's role in shaping public opinion. This polarization aligns with Faiz et al. (2020), who found that Trump's language provokes both strong support and intense criticism, further entrenching ideological divides.

Audience responses further reveal the speech's discursive power. Trump's followers met the speech with fervent approval, evident in chants and visible signs of support, reflecting the emotional bond he has built with them. This positive reception aligns with Fairclough's (1992) concept of "audience positioning," where language is used to align the speaker's ideology with listeners' values. Trump's rhetoric casts his supporters as patriotic defenders of America, forging a shared identity and sense of purpose. Charteris-Black (2014) highlights that such emotional ties are powerful tools in populist rhetoric, strengthening a leader's authority and group cohesion.

On the other hand, critics and commentators provide an essential counterbalance by highlighting perceived falsehoods and inflammatory language. According to Fairclough (2010), these discursive struggles reveal how power is contested within society, as different groups vie to control the narrative. The ongoing debate about political rhetoric's impact on national unity exemplifies this dynamic, with Trump's speech acting both as a mobilizing tool and a source of division.

4.3.Sociocultural Practice

Trump's 2024 campaign speech is deeply embedded in the highly polarized political context of modern America. It reflects a nation split along ideological lines, with Trump positioning himself as the champion of those disillusioned with the current administration. By voicing the frustrations and dissatisfaction felt by many Americans especially his base Trump effectively taps into a widespread demand for significant political change.

The speech addresses several critical social concerns, including immigration, economic challenges, and national security. These issues are deliberately chosen to resonate with the core worries of Trump's supporters. Immigration is framed as a serious threat to both security and economic stability, reinforcing fears of cultural and financial displacement. By spotlighting these concerns, Trump seeks to unite his base around a shared set of priorities that reflect their fears and hopes.

Economic instability is another central theme. Trump portrays the current administration as ineffective in managing the economy, citing inflation and job losses as evidence. This portrayal targets those who feel financially vulnerable, promising restoration of economic growth and security. By positioning himself as the answer to economic woes, Trump appeals to voters seeking stability and prosperity.

National security is presented as a pressing issue requiring strong, decisive leadership. Trump emphasizes threats both domestic and foreign, instilling a sense of urgency and danger. This focus taps into his supporters' fears, presenting him as the protector of the nation. The call for robust governance aligns with his promise to deliver firm leadership.

The speech's power dynamics reinforce existing divisions by casting Trump and his followers as defenders of the "true" America. This narrative frame his base as patriotic warriors standing against a corrupt and incompetent political elite. The "us versus them" dichotomy is a key feature of populist rhetoric, fostering a strong in-group identity among supporters.

This framing has significant consequences for perceptions of power and political contestation in the U.S. By portraying himself and his followers as the rightful custodians of American values, Trump undermines the legitimacy of his opponents. This narrative erodes the credibility

of the current administration and other political figures, thereby consolidating his influence among his supporters.

Trump's speech also reflects broader cultural trends, such as the rise of populism and increasing societal polarization. The emphasis on populist themes distrust of elites, nationalism, and economic protectionism resonates with many who feel alienated by globalization and economic shifts. His rhetoric offers a vision of a strong, sovereign nation that prioritizes its citizens over global or elite interests.

The media environment further contextualizes the speech's impact. In today's fragmented media landscape, where audiences gravitate toward ideologically aligned sources, Trump's speech is broadcast through outlets that cater primarily to his supporters. This reinforces echo chamber effects, where like-minded individuals bolster each other's beliefs and perceptions.

Certainly! Here's a complete paraphrase of the passage you provided, written in a polished, professional style suitable for a top-tier Springer publication:

4.4.Reception within the Socio-Cultural Landscape

The public response to Trump's speech underscores the profound divisions within American society. Among his supporters, the speech is hailed as a powerful call for resolute and effective leadership, with Trump embodying the defender of their core values and interests. For this group, his rhetoric articulates their frustrations and hopes with clarity and conviction. In contrast, detractors perceive the speech as polarizing and provocative, criticizing its aggressive tone and what they see as misleading claims. This starkly divided reaction exemplifies the difficulties in fostering a cohesive national dialogue amid entrenched ideological fault lines.

Overall, the socio-cultural environment surrounding Trump's address reveals the intricate relationship between language, authority, and collective values. The speech functions as a deliberate instrument aimed at mobilizing a targeted demographic by tapping into their fears and aspirations. It sustains existing power structures and social cleavages through a populist lens, framing political discourse in terms of "us versus them." Grasping this context is essential to fully appreciate the wider impact of Trump's rhetoric and the political climate it both shapes and reflects.

5. Conclusion

This study has examined the rhetorical techniques Donald Trump employed in his 2024 campaign speech through the framework of Fairclough's Critical Discourse Analysis (CDA). The findings reveal how his language actively constructs power relations, deepens ideological polarization, and resonates with broader socio-cultural currents. Utilizing rhetorical strategies such as pronoun usage, metaphor, hyperbole, and repetition, Trump effectively consolidates his base by fostering a collective identity that casts his supporters as guardians of "authentic" American values. His deployment of problem-solving narratives and emotionally charged language further solidifies his portrayal as the singular leader capable of resolving critical issues like immigration, economic challenges, and national security.

The speech's discursive practices demonstrate Trump's keen awareness of his audience and his adept use of diverse media channels for extensive dissemination. In line with Fairclough's conception of discourse as social practice, the speech constructs a clear dichotomy between "the people" and the political elite, reinforcing populist themes that resonate deeply with his followers. This binary framework, supported by research from Yousfi and Mouhadjer (2024) and van Dijk (1998), illuminates the entrenched ideological divides within the United States.

Additionally, the socio-cultural analysis highlights how Trump's rhetoric capitalizes on increasing political polarization and populist sentiments. By casting himself as an outsider battling a corrupt establishment, he reinforces widespread institutional distrust and appeals to constituencies feeling marginalized by globalization and economic transformation. These

dynamics mirror broader trends of rising nationalism and skepticism toward traditional institutions, as documented in the works of Fairclough and van Dijk.

In sum, Donald Trump's 2024 campaign speech functions not merely as a political statement but as a strategic discursive tool that both reflects and shapes the contemporary American socio-political landscape. His language simultaneously mirrors and perpetuates societal divisions, cementing his role as a populist leader. By applying CDA and integrating existing scholarship, this study offers a nuanced understanding of how political rhetoric sustains and contests power within a deeply polarized environment.

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