



Communicative techniques of the U.S. presidents for effective nation leader image formation in social consciousness

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Abstract. The study of crisis speeches by U.S. presidents Donald Trump, Joe Biden, and Barack Obama is important due to the increasing role of effective political communication in contemporary society. The analysis of language means, used in these speeches, helped to understand how leaders influence the audience and shape their positive image. The aim of the study was to identify the key language devices the presidents use for effective communication with the audience and the formation of a positive leader's image. The research methodology was based on a comprehensive approach, including phonetic, lexical, and syntactic analysis of speech texts. Semantic analysis was applied to identify key language blocks, along with intent analysis to determine the communicative techniques employed by presidents to influence the audience. The study's findings revealed that the use of stylistic devices at the phonetic, lexical, and syntactic levels play a crucial role in the effectiveness of crisis speeches by U.S. presidents Donald Trump, Joe Biden, and Barack Obama. At the phonetic level, alliteration emerged as a prominent tool, used to create a rhythmic flow that enhances emotional resonance and emphasizes key points. This technique, frequently employed by all three presidents, draws attention to important terms, aiding in the retention and impact of their speeches. At the lexical level, metaphors and epithets were identified as essential for creating vivid imagery and simplifying complex issues. Metaphors allowed the presidents to convey abstract or multifaceted concepts in a relatable and emotionally charged manner. Syntactic devices, including antithesis, parallel constructions, and repetition, were found to reinforce key messages by providing structural clarity and emotional depth. Antithesis was especially effective in highlighting contrasts between achievements and challenges. Such rhetorical structures not only heightened the persuasive power of the speeches but also strengthened the presidents' portrayal as decisive and competent leaders. The findings underscore the importance of stylistic devices in political communication, demonstrating their role in enhancing both the clarity of message delivery and emotional engagement with the audience.

Keywords: crisis speeches; presidential discourse; emotional and expressive devices; communication; rhetoric; shaping public opinion

Introduction

The role of the U.S. president extends beyond governance; it encompasses the symbolic representation of national unity and leadership. The manner in which a president communicates significantly influences public

perception and shapes the leader's image within the social consciousness. According to J. Pennycook & D.G. Rand (2019) and J. Endres (2020), effective political communication plays a critical role in forming a positive

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image of the president, with public speeches serving as the cornerstone of such communication. Thus, the creation of a national leader's image is a key task for any U.S. president.

The evolution of communication strategies among U.S. presidents has mirrored technological advancements, from formal addresses to the use of radio, television, and social media. Each medium, as highlighted by C. Panagopoulos (2020), has its own set of techniques, with public speeches remaining the central tool for engaging with society. Presidential speeches require clear, accessible communication that reflects the political views and expectations of the public, especially during crises.

Researchers such as T. Pramadya & A.D. Rahmanhadi (2021) have shown that a president's rhetoric reflects ideological stances and reinforces their image as a unifying figure. F. Ghasemi (2020) emphasizes the importance of rhetorical devices, including ethos, logos, and pathos, in presidential speeches, noting how these elements contribute to shaping a competent and trustworthy image. By combining ethical appeals with emotional and logical arguments, presidents effectively engage their audience, creating a strong rhetorical impact.

In analysing the impact of rhetoric on power dynamics, M. Susilowati & M. Ulkhasanah (2021) demonstrated how U.S. presidents employ language to influence beliefs, especially during crises. Similarly, K. Gonzalez-Ramos (2023) highlighted the use of crisis rhetoric by comparing the speeches of U.S. and Mexican presidents. These studies underscore the importance of strategic communication in solidifying the president's role as a stable and reliable leader during challenging times.

Y. Boussaid (2022) explored conceptual metaphors in presidential speeches, specifically identifying metaphors of struggle and light used by Joe Biden and George Washington. The study shows how metaphors function as persuasive tools, helping shape public perception of leadership. Additionally, D. Hamed (2021) conducted corpus analysis of presidential speeches, revealing shifts in political priorities through the frequency of key words related to economy, security, and justice. Stylistic devices, including metaphors, rhetorical figures, and tropes, also play a significant role in enhancing the emotional and semantic weight of presidential speeches. According to E. Pelenyte & J. Grigaliūnienė (2021), such devices are crucial for creating emotional resonance and influencing public opinion, particularly in the context of national security and identity. D. Hall (2022) further supported this by highlighting how U.S. presidents use language to reinforce national identity during security crises.

Research by S. Moore-Berg *et al.* (2020) shows that exaggerated metaphors in political rhetoric can lead to increased polarization, demonstrating the importance of using language to unify rather than divide. This reflects the broader need for presidents to effectively manage their image and foster national unity through their communication strategies, especially in highly polarized political climate. In light of these

findings, the current research aimed to analyse the communicative techniques used by U.S. presidents to create an effective image in the social consciousness. By examining key rhetorical strategies and their impact on public trust, this study contributed to the understanding of the role communication plays in political leadership and its influence on political stability and public opinion. The primary objectives were to identify and evaluate the communicative techniques that U.S. presidents employed to build a positive image and secure citizen support, ultimately contributing to democratic leadership.

Materials and Methods

The methodology for analysing the crisis speeches of Donald Trump, Joe Biden, and Barack Obama was grounded in a systematic and quantitative approach, enriched by established rhetorical and discourse analysis frameworks. The initial stage of the study involved the careful selection of speeches based on specific criteria related to crisis situations in which the president's image did not experience a significant decline but had the potential to improve. Furthermore, the emotional potential of the speeches was considered, those with a high capacity to evoke an emotional response were prioritized, as such features are essential in maximizing the impact on the audience.

Once the speeches were selected, they were deconstructed into stylistic units, enabling the identification of rhetorical devices at three levels: phonetic (e.g., alliteration), lexical (e.g., metaphors and epithets), and syntactic (e.g., rhetorical questions and repetition). These devices were classified based on modern rhetorical theories (O'Hair *et al.*, 2022), which provided a structured approach for analysing the rhetorical strategies used by each president.

Among the general scientific methods employed in the study were abstraction and generalization, which helped build the theoretical foundation and formulate broad conclusions. These methods allowed for the isolation of the main research aspects and the formulation of general findings based on them. In addition, analysis and synthesis were crucial in breaking down the speeches into individual elements and reassembling them to form a comprehensive understanding of the communicative strategies used. This approach allowed for a detailed examination of each part of the speech and how they worked together to create a cohesive and positive image. The method of comparison was also used to assess the effectiveness of various language means in shaping this positive image, highlighting which techniques and strategies were most effective in different contexts.

After the rhetorical devices were identified and categorized, each instance was manually logged into a dataset for each president. The findings were then compiled into a table that included the president's name, the type of rhetorical device, its frequency, and its level (phonetic, lexical, or syntactic). To ensure accuracy and

comparability across speeches of varying lengths, a standard formula was applied to calculate the relative frequency of each device:

$$F = \frac{n}{N} \times 100, \quad (1)$$

where F represents the relative frequency of a given device; n is the number of times the device was used; and N is the total word count of the speech. The normalization to 100 words enabled accurate comparisons across texts of different lengths.

The study was informed by critical discourse analysis, exploring how rhetorical strategies influence public perception in crisis communication. This comprehensive approach to analysing rhetorical techniques across various communication forms allowed the study to reveal how presidents use language to shape their public image and manage crises effectively.

Results

The predominant focus on emotional impact in public speeches is reflected in the crisis speeches of the U.S.

presidents through the deliberate selection of various language means and their semantic and stylistic combinations. Particularly, T. Hajdukova (2024) highlighted how deliberate language means selection and their semantic-stylistic combinations are crafted to appeal to the emotional structures of the human psyche, ultimately influencing the unconscious aspects of speech perception. This explains the high degree of saturation of crisis speeches with linguistic emotionally expressive means and techniques at phonetic, lexical, and syntactical levels. Some research findings by S. Westwood *et al.* (2020), and D. Hall (2022), revealed that the emotional form of expression changes the entire scheme of speech perception, acting on the mechanisms of thinking, memory, attention, facilitating the integration of information into the recipient's consciousness.

The analysis of crisis speeches by D. Trump, J. Biden, and B. Obama, the results of which presented in Table 1 below, shows that language means and stylistic devices at phonetic, lexical, and syntactic levels used to enhance the emotional and psychological impact of the speech.

Table 1. The frequency of stylistic devices for the crisis speeches of Donald Trump, Joe Biden, and Barack Obama (in relative percentages)

Stylistic Device	Donald Trump (%)	Joe Biden (%)	Barack Obama (%)
Phonetic Level			
Alliteration	14.5	13.3	15.4
Lexical Level			
Metaphor	24.1	24.0	24.2
Epithet	18.1	22.7	22.0
Simile	21.7	21.3	20.9
Hyperbole	16.9	17.3	16.5
Syntactical Level			
Antithesis	10.8	10.7	11.0
Anaphora	9.6	13.3	9.9
Parallelism	14.5	17.3	12.1
Enumeration	24.1	25.3	24.2
Polysyndeton	12.0	12.0	12.1
Contrast	13.3	13.3	13.2
Juxtaposition	10.8	10.7	11.0
Parallel Constructions	12.0	14.7	13.2
Epiphora	9.6	9.3	9.9
Gradation	8.4	8.0	8.8
Ring Repetition	6.0	5.3	6.6
Distant Repetition of Words	7.2	6.7	7.7
Rhetorical Question	18.1	18.7	17.6

Source: created by the author based on a selection of crisis speeches by Donald Trump, Joe Biden, and Barack Obama

Among the most frequently used language devices at the phonetic level by all three presidents was alliteration. The group of lexical and stylistic devices most often employed by D. Trump included metaphor and epithet, while J. Biden tended to intensify his speech with metaphors, epithets, and allusions. Metaphors and epithets typically predominated in B. Obama's speeches. The most

frequent stylistic devices at the syntactic level for all the presidents were parallel constructions, gradation, enumeration, various types of repetitions, antithesis, emotional contrast, polysyndeton, and rhetorical questions.

The most frequent language devices used in the crisis speeches of D. Trump, J. Biden, and B. Obama were analysed. At the phonetic level, one of the most



frequently encountered devices was alliteration, which served as a special stylistic tool aimed at creating an additional musical effect in the statement. In modern rhetorical theories, it is well known that alliteration serves as a means of additional emotional impact, acting as a kind of musical accompaniment to the main idea of the statement (O'Hair *et al.*, 2022). The study showed that the stylistic device highlighted words linked by alliteration, giving them a certain intonational significance. In this way, the presidents managed to draw the audience's attention to the most important words and exert a certain type of emotional impact. For example, when addressing the need for a quick response to the COVID-19 pandemic, Donald Trump used resonant words like "comprehensive confront confident" to achieve a greater emotional effect and psychological impact on his listeners: "We are marshalling the full power of the federal government and the private sector to protect the American people. This is the most aggressive and comprehensive effort to confront a foreign virus in modern history. I am confident that by counting and continuing to take these tough measures we will significantly reduce the threat to our citizens and we will ultimately and expeditiously defeat this virus" (Trump, 2020).

In each crisis speech, the president expressed a certain idea through emotive vocabulary. To convey such ideas, the presidents had to select the most resonant vocabulary. It was observed that certain combinations of sounds in such vocabulary acted as emotional amplifiers, appealing to the audience's value systems, and were capable of not only "assigning" a range of personal qualities to the speaker but also of exerting a profound emotional impact on the listener.

For instance, when discussing the need to unite the nation during an economic crisis, Barack Obama used resonant words like "rebuild, renew, recover" to achieve a greater emotional effect and psychological impact on his listeners: "This year in this election we are called to reaffirm our values to renew our commitments and to recover the spirit that has always carried us forward. Yes, we can rebuild, renew, and recover" (Obama, 2010).

When addressing the topic of combating the COVID-19 pandemic, Joseph Biden spoke about the need to unite efforts to overcome the pandemic, emphasizing that vaccination was a key element in the fight against COVID-19: "This is a pandemic of the unvaccinated. We cannot allow these actions to stand in the way of protecting the large majority of Americans who have done their part and want to get back to life as normal. As your President, I'm announcing tonight a new plan to require more Americans to be vaccinated to combat those blocking public health" (Biden, 2021). This example was noteworthy primarily because of the simultaneous use of several stylistic devices alongside the metaphor. Firstly, the metaphor in the phrase "pandemic of the unvaccinated" helped create a vivid image, enhancing the importance of the speech's subject for listeners.

Secondly, the rhetorical questions "What more is there to wait for? What more do you need to see?" drew the audience's attention to key points of the speech, emphasizing the urgency and importance of vaccination. Thirdly, the statement gained additional effect through a series of epithets and allusions, characterizing both the seriousness of the pandemic situation and the actions of the government: "I'm announcing tonight a new plan to require more Americans to be vaccinated to combat those blocking public health" (Biden, 2021). Thus, President Biden used metaphors, rhetorical questions, and epithets to enhance the emotional impact and highlight key aspects of his speech.

This combination was characteristic of the speeches of other presidents, which undoubtedly gave the right to assert common principles in constructing speeches to intensify the persuasive effect and thereby enhance the perception of the president's image. For example, B. Obama, discussing the economic situation, used metaphors and comparisons to describe the complexity of the tasks facing the country: "The economy is like a patient recovering from a severe illness. It is weak to be sure but clearly recovering. The economy is going to make it. This means that our short-term focus can shift from crisis management to working to do all that we can to make the recovery as speedy as possible" (Obama, 2010).

This example also demonstrated the simultaneous use of several stylistic devices. Firstly, the metaphor "The economy is like a patient recovering from a severe illness" helped create a vivid figurative comparison, allowing the audience to better understand and feel the state of the economy. Secondly, the comparison "It is weak to be sure but clearly recovering" emphasized the duality of the situation, highlighting positive changes despite current difficulties. Additional effect was given to the statement by phrases such as "The economy is going to make it" and "our short-term focus can shift from crisis management to working to do all that we can to make the recovery as speedy as possible," which not only reassured the audience but also instilled confidence in the government's actions. Thus, President Barack Obama used metaphors, comparisons, and confident assertions to enhance emotional impact and draw attention to important aspects of his speech, thereby strengthening the image of a competent and responsible leader.

One of the most common stylistic devices at the lexical level was the metaphor. As noted by G. Pelenytė & J. Grigaliūnienė (2021), this stylistic device involves transferring the name from one object, subject, person, or phenomenon to another that is similar to the first in some respect. The author emphasizes the significant role of metaphor in shaping meaning and enhancing the impact of language in crisis speeches. In the context of US presidents' crisis speeches, the metaphorical use of words and expressions was particularly notable. This study proved the crucial role of the device in creating the desired image for each president. Several examples

from the crisis speeches of the analysed presidents demonstrated the use of the metaphor.

Discussing the fight against the COVID-19 pandemic, Joseph Biden emphasized that it was a "pandemic of the unvaccinated," using a metaphor to highlight the problem: "This is a pandemic of the unvaccinated. We cannot allow these actions to stand in the way of protecting the large majority of Americans who have done their part and want to get back to life as normal. As your president, I'm announcing tonight a new plan to require more Americans to be vaccinated to combat those blocking public health" (Biden, 2021). This example was particularly interesting for the use of the metaphor "pandemic of the unvaccinated," which allowed President Biden to draw attention to the importance of vaccination. Firstly, the metaphor underscored the seriousness of the situation; secondly, it emphasized the responsibility of each individual for the common good. Additionally, the use of emotionally charged expressions such as "combat those blocking public health" enhanced the emotional impact on the audience, highlighting the necessity of collective efforts in fighting the pandemic.

Describing the economic situation, B. Obama used metaphors and comparisons to describe the complexity of the tasks facing the country: "The economy is like a patient recovering from a severe illness. It is weak to be sure but clearly recovering. The economy is going to make it. This means that our short-term focus can shift from crisis management to working to do all that we can to make the recovery as speedy as possible" (Obama, 2010). This example was interesting primarily for the simultaneous use of several stylistic devices against the background of the metaphor. Firstly, the metaphor expressed in the phrase "The economy is like a patient recovering from a severe illness" helped create a vivid figurative comparison, allowing the audience to better understand and feel the state of the economy. Secondly, the comparison "It is weak to be sure but clearly recovering" emphasized the duality of the situation, highlighting positive changes despite current difficulties. Thirdly, additional effect was given to the statement by phrases such as "The economy is going to make it" and "our short-term focus can shift from crisis management to working to do all that we can to make the recovery as speedy as possible," which not only reassured the audience but also instilled confidence in the government's actions. Thus, Barack Obama used metaphors, comparisons, and confident assertions to enhance emotional impact and draw attention to important aspects of his speech, thereby strengthening the image of a competent and responsible leader.

Among the most frequent stylistic devices at the syntactic level noted in the speeches of D. Trump, J. Biden, and B. Obama were antithesis, various types of repetitions, parallelism of syntactic constructions, gradation, enumeration, distant word repetition, rhetorical questions, and others. According to M. Boussaid (2022), in

addition to the general compositional function of forming the compositional-logical scheme of discourse and serving as a means of developing "thematic" cores, each of these devices had its own peculiarities in terms of syntactic organization and additional functions. These functions contributed to achieving psychological goals, such as easing perception, arousing interest, emphasizing content, and shaping an evaluative attitude toward it.

As the analysis of the presidents' crisis speeches showed, the stylistic syntactic devices used in these speeches were quite diverse. For any public speech, the syntactic structuring of the speech played a crucial role, since, as F. Ghasemi (2020) states, it helps in realizing the pragmatic direction of the spoken word. The study of syntactic constructions provided an understanding of their peculiar functioning in the genre of crisis discourse and also pointed out the advantages of one or another syntactic construction. Moreover, several syntactic devices stemmed from oral speech, making them adequately perceivable during a live address.

Antithesis as a stylistic device was used to create a contrasting characteristic of the described phenomenon and was a common stylistic device in the speeches of the analysed presidents. The lexical basis of this device consisted of antonyms. Such use of antithesis in its "pure" form could be compared to a "word game" that the speaker resorted to in order to enhance the emotional and psychological impact of the contrast.

Several examples of antithesis were observed in the speeches analysed. In discussing national achievements in the economic field over the past few years, President B. Obama effectively contrasted what had been achieved with what had been avoided. Specifically, the United States overcame the financial crisis, and contrary to forecasts and expectations, high rates of economic growth emerged. At the linguistic level, this passage demonstrated the effective use of the opposition of antonyms "decline" and "growth", as well as "barriers" and "boundaries", which can also be attributed to the group of contextual antonyms: "Instead of finding barriers we have crossed boundaries. Instead of decline we have seen economic growth beyond all expectation" (Obama, 2010).

In criticizing Donald Trump's actions, Joseph Biden referred to his opponent's approach to the COVID-19 pandemic as "harmful" and "dangerous," thus effectively achieving opposition through a series of antonyms forming a binary opposition of "helpful vs harmful" and "safe vs dangerous": "It is easy to spread misinformation about the virus. But this is not helpful it is harmful. It is not safe it is dangerous. And Americans see through it" (Biden, 2021).

Biden's statements instilled in voters the idea that his main opponent did not care about the health and safety of the American nation and that he was not interested in achieving general well-being. In contrast, Biden's goal was to unite all Americans and achieve equal opportunities for a healthy life. To enhance the emotional

impact in this passage, antonymic verbs “unite and divide,” as well as nouns “health and disease,” were used, acquiring opposition significance in this context: “Our goal is to unite Americans in health not divide them with disease” (Biden, 2021).

In discussing successes in combating the economic crisis, B. Obama used antithesis to emphasize the contrast between achieved results and previous difficulties. In the example below, the stylistic device of antithesis was realized through the use of lexemes with directly opposite meanings: progress vs setback, hope vs despair, success vs failure. Through antithesis, President B. Obama explained to listeners the advantages of the economic policies being implemented: “Let me be clear about what this is: this is progress not setback. It is hope not despair. It is success not failure. Our economic policies are lifting people out of hardship and into opportunity” (Obama, 2010).

In the crisis speeches of the analysed U.S. presidents, the technique of emotional contrast was often used instead of the classical method of antithesis built on the comparison of parallel constructions and antonyms. In these cases, it was not strict antonyms that were opposed, but rather words and phrases with positive and negative evaluativeness attributed within the context. These evaluations were provided by the speaker based on an arbitrary interpretation of various phenomena and facts. The technique of emotional contrast served as a way of actualising the content-evaluative elements of speech, leading to the enhancement of the effect of “psychological pressure”: “Every political campaign – every political victory – is empty unless it is used for some great purpose. In this election we have a chance not just to elect a new President but to set a new direction for America” (Obama, 2010).

The use of the construction “not just ... but” in J. Biden’s speech played an important role in shaping his image in the public consciousness. This construction allowed Biden to clearly contrast two concepts, emphasizing that one of them was more important in the current situation. For example, when he stated that the issue of vaccination concerns “... not just about freedom or personal choice. It’s about protecting yourself and those around you, the people you work with, the people you care about, the people you love,” (Biden, 2021), he emphasized that while freedom and personal choice were important, health protection was a priority in times of crisis. This technique enhanced the main idea of the speech, creating the impression that both aspects were significant, but one was more substantial in the current context. This approach helped the audience understand that health protection was a key task that should precede individual rights in times of crisis. Such an approach formed a positive image of a leader who cared about the well-being of his citizens. Furthermore, the contrast and emphasis on the more important aspect evoked an emotional reaction from the listeners, as they felt that

their actions, particularly vaccination, had a significant impact on the public good. This contributed to shaping J. Biden’s image as a responsible and far-sighted leader who called for unity and joint efforts in fighting the crisis.

In B. Obama’s crisis speeches, the concept of “crisis” was contrasted with the concept of “opportunity,” which, in his view, served as a combination of ideas and American ideals to achieve a decent life for all American citizens: “Two months from today the people of this country will face not just a crisis but an opportunity – a set of ideas and ideals that will shape the lives of our families for decades to come” (Obama, 2010).

Thus, the use of the technique of emotional contrast, considered a kind of antithesis, contributed to the fact that the semantic movement of the speech excluded the possibility for the audience to form their own evaluation, as the presidents pre-set the choice in the actualized evaluative components. This construction of speech helped the president impose his opinion and express his position on a particular issue, as well as establish himself as a reliable politician, the bearer of all possible positive qualities.

Discussion

The results of the study indicated that presidential rhetoric plays a crucial role in shaping a positive public image, especially during times of crisis. The analysis of speeches by U.S. Presidents Donald Trump, Joe Biden, and Barack Obama demonstrated that linguistic strategies aimed at emotional appeal are key to strengthening leadership and public perception. These findings align with numerous studies in the field of political communication, though certain emphases may differ. This section reviews the results of other studies and compares them with own findings to provide a more comprehensive view of contemporary trends in political discourse.

N. Al-Khawaldeh *et al.* (2023) emphasizes in his research that the deliberate use of emotional language in political speeches is designed to affect the unconscious aspects of speech perception. This allows political leaders to influence audiences on a deeper level by manipulating their emotions. Study corroborates this approach, particularly noting that the speeches of D. Trump, J. Biden, and B. Obama were saturated with emotionally charged linguistic devices across all levels – phonetic, lexical, and syntactic. This suggests that the emotional component is a key tool in shaping a positive image of a leader during crises. S. Westwood *et al.* (2020) argues that emotional expression in political speeches alters the way audiences process information, affecting memory, attention, and cognitive processes. Findings support this claim, as phonetic devices such as alliteration and rhythm help audiences retain key messages. For instance, the use of rhythmic structures in B. Obama’s speeches enhanced the emotional engagement of listeners. This is consistent with S. Westwood *et al.* (2020) conclusions, reaffirming that emotional expression enhances the cognitive processing of information by the audience.

G. Pelenyte & J. Grigaliūnienė (2021) highlights the importance of metaphors and other lexical tools in political speeches to create emotional resonance. Research found that all three presidents frequently used metaphors to explain complex political issues. For example, metaphors of “battle” and “light” were employed to underscore themes of fighting crises and hope for a better future. This supports Pelenyte’s assertion that metaphors are effective cognitive tools for influencing public opinion. J. Tan (2024) explores the influence of social media on political engagement among younger generations, emphasizing that these platforms play a significant role in shaping political consciousness. While research focuses on the official speeches of presidents, J. Tan’s findings suggest that digital platforms significantly impact the political process. This opens new avenues for investigating how leaders adapt their rhetorical strategies to new media environments.

T. Hajdukova (2024) focuses on the manipulation of public opinion in the online space during elections, highlighting the use of bots, disinformation, and micro-targeting. Her research shows that digital technologies can be powerful tools for influencing citizens’ emotions. This study confirmed that the manipulation of linguistic devices in presidential crisis speeches helps reinforce their positive image. However, research focused more on traditional rhetorical techniques, underlining the need for further exploration of the interplay between digital and classical forms of communication. B. García-Orosa (2021) analysed the impact of disinformation and social media on political communication, calling it the “fourth wave of digital democracy.” The author argues that these digital tools can significantly affect citizens’ media literacy and distort public opinion. Study supports this claim, as crisis speeches by presidents also employ manipulative strategies, presented in Table 1 through various means of different language levels, to influence audience perceptions of their competence.

M. Deseriis (2021) offers a new theoretical framework that explains the impact of digital platforms on political representation. The author suggests that these platforms have changed the way politicians communicate with their audiences. Research emphasizes the traditional approach to speech communication, but the realities of modern digital media, as described by M. Deseriis (2021), demonstrate the importance of studying the adaptation of political rhetoric to new conditions. J. Firmstone & S. Coleman (2015) highlight the importance of online communications for public participation in political processes, particularly at the local government level. This confirms the significance of digital platforms in the political process. Although research focuses on presidential speech strategies, the findings of these authors underscore that digital communication spaces open new possibilities for civic engagement and shaping political opinion.

Finally, C. Frost (2020) investigates the phenomenon of “political ventriloquism,” where the use of bots and

simulated public opinion distorts democratic processes. Her conclusions highlight the importance of digital tools for manipulating public opinion, especially in modern election campaigns. This opens new avenues for comparing traditional and digital methods of political manipulation that interact within contemporary political communication. Research by N. Al-Khawaldeh *et al.* (2023), who examined persuasive strategies in Biden’s inauguration speech, provided insights into the emotional and rhetorical power of presidential communication in times of crisis. Similarly, J. Viala-Gaufrey (2019) analysed neoliberal metaphors in U.S. presidential discourse from Ronald Reagan to Donald Trump, offering context for how economic metaphors play a role in managing crises.

Previous research by V. Savchuk (2023) has expanded the understanding of U.S. presidents’ electoral discourse, offering insights into how language means contribute to shaping political and public personas in high-pressure contexts. The works of C. Panagopoulos (2021), and J. Easaw *et al.* (2022), on public opinion and polling provided valuable context for understanding how rhetorical strategies in speeches interact with public sentiment and polling data. Finally, the research by F. Zappettini & M. Rezazadah (2023), which examined communication strategies on Twitter during the U.S. withdrawal from Afghanistan, underscored the importance of adapting rhetorical strategies across different platforms.

Thus, the results of study align with many existing studies while revealing new aspects of the interaction between phonetic, lexical, and syntactic devices in crisis communication. The analysis of Trump, Biden, and Obama’s rhetoric underscores how U.S. presidents use language to create a positive image, build trust, and establish emotional connections with their audiences. This study also contributes new insights into the evolution of political communication in the digital age.

■ Conclusions

The study of crisis speeches by U.S. Presidents Donald Trump, Joe Biden, and Barack Obama highlighted the crucial role of skillful use of stylistic devices at all levels of linguistic structure in effective political communication. The successful application of such techniques not only enhanced the emotional impact on the audience but also served as a tool for creating and reinforcing a positive image of the leader, especially during challenging crisis situations.

At the phonetic level, alliteration played a significant role in shaping the emotional tone of the speech, helping to create a rhythm that emphasized key points. The research showed that through alliteration, the presidents could make their speeches more memorable and emotionally charged. The use of rhythmic word repetitions, as seen in Donald Trump’s speeches on the COVID-19 pandemic, added persuasiveness to the statements and provided an additional psychological impact. At the lexical level, metaphor emerged as the

most prevalent stylistic device, as it allowed for the creation of vivid images and facilitated the understanding of complex ideas. Metaphors were used to underscore the significance of key issues, such as the fight against the pandemic, economic challenges, or matters of national unity. For instance, Joe Biden's metaphor of a "pandemic of the unvaccinated" was an effective tool to highlight the gravity of the situation and the collective responsibility of citizens.

Syntactic devices such as antithesis, parallelism, and anaphora enabled the presidents to reinforce their arguments and make them more structured and convincing. Antithesis, in particular, was frequently used to create a contrast between achievements and challenges, helping to highlight the positive aspects of government actions and offering the audience hope for overcoming difficulties. Additionally, constructions like parallelism and anaphora contributed to the logical development of the speech and made it easier for the audience to follow, rendering the messages clearer and more accessible.

As a result, the study has concluded that the effective use of stylistic devices in crisis speeches not only facilitates the transmission of information but also ensures an emotional connection with the audience, increasing the level of trust in the leader. This allowed the presidents to shape the image of a competent, responsible, and decisive statesman capable of handling challenges.

The prospects for further research into this field open up wide possibilities for analysing and expanding

the understanding of the role of stylistic devices in political communication. One potential direction is a comparative analysis of the use of stylistic techniques in the speeches of leaders from different countries, which would allow for the identification of cultural differences and the distinctive features of national communication strategies. Another promising area involves examining how political rhetoric changes depending on social contexts, such as during election campaigns, crises, or international negotiations.

Moreover, the shift in political context or the topic of speeches also merits attention. For instance, researchers could explore how leaders adapt their rhetoric to different political or crisis conditions, selecting specific stylistic devices based on the current situation. Such studies could deepen the understanding of the dynamics of political communication and its influence on public opinion and political culture.

Finally, a promising area of research is the role of stylistic devices in the context of global political processes, such as populism, climate change, or international crises, to understand how political leaders aim to influence a global audience through emotionally charged rhetoric.

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None.

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Комунікативні техніки президентів США як засіб ефективного формування образу лідера нації у соціальній свідомості

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Анотація. Дослідження кризових виступів президентів США Дональда Трампа, Джо Байдена та Барака Обама є важливим через зростаючу роль ефективної політичної комунікації у сучасному суспільстві. Аналіз мовних засобів, що використовуються в цих промовах, допомагає зрозуміти, як лідери впливають на аудиторію та формують свій позитивний імідж. Мета дослідження полягала у виявленні ключових мовних засобів, які використовують президенти для ефективного спілкування з аудиторією та формування позитивного образу лідера. Методологія дослідження базувалася на комплексному підході, що включав фонетичний, лексичний та синтаксичний аналіз текстів виступів. Застосовано семантичний аналіз для виявлення ключових мовних блоків, а також аналіз намірів для визначення комунікативних прийомів, які використовують президенти для впливу на аудиторію. Результати дослідження дозволили констатувати, що використання стилістичних засобів на фонетичному, лексичному та синтаксичному рівнях відіграє вирішальну роль у ефективності кризових промов президентів США Дональда Трампа, Джо Байдена та Барака Обама. На фонетичному рівні алітерація виявилася важливим засобом створення ритмічності для інтенсифікації емоційного впливу й акцентування ключових моментів промови. Цей прийом, що часто використовувався всіма трьома президентами, привернув увагу до важливих термінів, сприяючи кращому запам'ятовуванню та емоційному залученню слухачів. На лексичному рівні метафори та епітети були важливими для створення яскравих образів і спрощення складних питань. Метафори дозволяли президентам передавати абстрактні та багатогранні концепції у зрозумілий та емоційно насичений спосіб. Синтаксичні засоби, такі як антитеза, паралельні конструкції та повторення, підсилювали ключові повідомлення, надаючи промовам структурної ясності та емоційної глибини. Антитеза особливо ефективно висвітлювала контрасти між досягненнями та викликами. Такі риторичні засоби не тільки підвищували переконливість промов, але й зміцнювали образ президентів як рішучих та компетентних лідерів. Результати підкреслюють важливість стилістичних засобів у політичній комунікації, демонструючи їхню роль у покращенні як чіткості донесення повідомлень, так і емоційного залучення аудиторії

Ключові слова: кризові промови; президентський дискурс; емоційно-експресивні засоби; комунікація; риторика; формування громадської думки