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THE LINGUISTIC PERSONALITY OF D. TRUMP (BASED ON THE 2024 ELECTION CAMPAIGN)

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In a mediatized society, the language of politicians is becoming not just a means of communication, but also a tool for influencing mass consciousness. Donald Trump is a striking example of a political linguistic personality capable of forming ideological images through rhetorical strategies. Speeches of the 2024 election campaign demonstrate a unique combination of emotionality, populism and individual style, which makes them a relevant object of linguistic analysis.

The concept of linguistic personality covers the cognitive, communicative and socio-cultural characteristics of a person. The theoretical basis of the study is the works of V. V. Vinogradov, Yu. N. Karaulov, G. I. Bogin, in which linguistic personality is considered as a multi-layered system. Within the framework of political discourse, it manifests itself in rhetorical strategies, selection of vocabulary and stylistic solutions that reflect the worldview and values of the speaker.

Trump's speeches during the 2024 election campaign are a fusion of populist and crisis rhetoric. In his speech at the Republican Convention, he sacralizes the assassination attempt on himself, constructing the image of the «elected leader», while actively using religious vocabulary, sensory details and patriotic appeals.

The speech in New York is full of binary oppositions («us» versus «they»), hyperboles and slogans, which enhances the emotional impact and forms the image of a fighter against the «enemies of the people».

In the debates with K. Harris and his victory speech, Trump continues to use dichotomization strategies, appeals to threats, directives and rhetorical questions. His language is simplified, full of repetitions, slogans, emotional expressions, which reduces the distance with the audience and strengthens the image of «one of us». The speeches emphasize nationalism, personal merit and the fight against external and internal enemies. Prosodic and intonational features enhance the effect of spontaneity and emotional involvement.

Trump uses language as a means of managing public perception and political agitation, fully reflecting the peculiarities of his political strategy and worldview.

Donald Trump's linguistic personality embodies the modern type of charismatic leader, whose discourse is based on simplicity, emotionality, and a clear strategic direction. His rhetoric serves as a tool not only for self-presentation, but also for ideological influence, reflecting shifts in political communication in the 21st century. The study demonstrates how individual speech features become part of a broader sociocultural process.