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THE HIDDEN POWER OF POLITICAL SPEACHES DURING THE PRESIDENTIAL ELECTIONS IN U.S.A.: COMPARATIVE ANALYSIS OF THE VERBAL PRACTICE OF G. BUSH, B. OBAMA AND D. TRUMP

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***Abstract:** The paper aiming to demonstrate the hidden power of ready-to-use verbal forms as metaphors, emotional phrases, rhetorical questions and Chomsky’s manipulative techniques as well as repeating linguistic set of symbolic expressions, which are the features of each political leader, but also possess persuasive effect on public opinion. The paper refers both to the theoretical and practical aspects of the political manipulative verbal communication by presenting results from computer-mediated content analysis of the speeches of three (3) American Presidents (Bush, Obama and Trum) during the last month of their electoral campaigns.*

***Keywords:** Political communication, manipulation of public opinion, metalanguage, rhetorics*

INTRODUCTION

The contemporary improvements of the political communication theories and strategies, in terms of their cognitive aspects and persuasive effect, are namely based on the emblematic, memorable, unhackneyed even provocative language structures, with synergical psychological impact. The latter, nowadays, can be observed both in “in-land” policy-making and also in international relations, representing the implications of metalinguistics-based communication effort to convince communities and to convert choices.

Kawata and Napp refresh the basic definition of Eastor for the simplified model of political communication, remaining that “the political systems is understood as a system that authoritatively allocates values through an input→output→feedback process” (Kawata, 2013).”*Political language means more than it says*”, states Johnson (Johnson, Ch. (1980).

It can be said that the verbal political communication, mostly represented by the public speeches, with extreme intensity during elections, is the booster of switching the routine political processes and practices to impressive and creative such, but it is more important that the political

processes and practices to deeply influence in very intangible way our everyday life, regardless of the essence of the political ideas. This statement has been also proven in the present paper by analyzing the content of the political speeches of the last three U.S. presidents, where we found a large range of similar metalinguistic implications in their verbal practice, during the elections 'campaigns, nevertheless this was not our general research goal.

Through the years, political communication has been changing dramatically, and those changes believed to have far-reaching consequences for the way in which democratic politics works. Never before have politicians put as much effort, resources and sophistication into communicating with citizens as today. In our daily life in the context of political socialization and the growing development of modern political culture, an integral part is political communication, especially now, when the world is determined by the rise of mass communication and technologies.

Over the years, as John Wilson states, politicians started to use emotional speeches, which aimed at creating solidarity and at implying a variety of emotions among the listeners such as fear, hate or joy (Wilson, 1990:19). The most important goal was to persuade the citizens, and in order to do so they needed properly constructed arguments. Beard suggests that political language contributes to understanding how it is used in order for politicians to gain power, exercise it and keep it (Beard, 2000).

RESEARCH STRATEGY

The currently most widely accepted method for systematic inquiries into political communication still remains the "*content analysis*". It emerged in the 1940's, although its first appearance in Webster's Dictionary of the English Language did not occur until the third edition, in 1961, where it is characterized as "*a detailed study and analysis of various types of communication (as newspapers, radio programs, and propaganda films) through a classification, tabulation and evaluation of the key symbols and themes in order to ascertain their meanings and probable effects*" (Webster's Dictionary Of The English, 1961).

Regarding the Lasswell's classic communication construct, content analysis examines "*who says what through which channel to whom with what effect*" (Lasswell, 1948). Another commonly cited definition was proposed by Holsti (Holsti, 1968), who says that content analysis is any technique for making inferences by systematically and objectively identifying specified characteristics of messages. Similar is also the definition proposed by Kerlinger (Kerlinger, 1986) where the content analysis as a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables.

Krippendorff (1980) outlined content analysis as a research technique for creating replicable and valid inferences from data to their context (p. 18). This definition is important for stressing the context of content analysis. A distinctive characteristic of content analysis is that its data derives from communicative practices. As such, it is most widely used to collect and analyze data to understand the meanings ascribed to an issue within a given context (Krippendorff, 1989, p. 403).

This process involves discerning meaning about attitudes, symbols, cultures and institutions from which inferences are ultimately drawn. The analysis is often not of the literal description of the content, but rather the illumination of patterns and trends that are not immediately observable. Many different types of content may be used for analysis. Most content analysis is textual document analysis, which analyzes any type of printed materials, (e.g., newspapers, magazines, letters, books, testimony, governmental publications, statutes, etc.) but other sources (e.g., films, radio broadcasts, television programming, etc.) are also appropriate.

As for Weber (1985) it is a research methodology that utilizes a set of procedures to make valid inferences from text. These inferences are about sender(s) of message, the message itself, or the audience of message.

According to Stone, content analysis refers to any procedure for assessing the relative extent to which specified references, attitudes, or themes permeate a given message or document.

Bernard Berelson (1952) defined content analysis as "*a research technique for the objective, systematic, and quantitative description of manifest content of communications*". According to him, texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language. To conduct a content analysis on a text, the text is coded, or broken down, into manageable categories on a variety of levels--word, word sense, phrase, sentence, or theme--and then examined using one of content analysis' basic methods: conceptual analysis or relational analysis. The results are then used to make inferences about the messages within the text(s), the writer(s), the audience, and even the culture and time of which these are a part (Berelson, 1952:18).

The research typically begins by identifying a set of categories of measurement within the content. These categories should meet three important criteria: to be exhaustive, to be mutually exclusive, and to be relevant. The exhaustiveness of the categories guarantee that important parts of the content are not overlooked; the mutual exclusiveness means that once the piece of a text being coded, it can be placed in only one category (this assumption is particularly important for statistical correctness of the quantitative data). Finally, the categories defined within the codebook must be relevant to the key research question of the study. In our case it was defined as: *what is the potential of metalanguage to influence presidential political elections in the U.S.A.?*

The point of developing the codebook is to specify procedures that will allow us to accomplish the purpose envisioned for the study. Due to the fact that we have three separate subsubjects of the study, exerting metalinguistic power on the political communication of the last three American Presidents (G. Bush, B.Obama and D.Trump), it is clear beyond reasonable doubt, that the content-analytical approach must be subordinated to the general comparative framework, aiming to examine the verbal implications of manipulative aspects of the metalanguage in public verbal practice (especially speeches) of the presidential candidates. Not least however is the fact that content analysis as a mixed qualitative-quantitative research method, implicitly consist a set of "in-methods method" for analyzing the collected information, but the essential research issue to be solved is how to ensure the comparability of the results achieved from the sub-analyses of the verbal public practice of each of the above-mentioned candidates?

The objective of content analysis is to convert recorded "raw" phenomena of hidden power of political speeches during the presidential elections in U.S.A. into data, which can be treated in a scientific perspective so that a body of knowledge may be built up. In fact, four methodological issues have been arisen as also Stempel mentioned (Stempel, 1989) which concerns the selection of units of analysis, the developing categories, the sampling appropriate content, and the checking of reliability. These issues are essential for the road map of our research more over taking into account that the analysis as a whole is a computer based processing of data, searching in the observed speeches of the three candidates the same categories of metalinguistic implications which can allow us first to compare the verbal practice of the candidates and second to conclude what is the significance of the metalanguage in the political communication and how manipulative is the power of metalinguistic uses during elections.

We undertake a web based comparative content analysis using the following procedure:

1. Formulation of research question: *WHAT IS THE POTENTIAL OF METALANGUAGE TO INFLUENCE PRESIDENTIAL POLITICAL ELECTIONS IN THE U.S.A.?*
2. Selection of sample: the official texts of the public speeches of G. Bush, B. Obama and D. Trump during the last month of their electoral campaigns. “Official” means that all the speeches in the sample are web based accessible on the official websites of the three candidates;
3. Definition of the categories for coding: 3 types of frames have been chosen and applied to defining the categories for coding. The model of framing the categories is necessary for the proper coding of the segments of texts within the sample that are relevant to the research question. Each frame was coded separately.
 - The first frame refers to typical for the American society concept of “Unity” where the metalinguistic category for observation is framed by the use of “Unity” and “Family” and following Entman (1993, p. 52), we coded all expressions that imply these two concepts when—according to the original text of the speech implicitly or explicitly included “expression that imply unity” and expression that imply family” as (metaphor for “unity”);
 - The second frame was set on the ground of the metalinguistic implications of the verbal political practice and especially the specific political rhetoric and the emotional saturation of the speeches, that is why the next defined category for coding was “*Emotional words, phrases, sentences*”, in addition we added to this frame another category - “*Rhetorical questions*” which is typical for the public speeches but also with high emotional saturation providing implications of metalanguage.

The above-described frames were defined also in compliance with the aim of the research question to identify and analyze the hidden manipulative power of the metalinguistic implications in political speeches. Due to the fact that we actually analyze web version of official texts of the speeches of the presidential candidates we cannot ignore the mass media impact of the website as digital own media, where the metalanguage refers to the manipulation of public opinion. Moreover we tried to encompass in another frame those phraseology which is excluded from the previous categories but frame the mass media manipulative strategies used. As a base for this frame, we applied the classification of Noam Chomsky for the most often used manipulative strategies by the media¹.

- This logically explains why the next examined category has been framed as “*Noam Chomsky's mass media manipulative strategies applied*” where expressions and/or phrases (more or less abstract in terms to observe the metalinguistic “empowerment” of the speech by the mass media) must be identified. This frame defines a category for coding, where text segments, which are directly referring or not referring to at least one of the 10 Chomsky’s mass media manipulative strategies, might be registered;
- The last frame set for coding includes pure metalinguistic use as “*repetitions*”, “*metaphors*” and “*anaphors*”, included or excluded in the speeches.

The reason of defining the above-described categories is the attempt to find an appropriate way to observe in the same time: 1) the influence of metalinguistic manifestation of already known commonly shared populist concepts, relevant to the political impact during Presidential elections e.g. “unity” and “family” which might be in the same time enough manipulative; 2) to do not

¹ <http://www.eveiletsante.fr/dix-strategies-de-manipulation-de-masses-noam-chomsky/> last accessed on 19.02.2020

dismiss the importance of the fact that we are analyzing the texts of public political speeches accessible on candidates' official websites, but not the speeches themselves. This means, that we must also take into account the applied usually manipulative strategies of the mass media. Indeed, we have *a case of hybridization of the influence between metalinguistic impact over the public attitudes by direct verbal political practice and the metalinguistic influence produced by the secondary use of the same speech as media text in a digital mass media owned by the candidate.* The last fact cannot be easily neglected.

The next steps in our content analysis are more or less traditional for the application of this method.

4. Coding the content from the sample, by applying the categories in the described frames – it is a technical procedure, but anyway requiring additional check of the reliability of the codification;
5. Data processing by applying software solution of specific software for content-analysis (MAXQDA). This step of the research road map has been executed 5 times: first for preliminary test of the sample and its relevance to the research question, next to perform 3 sub-processes for each of the 3 sub-samples groups including the speeches of the 3 Presidential candidates and finally to test the data reliability by applying the same process without internal differentiation of sub-samples²;

The second method that was chosen for relevant answering the research question is comparative analysis. According to Pickvance (2005:7-28), comparative analysis is conducted mainly to explain and gain a better understanding of the causal processes involved in the creation of an event, feature or relationship usually by bringing together variations in the explanatory variable or variables. Conventionally, comparative analysis emphasizes on the “*explanation of differences*” and/or “*explanation of similarities*”. This helps to establish relationships between two or more phenomena and to provide valid reasons.

In order to conduct the study and to examine the hidden power of the metalanguage in political speeches we used the results achieved from the content analysis to identify similarities between the presidential campaigns of the three presidential candidates George Bush, Barack Obama and Donald Trump.

The chosen period of observation is the last one month of the presidential campaigns of George Bush, Barack Obama and Donald Trump, in an attempt to find similar elements of proven importance that might affect the public opinion.

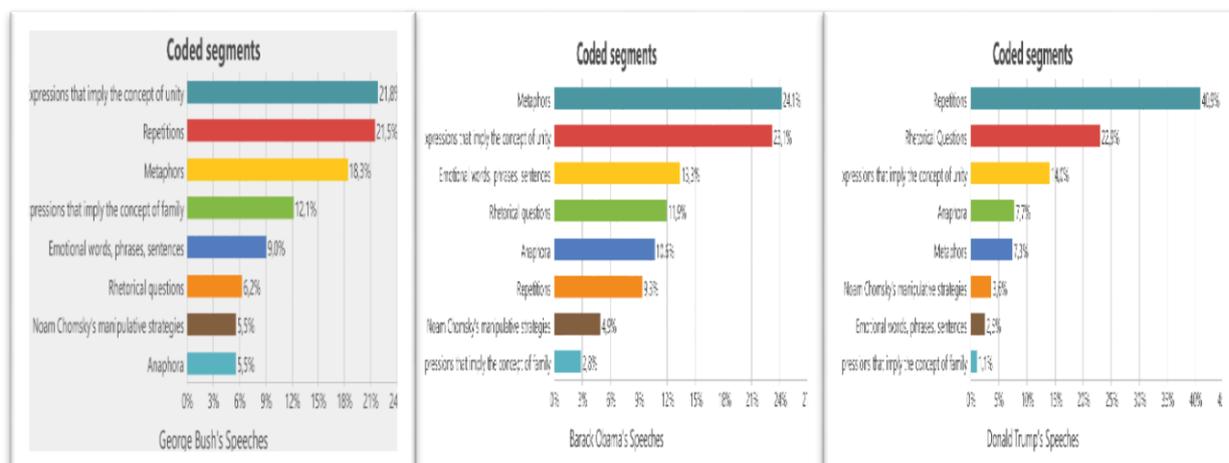
Communication is a powerful process of influencing the public by using the precise and planned structure of speeches and their meanings. As a result, the comparative content analysis is aiming to demonstrate the deep relationship between the management of the content of the political communication and the motivation for voting as an effect of the chosen communicative tools. That's the reason to select the last month of the election campaign of already chosen U.S. presidents in order to guarantee the comparativeness of the study on their election speeches³.

² The correlation coefficient (Pearson's r) is given (, 83). Regarding the % Agreement Coders agreed on all cases, except for one. Coder 1 coded all 66 in the relative subsamples as including metalinguistically based manipulation of public attitudes and Coder 2 coded 65 in the relative subsamples as including metalinguistically based manipulation of public attitudes.

³ Transcripts of the speeches in the last one month of the presidential campaigns of the presidential candidates have been downloaded from the official sites: <http://www.presidentialrhetoric.com/campaign/index.html> - George Bush's campaign speeches; <http://www.americanrhetoric.com/barackobamaspeeches.htm> - Barack Obama's campaign speeches; http://www.presidency.ucsb.edu/2016_election_speeches.php?candidate=45&campaign=2016TRUMP&doctype=5000 - Donald Trump's campaign speeches)

The total number of all speeches examined in the current study is 66. The period chosen for analysis is the last one month of each of the presidential campaigns⁴. The sample consists the following subsamples relevant to the research question: Goerges Bush speeches – 14; Barack Obama speeches – 29 and Donald Trump speeches – 23. Comparativeness of the results of the content analysis of the subsamples has been ensured also by the facts that all of the three presidential candidates are Americans, and American English native speakers, although they are born in different parts of the American continent. All three of them are political figures and they are research, having all of these characteristics in common. All of the speeches are written in English, which doesn't put any language barriers or misunderstandings arising from language differences due to translation or interpretation misleading probabilities.

RESULTS AND ANALYSIS



Looking at the beginning, in almost every speech of George Bush, we can notice, how every time his starts speaking, he doesn't miss to introduce several of the people he is working with. Bush continuously comments on the character of the people around him. He speaks of them as if he knows them very well, almost like old friends or family.

Example: *"I'm proud of my running mate, Dick Cheney. (Applause.) He did a really good job in his debate."*

The frequencies show that the most often appearing methalinguistic cases in Bush's speeches are the "Expressions that imply the concept of unity" - 63 in the subsample of 14 speeches and the "repetitions" - 62 in the same subsample where the total number of coded segments is 289. Through the use of such familiarity techniques the audience becomes able to relate to these people and learn a little bit about their character. Because the speaker's purpose is to gain support, this is a crucial tool that becomes extremely vital to the swaying of the audience to the purposes of the speaker. Bush moves through his speech topic, by topic, however, he does not seem to have a specific order of importance or order in which he wanted his topics presented. As a whole, the topics are not grouped according to war, taxes, policy or any other such issue. They are all, more or less, discussed individually and in their own terms. Bush's method of topic by topic argument along with many emotional appeals was a rather effective way of winning the audience's support. Bush continuously uses the appeal to the audience's emotions, to gain support from the crowd and connect them to the issues he addresses on an emotional level. By raising an issue that the audience

⁴ The period of observation for the speeches of George Bush is 3rd October 2004 until 3rd November 2004. The speeches of Barack Obama that will be analyzed are within the period from 4th October 2008 – 4th November 2008. Donald Trump's political speeches for examination within the scope of this research are in the time between 9th October 2016 and 9th November 2016

was emotionally concerned with, Bush is able to persuade the audience to his purpose as well as to relate them to it. The appeal of emotion seems to be a very effective tool in motioning the audience in the direction of the speaker's purpose. The speech appeals to the emotions of the entire nation when it addresses the topics about war and the threat of terrorism. Such approach is very similar to the feelings of many Americans. Letting the audience know that the future government feels the same way about terrorism allows for a connection on an emotional level between the speaker and the audience. Another emotional appeal to the nation is when Bush tries to sum up the general feelings of his audience when he refers to the people who lost their lives on 11th September while working to save others: *"On September the 11th, 2001, I stood in the ruins of the Twin Towers. It's a day I will never forget. There were workers in hard hats yelling at me, "Whatever it takes." I remember trying to console people coming out of that rubble, and a guy grabbed me by the arm, and he looked me in the eye and said, "Do not let me down." These men and women -- (applause) -- the men and women there took it personally. You took it personally. I took it personally."*

In fact, expressions and references about the events of 11th September we follow over 30 times in his speeches, all of them with the highest emotional saturation in the end of the examined period and every time these expressions are contextually related also with the most used Bush's persuasive technique in his speeches implying the concept of unity by using such words as *we*, *us* and *our*.

The third most used literary technique in George Bush's speeches is the use of metaphors. He uses this technique over 50 times in his speeches. They are usually used to evoke certain feelings among the listeners, for example hope: *"Because we've done the hard work of climbing that mountain, we see the valley below"* where the phrase *"we see the valley"* refers to the better days ahead for the American people, in order to encourage and tell them that they have been strong in the past and that the strength is still part of them. The metaphors are also used to ask the people for confidence in the country and its government. Another widely used segment is the repetition, intentionally used to encourage the citizens. To sum up, it can be said that Bush uses metaphors and repetitions purposefully to make his messages more powerful, as well as words which imply unity and relate to the audience on an emotional level.

The next presidential candidate Barack Obama (served as the 44th President of the United States from 2009 to 2017) do not use the typical political speech. Herbert Gardner once said: *"Once you get people laughing, they're listening and you can tell them almost anything"*. Reading Obama's speeches, we can notice a quite amount of humorous expressions.

Example: *"Contrary to the rumors that you've heard, I was not born in a manger. I was actually born on Krypton and sent here by my father Jor-el to save the planet earth."*

Humor has the amazing effect of bringing down the cold and high walls between the audience and the speaker. This usual, simplified, humorous interaction between Obama and his audience, makes Obama's speeches sound like stories with intentional familiarity and full of personal anecdotes, gratitude and over-flowing humility, inspiration and an amazing sense of intimacy, solidarity and empathy for diversity, manipulative tactics that made his campaign speeches effective and inspiring and most important gaining elections. In the course of his speeches, Obama deployed a variety of rhetorical devices that made his speech came to life and connect deeply with his audience. Repetition of phrases, repetition of words at the beginning and end of the sentence are interesting ways to create speech dynamics. Repetitions link parts of speech into a single whole, repeating the phrase and accenting it, the speaker gives people a slogan that they will always remember. For example, the phrase *"Yes, we can"*, the main slogan of the election

campaign of Barak Obama, was repeated six times in his victory speech. Repetitions are very memorable lines, catchphrases that you could almost imagine the audience repeating aloud.

Example: *“There are patriots who supported this war in Iraq and patriots who opposed it; patriots who believe in Democratic policies and those who believe in Republican policies.”*

Obama actually uses a great deal of figures of repetition in the speech. Some figures of repetition Obama uses to beautify his language, but they still have a deeper underlying intention. Obama uses anaphors to add rhythm and energy to a paragraph:

Example: *“If we're willing to work for it. If we're willing to shed our fears and our doubts. If we're willing to reach deep down inside ourselves when we're tired and come back fighting harder.”*

Here all the sentences start with “if” and as mentioned this gives the paragraph a sense of rhythm and energy makes the paragraph feel positive and optimistic. Anaphors – the repetitions of a word or phrase at the start of successive clauses or sentences is a rhetorical device, which helps to convey and reinforce a certain message in a successive manner that creates a feeling of building upon the main idea over and over again. Another widely used tool is the metaphor. The metaphors used by Barack Obama represent and emphasize particular aspects of the American people’s life. His speech sounds reasonable and well-grounded. The latter permits Mr. Obama to concentrate the voters’ attention on the actions which will lead to a successful future by realizing mistakes made in the past. The speaker underlines the ability of the American people to learn lessons from the past in order not to make new mistakes in the future. Addressing the American people, Barack Obama uses the word combination “*My fellow citizens*” which underlines the equality and unity of the president and his people. On the whole, expressions of participation often appear in his speech: *our economy, our collective failure, our health care, our schools, our nation*. They strengthen the implication of Obama’s ability to unite people and to lead the nation. Another powerful tool is the concept of unity implied in many of the expressions he uses. Thus, the emotional distance is immediately shortened, and people begin to empathize with such a seemingly distant president.

Example: *“Together, we cannot fail. Together, we can overcome the broken policies and divided politics of the last eight years. Together, we can renew an economy that rewards work and rebuilds the middle class. Together, we can create millions of new jobs, and deliver on the promise of health care you can afford and education that helps your kids compete.”*

What is also interesting in his speeches is the use of combination of at least 3 different metalinguistic segments in one sentence. In the most often registered case this is a combination between the expressions implying unity as the personal pronoun “we”, the repetitions of whole phrases and the metaphors related to the anecdotes and/or stories. This specific for his speeches construct is not only intentional but extremely well organized in contexts with high verbs’ saturation in positive form which usually provokes to act. It fully manipulative and very sophisticated linguistic strategy where the positive feeling is synergically related with willingness “to act together” by choosing Obama’s plan for the future as their own choice to do something positive. It’s clear without doubts that this strategy implies not only a sense unity, or the same feeling that people get when donating to charity or doing charitable work, but also the need to undertake an action, and the result of this need is the vote for Obama.

The oldest way to transmit information is in the form of stories. In the speeches, we need stories to establish contact and easy to lead the audience to the expected conclusion. At the end of Obama’s victory speech, he tells the story of one of his voters — 106-year-old dark-skinned Anna Nixon Cooper from Atlanta. Interestingly, Obama uses other methods in this story to build a

platform based on shared values, where the hero of his story refers to any other person as any other voter, which is in complete harmony with the most often repeating Obama's phrase during the campaign "Yes, we can". This finally reminds citizens to switch the history the feeling of capability into future by voting.

The last presidential candidate whose speeches we are subject of analysis is Donald Trump. Donald John Trump is the 45th and current President of the United States, in office since January 20, 2017. The main topic of Trump's speeches is without surprise the future of America, and he tries to describe a vision of both political unity and economic growth. He does not make many direct arguments for his case, but presents his vision and tries to make himself appear to be "qualified for the job", where the contrast with Obama's "unity" is deeply sensitive being placed from the platform of "community" to the Ego-platform of personal achievements of Trump as a guarantee of political and economic prosperity of the States and the "unity" of the nation. Trump's language and style is very different from usual political speeches, containing fragmented sentences and seemingly random repetition. The structure he uses is also very vague, jumping between different topics. It can be interpreted that the ideology that is used by Trump is the ideology of gaining power. Power is a vital element of human survival and it has signs and manifestations in every aspect of social life, from interpersonal relations through economic transactions, to spiritual and political disagreements. Power is usually associated with politics, authority, and wealth, also the idea of power is the ability to influence the actions or decisions of another. In order to reach his purpose to become U.S President, Trump uses many ways to show his ideology "to *make America great again*". Very frequently we can notice how Donald Trump takes the stage and pretends to sound like an excited kid:

Example: "Oh, wow! wow, wow, wow! So beautiful. So beautiful".

This is one of the 10 manipulative strategies, often discussed in the works of Noam Chomsky ("10 strategies of manipulation" <http://www.chomsky.info>) Chomsky calls this strategy "Go to the public as a little child". According to him such techniques eliminate criticism, just like if a 9-year-old would sound like. Trump's background as media owner makes him aware that media sometimes is used to twist the facts so that something bad can be a good thing and vice versa.

Through this technique the speaker can manipulate his listeners when during public speech they use such intonation which sounds childlike.

Repetitions are also widely used by Trump. For example, he uses "we" as the leading element in a rhetorical device called anaphora, where the repetition of a word helps to knit together a series of sentences. Trump used "we will" as a theme to tie together a number of hopeful goals:

Example: "We will move people from the welfare rolls to the employment rolls. We will end our chronic trade deficits. We will start growing again. We'll rebuild our roads, schools, bridges, tunnels, railways, hospitals and airports".

This repeated use of "we will" accomplishes an important goal, because it turns his speech into an aspirational, even a hopeful one. It focuses on the work that is to be done, and the benefits of working together. Trump's political strategy by using his campaign to deliver idea succeeds in gaining many supports that are in line with his ideology for gaining power in order to win Americans' hearts. In conclusion, we can make a brief analysis of the distinguishing linguistic features of Trump's speech, and compare them with the speeches of his two predecessors, George W. Bush in 2004 and Barack Obama in 2008.

- Trump's speeches contain in total 71,320 words, making it longer than Bush's (65,433) but shorter than those of Obama (91,156 words).

- Highlights “*American*” and “*America*” as relevant concepts, while Bush speaks of “*country*” and “*story*” and Obama’s speeches highlight “*work*” and “*generation*”.
- Trump, like Bush and Obama, gives great importance to “*our*” and “*nation*,” which conveys a message of unity.
- Trump focuses on the verb “*protect*” and on the concept of “*dream*” (Obama speaks about environment and Bush refers to “*justice*”).
- All of them use a great number of metaphors and repetitions, thus influencing the perceptions and easily manipulating people’s minds.

CONCLUSION

Despite the personal features, charisma, political ideas, reputation etc. all presidential candidates use similar text structures as driving force to the community mind. This hypothesis was proven with this analysis of the online transcripts of the political speeches of George Bush, Barack Obama and Donald Trump, in the last one month of their presidential campaigns.

When we study and analyze carefully the speeches of the three Presidents of the USA Donald Trump, Barack Obama and George Bush, although they are different people with different beliefs, views and priorities, we find very similar structure and used literary techniques. The results of this study demonstrate how George Bush, Barack Obama and Donald Trump consciously use devices such as metaphors, repetitions and anaphors, rhetorical questions and different manipulative techniques in their speeches, knowing how to influence the audience by the hidden power of metalanguage, and the last played a key role in their presidential campaigns.

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