

Power and Dominance in Donald Trump's 2024-2025 Speeches: A Corpus-Based Discourse Analysis

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ABSTRACT

Aim of the study: The major source of influencing people and shaping their opinion, as well as the channel of expressing political power, is through the political campaign speech. The speeches by the 2024 campaign by Donald Trump reveal the creation of influence through language. This research is primarily aimed at studying systematically how the semantics of power and dominance are semantically constructed in the speeches on the 2024-2025 campaigns of Donald Trump.

Methodology: This paper employs the corpus-based qualitative method to analyze the rhetoric of power and dominance by Trump as a word frequency, collocations, and concordance. The dataset will consist of speeches made in the period between January 2024 and January 2025 and obtained in Roll Call / Factbase (<https://rollcall.com/factbase/trump>), and processed through the use of Wordsmith. The keywords were clustered into six themes, namely, nationalism and patriotism, political leadership and opponents, elections and power, border and immigration, global affairs and influence, and economy and trade. The collocate analysis disclosed fixed and emotionally charged phrases to show that Trump has been dependent on slogans, adversarial framing, and crisis language.

Findings: The results reveal that Trump was an invariable tough-talker, portrayer of decline, and aggressor who sought to use these characteristics to seek political influence and power. His rhetoric is trying to paint the impression of him being the only leader capable of halting what he characterizes as the disintegration of America and this is a move to instill more loyalty in his followers.

Conclusion: The work under consideration helps us gain a better insight into how the language of political speech is used to create identity, exert authority, and gain a following.

Keywords: Political Discourse, Corpus Linguistics, Donald Trump, Power and Dominance, Campaign Speeches.

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1. INTRODUCTION

Political discourse does not merely constitute a form of talking about politics; it is also one of the most effective vehicles of constructing, sustaining and negotiating political ideologies in action. It is more of an instrument of influence, persuasion, and crude power rather than a medium of communication (Druckman, 2022; Guerini et al., 2008). The leaders do not simply translate ideas, they bend the opinion of the masses, enshrine their authority, and in the end, they manipulate the decision making process in the democratic way through their words. In this case, campaign speeches constitute a pivot in the field of rhetoric. It is here that politicians consciously apply rhetoric to establish emotional contacts with the voters, shape complex issues so that they fit their complexions, and cement the validity of their ideologies. When politicians are able to select words carefully, they do not only promote their own platform, they create the narratives of the voters, support certain worldviews, and position themselves as authoritative figures in politics (Hamed, 2021).

Political discourse has been the core of the study of linguistics and communication since it illuminates the way in which language reflects the social realities as well as constitutes them. The political language is never neutral, as it is there to generate and recreate the relations of power (Fairclough, 1995). This discourse is strategically employed by politicians in order to build political identities, define terms of public debate and to frame perceptions of policy. As a major sub-part of this discourse, campaign communication operates to amplify this effect, which is not only aimed at convincing but a skillful manner to offer leadership, credibility, and trustworthiness to voters (Wodak, 2009).

In the American scene, campaign communication has evolved into a sophisticated form of performance to the masses. According to researchers like Hamed (2021), political leaders are fond of using rhetorical figures like repetition and simplification, emotional innuendos to convey complex issues in language that the general population can understand. These strategies lead to a very high degree of identification of the citizens with the leader and reduction of ideological distance. Equally, Druckman (2022) notes that even though political messages only influence the actions of voters based on the informational content they include, far more significantly, the messages affect this behavior by framing which is what is referred to as the linguistic formulation and emphasizes the highlighting of specific interpretations. Consequently, campaign speeches are powerful practices of symbolic power where the speech constructs authority and legitimacy.

Due to the development of digital and social media, the whole system of political communication has changed significantly. According to Borz (2024), the digital age has significantly democratized the process of conveying political messages, where politicians can reach a large number of people more directly and efficiently than it was possible in the years when communication was mainly based on rallies. Political figures, particularly the well-known politicians, are eager to use the dynamic and informal nature of social media to actively establish authenticity and intimacy with the masses. The studies on political speech in the digital era offer important and timely insights into how communication that is multimodal and highly interactive reinforces the display of power.

One of the most fascinating studies in the unstable nexus of discourse, media, and power is the political career of Donald Trump, which is full of high drama. His 2016 and 2020 campaign speeches were based on strong populist and nationalist principles such as Make America Great Again and America First that effectively tapped into massive disillusionment with traditional politics. The rhetoric of Trump with its richness of plainness, repetitive nature, its affective quality, and heightened use of political language and wording greatly captivates his voters due to the image of an indefatigable outsider who cannot be absorbed at all by the status quo (Derakhshani et al., 2021). His background as a celebrity and businessman just helped to further his ability to exercise political influence by the spectacle and self-promotion (Mahmoud & Almahasees, 2022). Similarly, his speeches of the 2024 campaign define and support this pattern of aggressive, emotive, and polarizing speech. Trump consistently portrays himself as a strong leader who defends the interests of the nation and, on the other hand, portrays political

adversaries, immigrants, and the media as open enemies of American greatness. Such absolute us vs them framing perfectly fits the classic democratic rhetoric, as the leader portrays himself as the representative of the right people against the elite that can be easily corrupt (Moffitt, 2016, p.64). Such prudent linguistic positioning makes Trump actively develop a discourse of power, dominance, and security, which are some of the keystones of political power discussions.

In order to study these rhetorical structures in a systematic way, this study applies corpus linguistics approach that enables searching of vast volumes of text critically identifying patterns and themes in the repetitive use of the language (McEnery and Wilson, 1996, cited in Baker, 2006). Though much research has been already done to critically analyze the past campaigns of Trump as mentioned above, there is a critical gap that is specifically associated with 2024-2025 speeches. The latter corpus is a significant shift of his populist oratory in the post-presidency. These speeches do not in any way abandon the motifs of nationalism, political protest, and hegemony, but now they will act in a changed socio-political environment, which is heated by the rhetoric of democracy, immigration policy, and the credibility of leaders. This research contributes to the field of knowledge by providing a comprehensive study of this new corpus and its active changes in the way Trump operates to maintain power and attract his following in the new conditions.

Moreover, this paper puts the communication of Trump into theoretical frames of power and discourse in unambiguous terms. Based on Foucault (1980), power is understood in this paper as relational and discursively constructed as opposed to fixed and owned power. Trump enacts and negotiates power through the use of language, which is essentially building audience perception of leadership, legitimacy and power. This approach is entirely consistent with the opinion that political discourse replicates and recreates structures of power simultaneously through a close regulation of access to the publicly available discourse and by fashioning ideologies (van Dijk, 1997).

The primary goal of the research is to study systematically the way in which the 2024-2025 campaign speeches by Donald Trump semantically create the concept of power and dominance. It critically examines the frequency, collocation, and contextual use of leadership, nationalist and political identity using well-known corpus linguistic tools. The two research questions that are used to guide this research are what is Trump talking about power in his election speeches? And what is the common pattern of dominance in his discourse? With such questions, the study tries to apply a new, incisive awareness to the complex, shifting paradigm of language, power, and political performance within American currentness.

2. LITERATURE REVIEW

This literature review aims at reviewing the literature that gives information about the current study on Donald Trump and his political discourse and campaign communication. It analyses PDA theories and frameworks, examines past research on the rhetorical style of Trump, as well as describing the corpus linguistic methods applied in political discourse studies, and the gap in the research this study aims to fill. The review starts with the general theoretical background of discourse and power, becomes more focused on the specific communication patterns of Trump and then clarifies the methodological usefulness of corpus-based research and concludes with the synthesis that proves the rationale of this research.

2.1 The Landscape of Political Discourse Analysis (PDA)

Power and ideology go hand in hand with political discourse. According to Foucault (1980), he conceptualized discourse as a vehicle that power and knowledge circulate in the society. On the same note, Fairclough (1992) stated that Critical Discourse Analysis (CDA) reveals how language resembles and dismantles social inequalities. This view was extended by Van Dijk (1998), who added to it the ideological aspects of the discourse by demonstrating how the elite promotes dominance and determines how people will think by gaining control over language. In politics, language is also a utility that is used to create power, legitimize the policy, and perpetuate the supremacy. According to the arguments by

scholars like Wodak (2009), political discourse is not only a communicative but also an ideological mechanism, in which linguistic decisions express power relations which are inherent in the society.

In PDA, there are a number of repetitive mechanisms that depict the way in which politicians negotiate power linguistically. The main tactics that help political actors to rationalize their actions and discredit their opponents are legitimation and delegitimation. The dichotomy of us versus them as exemplified Wodak (2001) creates national identity referring to some group of people, which are a threat as identified—usually immigrants, political opponents, or foreign powers. Thomas et al., *Language, Society and Power* (2004) discuss persuasion and manipulation, which demonstrate how the rhetorical devices, metaphorical frames, and emotional appeals produce the popular consent. The tactics are the bases of political narrative, in which the leaders construct shared sense of perception and follow the masses minds in accordance with their ideology.

Rhetorical performance has been a long-standing part of political communication in America as a reflection of leadership. Since the fireside chats of Roosevelt to the visions of Kennedy and the inclusion of the rhetoric of Obama, the national identity and civic values have always been formed through the presidential speeches of the 1930s. Nevertheless, the development of the media and digital culture has changed this custom of formal, statesmanlike oratory to the popular and conversational discourse. The rhetoric of Trump is quite contrary to the standards of the past: it is a mixture of entertainment, violence and simplicity, which is typical of a media celebrity, a business tycoon. In this line, the rhetoric of Trump is a continuation of and a break of the rhetoric tradition of America.

2.2 The Discursive Phenomenon of Donald Trump

The literature on the discourse of Trump finds that his rhetoric has a unique style of populism, simplicity, and repetition. As scholars like Dalman (2017) point, he preferred to use short sentences, appeal to emotions, and personalized stories that contribute to relatability. The most outstanding features of his communication strategy are hyperbole, nick naming (Sleepy Joe, Crooked Hillary) and informal style Twitter style (Hamed, 2021). These words signs enhance his authority and introduce a feeling of closeness to the audiences. As Mahmoud and Almahasees (2022) point out, he is able to transform criticism into a story of strength, whereas Alm and Sert (n.d.) find some recurring lexical patterns that contribute to the development of his self-image as a champion of American interests. The language of Trump is one that is based on war and spectacle, combining politics and performative language of media.

The political principles of Trumpism are closely connected with the slogan of America First. Researchers understand this line as the summary of nationalism, protectionism, and cultural superiority (Derakhshani et al., 2021). By populist framing, Trump identifies as an outsider against the Washington swamp, the mainstream media (fake news) and globalist elites. The nativist position he is in makes immigrants and foreigners look like existential dangers to the security and economic welfare of the country. His speech is also filled with economic nationalism, and he often refers to the idea of bringing jobs back, renegotiating trade agreements, and reviving American manufacturing (Mahmoud & Almahasees, 2022). These are themes that resonate with the working class voters and create a discourse of dominance, a combination of patriotism and exclusion.

Traditionally, the influence of the political speech of persuasion has been based on establishing the correctness of the positions, through correspondence to the values of the audience. This is demonstrated in the speeches made by Trump as he appeals to emotions and not to logical reasoning. The repetition of the most important phrases as Make America Great Again, narrows down the complicated policy into slogans that can be remembered. Such populism rhetoric also turns dissatisfaction into allegiance by portraying Trump as the reflector of national rejuvenation (Dalman, 2017). Although much scholarly

focus has been given to the Trump 2016-2020 rhetoric, very little scholarly attention has been paid to the Trump 2024-2025 speeches. It is almost all the analysis of his previous campaign messages, without a time gap in terms of how this message is changing as he faces a post-presidency challenge, investigations, and renewed electoral aspirations. According to Borz (2024), the digital media space has intensified the influence of political rhetoric, whereby politicians such as Trump share stories with millions of followers at a stroke of a button. The limited literature on the recent rhetoric of Trump supports the necessity of a diachronic, data-driven methodology, which could identify linguistic change in the rhetoric of his post-presidency speech.

The literature under review gives a solid insight into theory of political discourse, rhetorical style of Trump, and usefulness of corpus linguistics. There are, however, three significant gaps. The majority of studies are devoted to the 2016 campaign and the first presidency of Trump, but the changes in the rhetoric of Trump during the period of 2024-2025 in the context of altered political and legal conditions are omitted. Although the qualitative analysis of individual speeches has been utilized in previous research, only a small number of studies uses a large-scale corpus population of his entire recent campaign discourse. The research on the rhetoric of Trump applied to achieve power, dominance, and nationalism as the ideological tools of the newer rhetoric is not explored sufficiently.

The paper attempts to fill these gaps by performing a corpus-based discourse analysis of 2024-2025 speeches of Trump. It will attempt to reveal how his patterns of language imply the themes of power and dominance, connecting linguistic findings and ideological explanation.

3. METHODOLOGY

This paper utilizes a corpus-based qualitative research approach to explore the topics of power and dominance in 2024- 2025 campaign speeches made by Donald Trump. Corpus techniques provide an invaluable middle ground, a synthesis of the quantitative rigor and delicate qualitative elucidation, and allow researchers to trace frequencies, collocations, and concordances, which demonstrate latent ideological patterns. In the field of political discourse, corpus can be used to demonstrate how repetition, keywords and collocational patterns help to perpetuate larger discourses (Baker, 2006). As an example, the keywords analysis may automatically reveal the key lexical themes that define the Trump's language, such as, America, power, immigrants, or economy, whereas collocation analysis reveals the finer contexts in which these words are accompanied by evaluative or emotive words. Frequency lists and keyword in context (KWIC) lines are also the mechanisms which show the conscious use of language to depict certain power relationships and change the mood in the population. This integrated approach therefore ensures completeness as well as depth, the appropriate balance between computerized precision and complicated discourse analysis. The efficacy of corpus-based analysis of the international interviews of Imran Khan was demonstrated by Bandicha, Khan, and Arif (2024) and the analysis has shown that linguistic norms are used to create a futuristic political figure. The study examines the ways in which the rhetoric of Trump is power-oriented, resistant, and controlling through a discourse-analytic approach in the context of corpus linguistics. The frequency of words, collocations and contextual use were subjected to systematic analysis using computational text analysis to determine patterns in his rhetorical strategies. The data is a collection of Trump campaign speeches presented at various points over the period between January 2024 and January 2025, retrieved at Roll Call/FactBase (<https://rollcall.com/factbase/trump>), a legitimate source of political speech. Speeches were also chosen based on their immediate connection to campaign rhetoric and these speeches were rallies, policy announcements, and addresses to the people. The corpus is in all about 1,532,105 words. Wordsmith Tools were used in processing the corpus to extract keywords, collocate and analyze concordance. As the reference corpus, COCA (Corpus of Contemporary American English) was employed. The keywords that were detected are world, election, vote, corrupt, China, Biden, immigration, nation, and border. Frequency distribution of words showed the prevalence of lexical patterns, whereas collocations (separated by +-5-word distance) demonstrated the

association like control with law enforcement and dominance with China. KWIC analysis also indicated context; as an example, defeat was often adjacent to Biden or Kamala, indicating rhetorical concentration on political opposition.

The keywords were categorized into six themes namely: (1) Patriotism and Nationalism; (2) Political Leadership and Rivals; (3) Elections and Authority; (4) Immigration and the Border; (5) International Affairs and Power; and (6) Trade and the Economy. The frequency and collocation patterns were used to determine themes, which described the larger picture of the Trump rhetoric:

4. FINDINGS

Keywords such as world, election, vote, crooked, tax, tariff, win, corrupt, China, Biden, Kamala, illegal, immigration, nation, and border were extracted using Wordsmith Tools shown in Table 1. Clearly showed Trump in his speeches targeted his opponents, he used their names Biden, Kamala as the higher frequency of these words suggests. He used offensive words like crooked and corrupt. Keywords showed how he alleged his opponents of rigging the election. Words like immigration, China, tariff, tax, illegal and border clearly identify his attacking foreign policies. Word frequency distribution highlighted dominant lexical patterns within the corpus. Collocations, defined as words appearing within a ± 5 -word span, were identified using Wordsmith. This analysis provided insight into Trump’s linguistic framing, particularly the association of control with law enforcement and dominance with China. Concordance analysis was also used to examine the contextual usage of key terms. For example, frequent occurrences of corrupt in proximity to Biden or Kamala suggest a rhetorical strategy centered on political opposition. The Corpus of Contemporary American English (COCA) served as the reference corpus.

Table 1: *Keywords from Corpus*

N	Key word	Freq.	N	Key word	Freq.
1	COUNTRY	7,007	21	DONALD	976
2	GREAT	6,073	22	HARRIS	1,101
3	TRUMP	2,449	23	FAKE	854
4	PRESIDENT	2,742	24	CROOKED	853
5	BORDER	2,275	25	CRIME	949
6	BIDEN	2,193	26	ILLEGAL	829
7	AMERICA	2,433	27	WORST	1,112
8	VOTE	2,040	28	JOB	1,847
9	KAMALA	1,876	29	MILLIONS	796
10	WIN	1,741	30	GREATEST	960
11	ELECTION	1,367	31	COUNTRIES	831
12	TAX	1,310	32	INCREDIBLE	958
13	JOE	1,664	33	STATE	1,206
14	NATION	1,359	34	UNITED	1,222
15	AMERICAN	1,705	35	NUMBERS	904
16	HISTORY	2,076	36	RADICAL	664
17	INFLATION	1,065	37	THOUSANDS	739
18	WORLD	2,397	38	MEXICO	766
19	CHINA	1,311	39	BORDERS	645
20	STATES	1,474	40	CRIMINALS	643

In Table 1 40 keywords are shown which were used by Donald Trump at many occasions, the frequent number of appearances of the words like country, great, America highlights the slogan of Donald Trump which was ‘Make America Great’, words like Biden, Kamala appeared with words like crooked, corrupt, worst, president, clearly showed the attacking rhetoric of Donald Trump on his opponents. Other words

like vote, win, election, job are related to election promises. The words like border, criminal, illegal, Mexico, are all related to border and immigration policies.

4.1 Nationalism and Patriotism

The first theme identified was nationalism and patriotism, underscored by keywords such as country, America, American, great, greatest, criminals, and nation. Notably, the term country appeared 7,007 times, exemplifying Trump’s emphasis on national identity. The word criminals appeared 643 times, and together these terms co-occurred 71 times. These statements illustrate Trump’s strategy of juxtaposing his vision of national security against the perceived failures of the previous administration. His use of America (2,433 occurrences) and American (1,705 occurrences) reinforced his nationalist appeal. The slogan Make America Great Again appeared over 300 times, emphasizing a restorative vision.

Table 2: Concordance COUNTRY, AMERICA GREAT

Left Context	Keyword	Right Context
just getting used to the experience of being in a borders and we allow criminals from every you realize that all of the criminals from every got great policy. He's got the policy that made. We turned our country around. We made you know what? We made	Country America great	where criminals are treated in the world in the world Now, America is in decline again. In fact, I couldn't use again. We're going to make it

These examples reflect Trump’s attempt to invoke nostalgia and nationalistic fervor, positioning himself as the leader capable of reversing America’s decline. Similarly, the word nation (1,359 occurrences) was frequently employed to highlight perceived national crises. The word failing (116 occurrences) co-occurred with nation 83 times.

Table 3: FALLING NATION

Left Context	Keyword	Right Context
our country has ever had because we're a case you have any question. We're sadly a "We are a nation in decline. We are a	failing nation	and we're not going to be a failing And we're going to make America great And I say, you know, what the hell do

Trump’s rhetoric in this category paints a narrative of national decline under previous leadership, asserting his role as the only viable solution to restore strength and prosperity.

4.2 Political Leadership and Opponents

Under the theme of political leadership and opposition, the most frequently used keywords were president (2,742 occurrences), Biden (2,193), and Kamala (1,876). Together, Biden and president appeared 75 times. Trump’s discourse consistently portrayed his opponents as corrupt and incompetent.

Table 4: PRESIDENT, BIDEN

Left Context	Keyword	Right Context
I changed from Joe Biden," the worst in defeating crooked Joe Biden, our worst be burning bright. Crooked Joe Biden, the worst rich in the last three years because of those sanctions were lifted by a very corrupt for Donald J. Trump. That's what it is. Joe	president Biden	ever. She's not going to change. No, He's the worst president. Sadly, in the history of our country, will the most corrupt president we've ever administration, and now Iran is a rich and his thugs know that we are the only

Trump also often referred to Biden as corrupt and crooked, and more often compared Joe Biden to Kamala Harris. Trump is described as aggressive campaigner by the constant repetition of words like

crooked, corrupt, incompetent, lunatic, communist, thugs and radical. His rhetorical approach was to undermine his rivals and make himself out as the sole leader who could undo the perceived misfortunes of his rivals.

Table 5: Concordance of JOE BIDEN AND KAMALA HARRIS

Left Context	Keyword	Right Context
of liberty will be burning bright. With our leadership, every disaster migrants that came into our country.	Joe Biden and Kamala Harris,	the worst administration in the have created can be fixed and formed the worst presidency and vice presidency

4.3 Elections and Power

The election debate was full of the use of words like vote (2,040 times), win (1,741 times), and election (1,367 times). Trump frequently associated his name with vote; the two Trump + vote were used 137 times.

Table 6: Concordance of VOTE, WIN

Left Context	Keyword	Right Context
nothing less than that's on the line. A That's all. Win, win, win. But a one of the worst trade deals ever made. But a attorneys, and attorneys general to try and are crooked people, using justice to try and he went into the strategic reserves to try and	vote win	for President Trump is a vote for a big for Trump means your groceries --such a for Donald Trump in these caucuses is a an election against his political an election. But I'm proud of that chart. an election and let this stuff that's

The other important word was win (1,741 times). These terms together with election (1,367 times) occurred in 160 cases. These instances demonstrate that Trump positions himself as a sole savior of the country, constantly underlining the inabilities of his opponents and his right to the presidency.

4.4 Border Security and Immigration

Immigration was a recurring theme, reflected in border (2,275 occurrences), borders (645), and illegal (829). Together, these terms appeared 24 times.

Table 7: Concordance of BORDER

Left Context	Keyword	Right Context
minimum of approximately 2 million illegal alien crack down on illegal immigration and Joe Biden's Houston, allegedly murdered by two recent illegal	border	Crossers .In other words, he thinks he's disaster, support our police, and turn crossers from Venezuela. Viciously

Trump cast himself as a champion of sovereignty by positioning himself as an invasion of immigration. His rhetoric strengthened his general policy of supremacy that depicted him as the champion of American interests against foreign adversaries.

4.5 Global Affairs and Economic Policies

Two additional themes global influence and economic policy were prominent in Trump’s discourse. Key terms included world (2,397 occurrences), China (1,311), tax (1,310), taxes (580), and inflation (1,065). The word ‘world’ frequently co-occurred with war.

Table 8: Concordance of CHINA, Mexico

Left Context	Keyword	Right Context
great things, and we're going to stop Mexico and in Milwaukee and sent their jobs to Mexico and hat's going on. Real threat, economic threat. And	China	and all these countries from hurting Does everyone know that? is going into Mexico because this

The most frequent term was China (1,311), followed by Mexico (766). The pair Mexico + China occurred 39 times. These examples show Trump portraying foreign economic growth as a threat, with rhetoric particularly hostile toward Mexico and China. He also tied taxes and tariffs to economic threats.

Table 9: concordance of TAX OR TARIFF, INFLATION

Left Context	Keyword	Right Context
or tariff, we will then charge them 100% or 200% or any other country charges us 100% or 200% his says that we are going to put on Mexico a 25% going to turn our country around. I will end	tax or tariff	It's called an eye for an we will then charge them 100% on every car." You know, they very quickly. You know how we're slash your prices, raise your
With your support, we will cut your taxes, end With your vote in this election, I will end	Inflation	I will stop the invasion of

Inflation was another prominent theme (1,065 mentions). Paired with end, it appeared 118 times. Trump repeatedly vowed to “end inflation,” blaming the previous government for economic problems. His statements framed him as the only leader capable of preventing global conflict and stabilizing the economy, reinforcing his appeal by promising financial relief and national strength.

4.6 Collocates and Relationships

Collocation analysis was used to identify the words that regularly co-occur with Trump’s key campaign terms, allowing the study to uncover how meaning and ideology are constructed in his 2024 speeches. Unlike frequency counts, collocates reveal the evaluative and rhetorical patterns that Trump repeatedly attaches to concepts such as immigration, power, and national identity. This makes collocation analysis essential for interpreting how Trump constructs authority, intensifies division, and frames political opponents, thereby supporting the overall goal of analysing power and dominance in his discourse.

Strong collocational associations confirm that certain words were repeatedly used to inspire voters. To ensure statistical reliability, thresholds for joint frequency (>20), MI (>3), and T-score (>2) were applied, following established corpus linguistics practices (Hunston, 2002; Church & Hanks, 1990; Gablasova et al., 2017).

Table 10: Collocates of COUNTRY

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
COUNTRY	7,007	CAN	3,330	140	3.2	0.28	10.55
COUNTRY	7,007	BACK	3,244	121	3.03	3.54	9.65
COUNTRY	7,007	WORLD	2,397	115	3.39	0.93	9.7

The collocation Country Can ... is mainly a functional or grammatical use of the modal verb. The numbers are acceptable, but it is not a strongly lexical phrase. Country Back is mostly found in the slogan “take our country back.” It shows a moderately strong relationship, though the strength depends on the context. The collocate Country World often appears in international or comparative discourse. The solid T-score makes it a meaningful co-occurrence.

Table 11: Collocates of America

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
America	2,433	AGAIN	2,268	987	8.1	5,179.94	31.3
America	2,433	GREAT	6,073	408	5.4	583.95	19.72
America	2,433	MAKE	2,936	394	6.4	1,046.19	19.61

The first two words with strong collocates are America Again, which forms part of the iconic slogan Make America Great Again. The next collocate is between America and Great. Extremely high MI and t-score confirm a strong lexical and statistical association. This pair appears frequently in the MAGA slogan (America Great Again), showing a reliable collocation with high statistical values. Another collocate is between America and Make, also part of Make America Great Again. The high MI and T-score show a repeated and meaningful phrase.

Table 12: Collocate of NATION

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Nation	1,359	AGAIN	2,268	96	5.58	152.63	9.59
Nation	1,359	DECLINE	112	91	9.84	754.42	9.53
Nation	1,359	LOST	596	87	7.36	337.69	9.27

Nation Again echoes the campaign slogan “Make America Great Again” and works as a strong rhetorical collocation. *Nation Decline* frames the U.S. as weakening, with the very high MI score confirming a tight statistical bond. *Nation Lost* portrays the U.S. as defeated or misled, carrying a strong emotional appeal.

Table 13: Collocates of PRESIDENT

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
President	2,742	HISTORY	2,076	269	6.18	638.68	16.17
President	2,742	UNITED	1,222	211	6.59	617.58	14.38
President	2,742	STATES	1,474	208	6.3	526.99	14.24

President History is a meaningful collocation, often used when situating leadership within a broader narrative. President United and President States occur together in “President of the United States,” a very fixed and formal phrase in political discourse, strongly supported by statistics.

Table 14: Collocates of BIDEN

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Biden	2,193	Administration	527	144	7.58	620.53	11.94
Biden	2,193	HARRIS	1,101	92	5.87	180.01	9.43
Biden	2,193	WORST	1,112	59	5.21	71.42	7.47

The collocation Biden Administration is a dominant phrase in political discourse. The high MI and T-score show that it works as a fixed and meaningful unit. This was often used to criticize the previous administration. The Biden–Harris pairing is also common when referring to the administration, and the strong statistical values confirm this association. Trump continued his attack on his opponents; the strong collocation is evidence for that. The phrase President Biden appears often, and the numbers show it is reliable, though less exclusive compared to the other collocates. The collocate Biden Worst usually comes in critical or evaluative contexts, such as “Biden is the worst president.” The statistics confirm it is meaningful, but sentiment heavy.

Table 15: Collocates of KAMALA

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Kamala	1,876	HARRIS	1,101	706	9.03	4,831.65	26.52
Kamala	1,876	RADICAL	664	85	6.71	256.78	9.13
Kamala	1,876	FIRED	240	56	7.58	238.27	7.44

Her given name is Kamala Harris and indicates an exceptionally good lexical bond in all aspects. The framing of ideological attack of Kamala Radical is one of the powerful phrases that are not only naming. It is a strong negative rhetorical tie since Kamala Fired implies criticism or scandal.

Table 16: Collocates of VOTE

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Vote	2,040	TRUMP	2,449	129	5.31	168.86	11.07
Vote	2,040	GET	5,262	124	4.15	35.81	10.51
Vote	2,040	ME	4,276	63	3.47	0.8	7.22

Vote Trump is a powerful collocation, which is directly connected with campaign appeals and rally slogans. Vote gets is used in such phrases as get out the vote, where solid statistical support is found. Vote me is straightforward appeals on the part of Trump (vote for me) with collocational backing.

Table 17: Collocates of WIN

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Win	1,741	Election	1,367	152	6.61	438.81	12.2
Win	1,741	November	466	95	7.49	390.3	9.69
Win	1,741	STATE	1,206	62	5.5	93.76	7.7

Collocation of winning the election is a very robust one which is the focus of Trump campaign discourse. Win November is directly related to the month of elections, and it is correlated with the month of election. Win state is a political collocation meaning, making use of the term battleground states.

Table 18: Collocates of ELECTION

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Election	1,367	DAY	1,893	89	5.72	156.06	9.26
Election	1,367	INTERFERENCE	71	66	10	588.32	8.12
Election	1,367	RIGGED	200	50	8.13	250.69	7.05

Election Day is a stable and central phrase in the politics of the United States. The term Election Interference is a very substantial one that is employed as a political context to address both external and internal threats. The collocate Rigged Election plays the main role in the Trump talk and is one of his most effective rhetorical frames.

Table 19: Collocates of BORDER

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Border	2,275	PATROL	249	258	9.45	2,043.15	16.04
Border	2,275	INVASION	372	68	6.94	229.73	8.18
Border	2,275	STOP	1,055	62	5.31	81.43	7.68

Border Patrol is a fixed phrase belonging to an institution. It is one of the most powerful collocations in the dataset as it is confirmed by the very high MI and T-score. Border Invasion is obviously a political framing and the high MI score is justified by its power. Such phrases as Stop the Border Invasion or Stop border crossings are more action oriented and reflect a strong collocation.

Table 20: Collocates of WORLD

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
World	2,397	WAR	987	354	7.84	1,690.22	18.73
World	2,397	WE	24,526	324	3.08	8.39	15.87
World	2,397	III	240	240	9.32	2,005.07	15.47

One of the strongest collocations, which is historically and politically loaded, and is characterized by very high MI and T-score, is world war. World we is more useful but common in rhetorical expressions such as the world we live in that has a contextual meaning. World III (World War III) is a very powerful collocation, which expresses the fear of world war.

Table 21: Collocates of ILLEGAL

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Illegal	829	ALIENS	305	289	10.8	2,904.84	16.99
Illegal	829	IMMIGRATION	148	95	10.2	801.3	9.74
Illegal	829	MIGRANTS	288	82	9.04	515.82	9.04

Illegal Alien is a term that is set in stone when it comes to immigration in the U.S. The fact that MI and Log L are very high supports the fact that it is a dominant collocation. The same phenomenon can be found in the singular version of Illegal Alien, which supports the legal/illegal discourse of migrants. Illegal Immigration is one of the key political keywords, which is closely connected with debates and policies. The term Illegal Migrants offers a different expression but has a high semantic connection.

Table 22: Collocates of CHINA

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
China	1,311	OTHER	2,269	93	5.58	148.3	9.44
China	1,311	WITH	7,161	57	3.22	0.24	6.74
China	1,311	US	2,411	54	4.71	38.3	7.07

China and Other (countries/actors): The phrase China and Other is a well-constructed phrase with high MI and T-score, and is commonly used in opposition. The term China with is not a good lexical collocation, as it is used primarily in a functional or grammatical way. The geopolitical term China-US is standard. It demonstrates a high degree of connection, which is also stable but contextual.

Table 23: Collocates of TAX

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Tax	1,310	CUTS	301	224	9.77	1,799.83	14.95
Tax	1,310	TIPS	210	148	9.69	1,159.83	12.15
Tax	1,310	History	2,076	140	6.3	344.4	11.68

Tax cuts are a highly powerful collocation, which is at the center of the U.S. political and economic discussions. Tax tips too are closely related, but are more advisory or technical than the slogans. The history of taxation is an analytical or retrospective form of discourse and has strong statistical power. Tax social and Tax security tend to be used in conjunction with each other in Social Security tax which is an institutional term that is backed by heavy numbers. The tax cut (singular) strengthens the frame of the economic policy, which is also very common. Another typical political term is tax hike, which is deeply related to the discussions about the rise of taxes, and the MI is very high, which proves its collocative ability.

Table 24: *Collocates of INFLATION*

Word 1	Freq.	Word 2	Freq.	Joint	MI	Log L.	T Score
Inflation	1,065	PRICES	373	45	7.44	177.85	6.67
Inflation	1,065	CAUSED	157	39	8.48	213.86	6.23
Inflation	1,065	BY	4,131	39	3.76	3.49	5.79

Inflation Prices are directly connected with the semantic tie of cost-of-living discussion, and this tie is high in MI and Log L. Inflation Caused By is a standard explanation structure, which exhibits a valid collocation. Inflation by is more a functional prepositional expression- common but not very meaningful as a lexical expression.

5. DISCUSSION

There were six dominant themes, namely: Nationalism and Patriotism - defining America as great and in decline. Political Leadership and Opponents - discrediting your opponent by using pejoratives. Elections and Power - making his victory a question of national survival. Border Security and Immigration - making immigration an invasion. Global Affairs - posing the threats of war and foreign domination. Economic Policy - relating daily struggle to the inabilities of his opponents.

The two research questions that guide the study in this discussion section are: (1) What is the discourse of Trump regarding power in his electoral speeches? and (2) What are the patterns of dominance dominating his discourse? The discourse of the speeches delivered by Donald Trump in 2024-2025 shows that the rhetoric of combative, emotive, and nationalist style has been utilized steadily to display power, recruit and secure support, and discredit the opponent. These trends directly respond to the initial research question by demonstrating that Trump builds power discursively by means of repetition, the use of emotion and the use of strategic framing. His language practices are consistent with the broader theoretical assumptions of the political discourse analysis in which language is a tool of power and ideology (Fairclough, 1995; van Dijk, 2006; Foucault, 1980). The language of Trump is an illustration of how language is used by political actors in order not only to convey policy, but to create an identity that people can collectively identify with, as a form of narrator of an ideological discourse, and to maintain domination in the political field.

With reference to the second research question of patterns of dominance, the results indicate that the lexical and collocational decisions made by Trump especially those that touch on the use of terms like America, Nation as well as Country show the creation of a nationalist discourse that is rooted in the decline and revival. Slogans like Make America Great Again were used several times with echoing phrases like America Great, America Again and made the story of loss and redemption have a cyclical nature. This trend is in line with the opinion of van Dijk (2006) that political discourse is commonly employed to instill a sense of solidarity within a particular group of people by portraying them in a positive light to identify as the true Americans and represent the opponent negatively to identify as the corrupt elites or the illegal aliens. Employing emotional expressions repeatedly, Trump provides more power to his narrative of superiority through the fusion of national pride and a feeling of victimhood.

Framing of crisis and urgency, which is a critical characteristic of populist rhetoric and a key tool of dominance, is also pointed out in the corpus data about Trump. Cloisonne words like failing nation, corrupt administration and worst president often co-occurred with Biden and Kamala Harris, setting the blame on the opponents as the cause of moral and national decay. This is a manifestation of the discourse of delegitimation as formulated by Fairclough (2001), in which credibility has been compromised by evaluation labelling. The ongoing application of adjectives like crooked, radical, and lunatic in words like Crooked Biden and Radical Kamala indicate that Trump tends to make a personal attack on politics, transforming hostile politics into a spectacle of politics. This can corroborate the fact by Dalman (2017) that the rhetorical strength of Trump is his repetition of emotionally charged words that are more emotionally charged than rational. Another pattern that turned out to be dominant in the discussion of

immigration, responding to both research questions, is the building of power by Trump based on fear and exclusion. Collocates like border invasion, illegal aliens and border wall build immigration as a threat to national integrity of existence. These patterns of lexicon conform to the politics of fear framework developed by Wodak (2015), which describes how such discourse of the right-wing populists activates the anxiety by projecting outsiders as a security threat. The multiple mentions of Border Patrol and border crisis by Trump helped to strengthen the narrative of immigration as not policy, but warfare--therefore justifying his pledge of defense and subjugation, a fundamental template of subordination.

Themes of threat and decline were also discursively associated with economic and international issues. Such collocates as inflation, tax increase, and World War III are dramatizing both domestic and international crises, making Trump the only person who will be able to save the situation. This directly relates to the research question one by demonstrating how Trump can construct power in his discourse via crisis construction. It also helps to support the fact that modern campaign communication increases emotional influence with the help of crisis rhetoric, especially in the digital and mass-mediated environment (Borz, 2024). Forming the link between economic and geopolitical unsteadiness and his leadership brand, Trump is speaking within what Foucault (1980) would refer to as a regime of truth- in which power was upheld by identifying himself as the provider of salvation.

The analysis also demonstrates the hidden forms of diachronic changes in the language of Trump in contrast to previous campaigns. His 2016 and 2020 rhetoric were all about rebellion against the establishment elites whereas his 2024-2025 rhetoric is the sign of the recognition of the need to regain legitimacy in the face of constant legal challenges. President Trump and Trump leadership, along with other regular partners, were discursive reinforcements of status and represented self-legitimation under institutional challenge. Such development can substantiate the argument that political speech evolves dynamically in the context of preservation of the fundamental ideological themes. Importantly, such change also proves that the tendencies of dominance of Trump are dynamic, and they change under the influence of political factors yet keeping a stable discourse of power, security, and national revival.

6. CONCLUSION

This paper demonstrates the extent to which the 2024 campaign speeches of Trump were used as a means of persuasion, creation of identity, and power brokerage. His discourse was a political capital due to repetition of the themes related to crisis, restoration and adversarial politics.

The paper brings out the ways in which Trump employed strategically collocates and repetition to contact his own base, and show dominance. Fear, nostalgia and personal branding were interwoven in his speeches to create an effective crisis and restoration narrative. Overall, the corpus data does affirm the thesis that the language of Trump remains a strong political tool--creating crisis, authorizing power and strengthening division. His 2024-2025 speech, instead of being a reflection of it, only enhances the ideological trends set in his previous campaigns. The results underlie the next part, which dwells upon the generalized implications of the linguistic dominance of Trump and its role in the development of the modern American political discourse.

The paper is also restricted to the speeches made by Trump during his campaigns and is not compared to the rhetoric of other political leaders. It also is limited to English-language only, and does not consider any non-verbal context or translations which can influence interpretation. The future study would be comparing the rhetoric of Trump to the speech of other political leaders or examine multimodal features, like gestures, intonations, and images. In general, the results prove that discourse is a weaponized tool that can be used in political campaigns nowadays and influence the opinion of people, as well as reinforce the dominance with the usage of the language.

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