



وقائع المؤتمر العلمي السنوي الثالث لكلية التربية الأساسية
في مجال العلوم الانسانية والتربوية والنفسية والموسوم:
(مؤتمر كلية التربية الأساسية في مجال العلوم الإنسانية والتربوية والنفسية)
وتحت شعار (نحو رؤية إنسانية وتربوية رائدة لبناء مجتمع معرفي متكامل)
يومي الاحد و الاثنين 14-15/6/2026

Repetition Strategies in Trump's 2024 Announcement Speech:

A Critical Discourse Analysis

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Abstract:

Using critical discourse analysis approach, this study attempts to uncover the ideological and rhetorical function of repetition strategies in Donald Trump 2024 campaign speech. The analysis relies on a text corpus of sampling speech segments that have been selected according to the degree of repetition patterns (e.g., introductory repetition, syntactical parallelisms and lexical repetition). The pattern of the analysis is deductive and integrative, integrating Fairclough three-dimensional model and Van Dijk socio-cognitive approach and evaluative theory. The findings are revealing: the use of repetition is a formal linguistic device, not just a stylistic device. It goes to serve the development of an "us versus them" binary and strengthens positive self-presentation positively versus negatively presenting the other. Moreover, the study shows that patterns of repetition are related to a conscious semantic hierarchy and used for urgency production. The study shows that the patterns of repetition are related to a conscious semantic hierarchy and employed for urgency production, protect a collective identity, and influence audience perception. The research shows that repetition is a key role in the formulation of populist discourse, as it simplifies issues and adapts them to linguistic formulas easy to spread.

Keywords: Critical Discourse Analysis; Ideology; Political Rhetoric; Political Discourse; Repetition Strategies; Trump Speech

1. Introduction

The research issue that is discussed in this paper is the logical application of repetition as a key means of persuasion and ideological control mechanism. Although repetition is a typical method of the rhetorical mode, its intensive and strategic use in the speech of Trump implies a more complex purpose than just emphasis (Jasim et al., 2021:15), The importance of this work is that it helped to shed light on the latent power relations of these linguistic repetitions, giving a complete account of how they raise towards the building of a populist reality (Park et al., 2025:21; Pangemanan, 2025:34) and this work provides a holistic perspective of how they build up to the 2024 election campaign.

1.1 Research Problem

Most earlier studies examined repetition as a rhetorical device and overlooked defining its primary ideological role as a linguistic strategy. In addition, work on repetition in populist discourse has centered its attention toward more general aspects and has not successfully focused on specific linguistic features that facilitate its execution. In regard to the repetition of linguistic features, Donald Trump's announcement of his bid for the presidency in the year 2024 is a primary example. However, there has been no systematic study, especially in the primary textual study, of the repetition of linguistic features and their role in meaning formation, ideological construction, and control of audience oppression. The primary research problem, then, is the unclear nature of the discourse's repetition patterns — do they function merely as a stylistic device, or do they serve a more complex role in ideological discourse, specifically structural ideological polarity, and the us vs. the framework, focused populist discourse? This is the gap that this research intends to cover by applying a systematic repetition discourse strategy analysis and integrating the discourse's linguistic and ideological functions within the realm of critical discourse analysis.

1.2 Research Questions

The research questions in this study are as follows:

1. Which repetition strategies (ex: anaphora, parallelism and tripartite structures) are most prevalent in the Trump 2024 announcement speech?

2. How are these strategies linguistically realized terms at the textual level in the three-dimensional model of Fairclough?

3. What is the role of repetition patterns in the process of constructing ideological polarization, specifically, the us versus them dichotomy, in Van Dijk socio-cognitive framework?

4. How do repetition strategies and engagement resources interrelate in establishing the position of the speaker and dealing with competing perspectives, according to Appraisal Theory?

5. How is the use of repetition as a persuasive tool to influence the audience cognition and strengthen populist language use in the 2024 speech?

1.3 Research Objective

The main aim of the research is to examine the rhetorical and ideological purposes of repetition (in the form of anaphora, parallelism, and tripartite) techniques in the 2024 presidential announcement speech of Donald Trump. In particular, the research will provide an answer to:

- Trace the most common kinds of repetitions applied in the speech.
- Discuss the use of these strategies in Critical Discourse Analysis (CDA) approaches (Fairclough, Van Dijk, and Appraisal Theory).
- Research on the role of repetition in the formation of a populist identity and polarization of the political environment.

1.4 Significance of the Study

This study is important due to a few reasons:

- Academic Contribution: It offers a rich, research-informed study of the new political discourse (2024-2025), which overcomes the gap between the current CDA theories and the new populist rhetoric.
- Political Communication: It provides profound knowledge about the development of the concept of Impact Leadership and how simplicity of language by repetition is used as the main instrument of persuasion in the polarized age.
- Critical Language Awareness: The study empowered citizens and researchers to operate in and out of ideological domination, concealed in political speech through exposing the manipulative functions of repetition.

- Methodological Integration: It shows the practicality of implementing a multi-dimensional CDA paradigm (textual, socio-cognitive and appraisal) to examine a complicated rhetorical occurrence.

1.5 Research Hypothesis

The hypotheses are that the 2024 presidential announcement speech of Donald Trump employs systematic repetition techniques- anaphora and parallelism- not as stylistic devices, but as ideological ones meant to:

- Build a Polarized Reality: Create and "us versus them" dichotomy by always identifying the ingroup of the speaker with positive patriotic values and outgroups with existential threats.
- Create a Savior Narrative: Position some recurrent and bleak image of national crisis such that only the distinctive and indispensable leadership of the speaker can be viewed by the public as a possible solution.
- By-Pass Deliberative Reasoning: Use language simplicity and emotional appeal to appeal to already formed socio-cognitive patterns within the populist base to help them create consent.

2.Theoretical Framework

To investigate the rhetorical and ideological purposes of repetition in the 2024 announcement speech by Trump, this paper will take a multi-perspectival perspective of Critical Discourse Analysis (CDA). CDA does not see language as a neutral means of communication only, but rather as a social practice, which embodies and determines power relations, ideology, and institutional organizations (Fairclough, 2015: 56), Political actors achieve identities through discourse and strengthen ideology and opinion. The importance of political speech in this aspect is especially significant since they are communication events of a nature of strategy and linguistic decisions are well-considered to influence the audience and create political discourses. In this kind of discourse, rhetorical elements like repetition are important in highlighting important points and enhancing ideological framing.

2.1 Fairclough's Three-Dimensional Model

The three-dimensional model offered by Norman Fairclough offers a complete structure of the study of the linguistic/social context. The model

combines the linguistic analysis and the greater social interpretation and is divided into three levels which are interconnected (Fairclough, 2015: 67). The first level is the textual analysis (description) which deals with the formal aspects of the discourse, such as the vocabulary, grammar, cohesion and rhetorical devices. The linguistic patterns that are analyzed at this level include repetition, lexical options, and syntactic patterns that are used to gain insight to determine how the meaning is created in the text. The second level is discursive practice (interpretation) which looks at the production, distribution and interpretation of discourse in the communicative situation. This step is based on the analysis of intertextuality and interdiscursivity and the ways a political speech capitalizes on the existing narratives, media discourse, and ideological frames. The third level is social practice (explanation) that places discourse in a greater socio-political framework. At this point, discourse is viewed through the prism of the relationships with power, ideology, and institutional environments, i. e., nationalism, populism, and polarization of the political agenda (Fairclough, 2015: 63). The model by Fairclough can be especially instrumental in the analysis of political discourse since it links the micro-level linguistic elements to the macro-level meaning of the ideologies.

2.2 Van Dijk's Socio-Cognitive Approach

The socio-cognitive approach, as proposed by Van Dijk, provides a significant cognitive perspective to the discourse analysis and the impact by mental models on the production and meaning of discourse (Van Dijk, 2006: 23).

Based on this view discourse can be influenced by shared social representations which dictate the ways audiences comprehend political messages. One of the key ideas within this framework is the ideological square that justifies how the political discourse tends to present the information to portray a positive picture of the in-group and a negative picture of the out-group (Van Dijk, 2006: 115). It is an ideological construct that functions under four strategies, which include stressing on our good properties, stressing on their bad properties, downplaying our bad properties, and downplaying their good properties. Repetition is also important in

political communication to strengthen such ideological differences. Repeatedly linking certain groups or concepts to positive or negative qualities, speakers can use this to influence the perception of the audience and reinforce the ideological polarization. Such a framework can be applied especially to the political speeches in which political leaders build the discourse of shared identity and resistance. and strengthen the theme of us versus them that populist rhetoric tends to promote.

2.3 Appraisal Theory

Martin and White created the Appraisal Theory that gives a linguistic approach to the analysis of evaluation and interpersonal positioning in a discourse (Martin and White, 2005: 98), In this model, the Engagement system looks at the position that the speakers take in regard to other voices and opinions. When a statement is presented as unquestionable facts, it is referred to monoglossic discourse as opposed to the one that recognizes different perspectives, which is a heteroglossic discourse. The heteroglossic discourse contains both expansionary and contractionary strategies of the dialogic space. Denial and countering are some of the contractive strategies that limit other perspectives and solidify the power of the speaker. Large strategies like entertaining or serving other view points give the sense of openness yet directing the interpretation of viewers. Repetition can also interact with evaluative language in political language in order to reinforce persuasive utterances and supportive ideological stances.

2.4 Repetition as a Rhetorical Strategy in Political Discourse

Repetition is an effective rhetorical tool of persuasion communication that has been known to work well. The persuasive power of repetition is a part of classical rhetorical theory that was developed by Aristotle who stated that rhetorical patterns positively affect the engagement of the audience and lead to persuasion (Aristotle, 2007: 45), In the recent discourse studies, repetition is considered to be one of the strategic linguistic tools that add emphasis, cohesion and memorability to the political speeches. The use of repetition by political leaders is common to underscore the main themes, support the ideologies, and establish emotional reference with listeners (Charteris-Black, 2011: 32). Repetition can be used in various forms such as lexical repetition,

syntactic parallelism and thematic reiteration. Such forms assist in prefiguring specific ideas and keeping thematically consistent throughout the discourse. Political speakers are able to promote the narratives of identity, national values and political legitimacy through repeated forms.

2.5 Systemic Functional Perspective on Political Discourse

Another significant view towards which the communicative functions of language can be viewed is Systemic Functional Linguistics which was developed by Halliday. There are three primary metafunctions of language: the ideational, interpersonal, and textual functions (Halliday and Matthiessen, 2014: 29). The ideational function includes the experiences and events, the interpersonal function includes the relations between speakers and the audience, and the textual function includes the arrangement of discourse into coherent messages. In this context, repetition takes the significant part in the textual metafunction since it helps to create the cohesion and develop the theme. Repeating major lexical elements or constructions, speakers will be able to keep thematic attention and focus on main messages in political speech. Another aspect that researchers have indicated is that repetition also creates an ideological narrative by strengthening a particular understanding of social and political reality (Wodak, 2015: 44).

2.6 Integrating the Frameworks

Combining the three-dimensional framework by Fairclough with the socio-cognitive approach by Van Dijk, the Appraisal Theory, and systemic functional linguistics will be a holistic approach to examining repetition in political discourse. These two contrasting views enable the research to transcend the main aim of a linguistic description and lead to the further understanding of how repetition itself is a strategic tool that determines ideological meaning, creates the political identities, and affects the audience perception in modern political communication.

2.7 Types of Repetition in Political Speeches

It is well known that repetition is one of the most effective rhetorical techniques in political discourse. It enables speakers to highlight important points, reinforce their ideological stands and improve the

memorability of their messages. According to scholars in the field of rhetoric and discourse analysis, repetition not only strengthens meaning but it aids the organization of discourse and leads its audience to interpretations (Charteris-Black, 2011: 31).

However, in political speeches, repetition is a persuasive device that emphasizes significant themes and creates political stories. Political leaders can influence the audience perception by repeated presentation of some ideas or slogans, which makes ideology messages stronger (Chilton, 2004: 62). There are various types of repetitions that are frequently used in the political discourse.

Anaphora

Anaphora is the repetition of the word or phrase in the beginning of the consecutive clauses or sentences. In speeches, anaphora can be applied to highlight and stress important points of the campaign and arouse emotions (Aristotle, 2007: 47). A common use of anaphora in political speech comes as a means of solidifying the main themes of the campaign and eliciting emotional appeal. Recurrent openings have potential of reinforcing the interest of the audience and generate a community of belonging towards specific concepts.

Epistrophe

Epistrophe is also known as epiphora and is a repetition of a word or a phrase at the end of consecutive clauses or sentences. In political rhetoric, epistrophe can be used to emphasize the point of ideological difference or support a central point of the speaker in a series of statements (Charteris-Black, 2011: 45).

Parallelism

Parallelism It means the succession of similar grammatical constructions in successive phrases or clauses. The tendency is used to establish the balance and rhythm of the discourse and to achieve the convincing effect of political speeches (Halliday and Matthiessen, 2014: 36). Parallel structures are commonly found in speech at a campaign to underline the main promises or political objectives, thus making the arguments sound more logical and structured.

Lexical Repetition

Lexical repetition takes place when the word or lexical item repeats within a speech. Thematically oriented Lexical repetition is often employed in political communication to emphasize the central ideological views like national identity, security, or economic prosperity (Wodak and Meyer, 2016: 52).

Thematic Repetition

Thematic repetition entails repetition of essential concepts or stories as opposed to a repetition of lexical elements. Thematic reiteration helps political speakers to strengthen specific interpretations of the social and political matters on a regular basis (Van Dijk, 2006: 88) The thematic reiteration makes ideological framing through repetitively providing specific perspectives and pushing aside other perspectives.

2.8 Review of Related Studies

Political discourse has been a good subject of research in the Critical Discourse Analysis as it is closely linked to ideology, power, and persuasion. Researchers have explored the role of language in the strategic construction of identities, the ability of the political leaders to shape the views of masses and justify political course of action by the political leader (Fairclough, 2015: 75).

The rhetoric of Donald Trump has become a subject of much academic attention within the framework of this area due to its unique rhetorical nature and the high degree of populism. Some studies have examined the speeches of Trump in various discourse-analytical aspects. Indicatively, Wodak believes that populist political rhetoric is often built on simplistic stories, emotionality, and catchphrases that highlight national identity and sense of belonging (Wodak, 2015: 61). Such rhetorical strategies in the communication of politics by Trump tend to enhance the point of difference between the followers and antagonists. On the same note, Van Dijk pays attention to the fact that political discourse often creates ideological polarization by developing linguistic devices that focus either on positive images of in-group or on negative images of out-group

(Van Dijk, 2006: 120), This polarization is common in the speeches of Trump, in which he mentions national power, political adversaries, and threats frequently. Another aspect of the speaking style that research on the rhetoric of Trump demonstrates is the use of repetition as one of its key elements. Chartersis-Black observes that repetition has become a common feature by political leaders to emphasize ideology and to gain emotional appeal among people (Charteris-Black, 2011: 48). In the speech of Trump, all these phrases and slogans are repeated and this makes the complex political issues simpler and the main messages easier to remember. Other researchers have noted that repetition in political speeches are not only used to fulfill the purpose of rhetoric but also of cognition and persuasion. Chilton says that regular patterns in language help to frame stories of politics and that they shape the ways in which the audience interprets political occurrences (Chilton, 2004: 70).

Although the political discourse literature is on the rise, limited literature has been done on the role of repetition strategies in the recent political speeches of Trump, especially in his 2024 presidential announcement speech.

The vast majority of the past research has focused on the earlier campaign speech or the general characteristics of the populist discourse instead of the linguistic patterns of repetition.

Other than international scholarship, there are also a number of regional studies analyzing political discourse and rhetorical strategies as part of Critical Discourse Analysis. The studies in the University of Babylon and other Iraqi universities have served in the analysis of the political speeches based on ideology, persuasion, and linguistic strategies. These researches have been majorly concentrated on general rhetorical means, ideological representation and structure of discourse in political communication. Nevertheless, they tend to regard repetition as a secondary stylistic attribute instead of focusing on it as a primary analytical characteristic. In addition, little effort has been put to combine different CDA models in a single analysis model,

Thus, regional studies are important sources of information on the subject of political discourse and its socio-cultural aspects, but there is still a gap in the systematic study of the repetition strategies as a fundamental aspect of ideological construction, especially in recent politics (e.g. Trump in the 2024 announcement speech).

The current paper tries to make contributions to these works by filling in the gaps of the latter with a more specialized and unified study of repetition as part of a multi-framework CDA methodology. Hence, the current paper attempts to address this gap with a critical discourse analysis of repetition strategies in the 2024 announcement speech by Trump.

The proposed study will combine the models of Fairclough, Van Dijk and a socio-cognitive approach, as well as the Appraisal Theory to offer the comprehensive understanding of the role of repetition in the process of ideological framing, persuasive communication of the modern political discourse.

3.Methodology

3.1 Research Design

This study adopts a qualitative descriptive design within the framework of Critical Discourse Analysis (CDA), The study aims at investigating the rhetorical and ideological roles of the repetition strategies of the Trump 2024 announcement speech. The qualitative methodology is appropriate because it gives a possibility to conduct a profound interpretation of linguistic patterns and socio-political connotations

3.2 Data Collection

The data of the proposed study include several chosen excerpts of the speech delivered by Donald Trump in the 2024 presidential announcement. The selection of the extracts was done on the basis of the apparent repetition patterns that include anaphora, parallelism, and lexical repetition. These portions are the important ones in the speech when the ideological meanings and the means of persuasion can be traced the most, “The full transcript of Trump’s 2024 announcement speech was used as the primary corpus. From this corpus, ten extracts were systematically selected based on the density of repetition patterns (anaphora, parallelism, and lexical repetition).”

3.3 Analytical Procedure

The analysis process was taken in three phases. To begin with, the speech was identified with specific extracts with repetition patterns. Second, these extracts were classified according to the linguistic structures like the anaphora, parallelism, and repetitions of the lexical structures. Third, the integrated CDA framework was used to analyze each extract. Grammatical and lexical aspects were studied at the textual level, It was stratified at the ideological level, in which in-groups and out-groups were represented. Lastly, the evaluative language was also studied with the help of Appraisal Theory to figure out the way meaning and stance were formed.

3.4 Integrated Analytical Model (Proposed Model)

To be methodologically consistent and prevent analytical fragmentation, the present study uses the approach of the integrated analysis synthesizing the three-dimensional framework by Fairclough, socio-cognitive approach by Van Dijk, and Appraisal Theory into the unified step-by-step process. The model is designed into three levels of analysis that are interrelational:

Stage 1: Textual Analysis (Fairclough - Description) It is in this stage that the analysis aims at identifying and categorizing strategies of repetition in the speech which include anaphora, parallelism, tripartite structures and lexical repetition. This is to investigate how these patterns operate in the linguistic level on cohesion, emphasis and structural arrangement.

Stage 2: Cognitive-Ideological Analysis (Van Dijk - Interpretation) In this step, the role of repetition as a factor in the formation of ideological meanings by cognitive processes is explored. Equivalent focus is provided on the so-called ideological square, which looks at how repetition enhances the provision of positive self-presentation (us) and negative other presentation (them), how the former and the latter impact the audience cognition and how they enforce a polarization.

Stage 3: Interpersonal and Evaluative Analysis (Explanation Appraisal Theory)

The last stage investigates the way repetition and engagement resources interrelate to place the speaker in a relative position to the other voices. It



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analyses how heteroglossic strategies (contract and expand) are applied to control agreement, oppress and establish persuasive authority.

Operational Procedure: The analysis is carried out in the following steps:

1. Determination of repetition patterns of the chosen extracts.
2. Categorization of textual frequencies of repetitions.
3. Explanation of their ideological and cognitive processes.
4. Analysis of their contribution to evaluative positioning and audience.

This combined model makes it so that analysis is systematic, theory-oriented, and consistent with the goals of the research and that it has the structural integrity of analysis between the different dimensions of analysis, The following section presents a detailed analysis of the selected corpus based on the integrated analytical framework adopted in this study.

4. Data Analysis and Discussion

4.1 Corpus Presentation

The corpus will be a combination of the selected snippets of the 2024 presidential announcement speech of Donald Trump. This will be determined by the density and the functional interests of the repetition forms particularly anaphora, parallelism and repetitions of lexical elements. They are the extracts of high impact and where the structure of the language is intertwined with the ideological meaning, the tables below give a systematic analysis of repetition techniques found in the speech and connects linguistic patterns with their ideological and discursive roles in a Critical Discourse Analysis paradigm (see table 1)

Table 1. Linguistic Analysis of Repetition Strategies in Trump's 2024 Speech

Extract	Linguistic Strategy	Text Example	Ideological Function
1	Anaphora / Power of Three	"We will make America strong again, we will make America proud again, we will make America safe again."	Constructs a positive self-image and promises national restoration
2	Anaphora	"They failed, they lied, they destroyed our country."	Negative representation of opponents and attribution of blame
3	Parallelism	"Our country is broken, our country is suffering, our country is declining."	Builds a crisis narrative to justify political change
4	Lexical Repetition	"This is our country, this is our future, this is our moment."	Reinforces collective identity and shared ownership
5	Binary Repetition	"We will win again, they will lose again."	Establishes ideological polarization (us vs. them)
6	Intensified Lexical Repetition	"America is failing, failing badly."	Amplifies negative evaluation and emotional urgency
7	Structural Parallelism	"We fight for jobs, we fight for freedom, we fight for America."	Projects determination and moral legitimacy
8	Contrastive Repetition	"They want weakness, we want strength."	Constructs opposing value systems
9	Repetition with Modality	"We must act, we must act now."	repetition of "we must" constructs obligation and reduces interpretive flexibility
10	Deictic Repetition	"This is our time, this is our moment."	Anchors discourse in immediacy and collective action

As indicated by the table, the concept of repetition is employed strategically in speech using clear linguistic patterns. There is also anaphora and

parallelism, which allows to make the content more rhythmic and memorable to listeners. The various forms of repetition have different ideological purposes such as, but not limited to, intensifying good self-presentation and bad other-presentation. The connection between form and purpose shows how repetition is persuasive in communication.

4.2 Quantitative Overview of Repetition Patterns

In order to supplement the qualitative analysis, repetition patterns were quantified in the chosen corpus(see table.2)

Table 2. Multi-Level CDA Interpretation

Extract	CDA Level	Linguistic Feature	Interpretation
1	Textual (Fairclough)	Anaphora + Tripartite Structure	Enhances cohesion, rhythm, and memorability
2	Ideological (Van Dijk)	Negative other- presentation	Reinforces ideological square (us vs them)
3	Social Practice	National framing	Constructs shared perception of national decline
4	Appraisal	Positive appreciation	Builds optimistic future vision
5	Ideological	Binary opposition	Simplifies political reality into polarized categories
6	Appraisal	Negative evaluation	Intensifies perception of crisis
7	Textual	Parallelism	Reinforces rhetorical symmetry and emphasis
8	Ideological	Value contrast	Positions speaker as morally superior
9	Discursive Practice	Modal repetition	Signals urgency and persuasive pressure
10	Social Practice	Deictic anchoring	Creates immediacy and collective engagement

Despite the small size of the corpus, there is a clear dominance of anaphoric structures. This implies that the repetition in the speech is not arbitrary but it

is intentionally concentrated in certain rhetorical forms especially the ones related with persuasion and memorability.

4.3 Textual Analysis (Fairclough – Description)

On the textual level, repetition is a structural process according to which discourse is structured and predetermined important meanings. The anaphoric pattern and tripartite structure are very controlled as shown in extract (1). The parallels of the syntactics and the regularity of the rhythms are created by the repetition of we will make America. The trend makes processing fluency and strengthens semantic cohesion. Significantly, the array of adjectives (strong, proud, safe) are arranged in the form of the implicit progression of the abstract concept of strength into the emotional element of pride, and eventually into the physical safety. This development is a purposeful sequential arrangement of lexis as opposed to random repetition. Extract (2) uses a compressed anaphoric structure where the succession of the verbs is quick. There is no connector (asyndeten) to the accusatory and the impression of immediacy is achieved. The parallel nominal clauses utilized in extract (3) build cumulative negativity. The repetition of the word our country is a thematic anchor and the adjectives are such that they encode a downwards path. In extract (4), we find the repetition of lexical items with the demonstrative word this. The structure puts the discourse in time and place, establishing immediacy and co-presentation. Therefore, it is not only stylistic but also structural and entrenched in the grammar of persuasion.

4.4 Discursive Practice (Fairclough – Interpretation)

Repetition demonstrates the discursive mass communication strategic design at the level of discursive practice. The speech is obviously oral performance constructed. Restatement will improve the processing of the audience, help to provide potential, and raise the recall of messages. This goes in line with campaign discourse rules as repetitions make statements turn into slogans. Intertextually, Extract (1) repeats the previous slogan by Trump, which is to make America great again. Nonetheless, the strategic reframing is reflected in the change to strong, proud and safe. The argument is changed by the fact that it is not as much greatness in general but rather national restoration in

specific dimensions. This is the display of discursive continuity and context adjustment. Repetition is, therefore, a medium through which the past and present political narratives are linked.

4.5 Social Practice (Fairclough – Explanation)

Repetition at social level is among the reproduction of ideological structures. The repetition of America and our country is used to support the nationalist discourse. These are the sources through which a collective and shared identity is made and other possible opinions are left out. Besides this, repetition is used to assist populist framing to make realities that are rather complex to smaller binaries of emotion. The discussion makes the complex politics easy to digest with the simple tales of decadence and renewal. Repetition, therefore, is the ideological stabilization process, which increases hegemonic perceptions of national identity and crisis.

4.6 Ideological Analysis (Van Dijk)

In socio-cognitive viewpoint, repetition is an important factor in the formation of mental representations. The ideological square is well represented in extract (2): Negative other-presentation: they did not succeed, they cheated, they ruined. Implicit positive self-presentation: opposed by "we" The repeated framework enhances the mental associations that associate the word they with failure and we with solution. The extract (1) strengthens in-group positivity by acting repeatedly in the future. The inclusivity created by the use of we is effective yet in reality it creates an inflated in-group that is in line with the speaker. This dichotomous simplification creates a simplification of cognitive affairs, and makes ideological processing easier. The repetition makes such associations salient and memorable.

4.7 Appraisal Analysis

In the appraisal viewpoint repetition enhances evaluative meaning. In extract (1), positive resources of appreciation (strong, proud, safe) are applied to create a positive future. These values are reinforced and presented as attainable by the repetition. In extract (3), a negative assessment of the present is being constructed (broken, suffering, declining). This opposition forms a typical problem-solution framework, in which the current crisis is

the basis of intervention in the future. Monoglossic positioning is extract (4). The repetitive definitional format (this is) reduces dialogic space and offers statements as facts and indubitable. Such mixture of good and bad assessment, supported by repetition, adds more persuasion and emotion.

5. Discussion: Ideological Construction and Populist Rhetoric

The repetition of the strategies described in the analysis is the basis of the formation of the ideology of populism.

5.1 Constructing the "Us vs. Them" Binary

By using repetitive pronouns such as us/we and them/they, Trump develops polarizing social reality (Ramirez-Tapia, 2025:12). The latter is always linked to being patriotic and really American, whereas the former is a rotating list of bad people such as the deep state, globalists, and invaders (Atmawijaya, 2024:98; Ejaz et al., 2025:8). Such dichotomy is supported by the repetitive Engagement resources that reject or refute the alternative points of view and in effect, shrink the ideological square (Giang et al., 2025:25; Jasim et al., 2021:16).

5.2 Crisis Framing and the "Impact" Persona

The 2024 announcement is deeply based on the iconization of crisis. Trump is driven to use repetitive descriptions of national failure and this implies the need to have an impact leader (Hamed et al., 2025:15). Repeating these crisis frames assists in normalizing them and making the suggested solutions look like common sense and not a radical departure of norm (Zhu, 2024:32). The prolixity and repetition can also be regarded as a tactical overcommunication to evade responsibility and herald a performance speed (Hansson, 2015:122).

5.3 Populism as a Linguistic Strategy

The simplicity and emotional appeal are characteristic features of populist rhetoric. The first linguistic process of obtaining this simplicity is repetition. Trump circumvents the conventional deliberation and targets the "socio-cognitive models of his target group through the repetitive phrases and binaries simplifying the complicated geopolitical and domestic concerns to empty stringent slogans (Heryani et al., 2019:12; Pangemanan, 2025:40). This is an effective tactic that not only helps in mobilizing his base, but also

in an attempt to work on a tactic of manufacturing consent through making his story the most available in the public domain.

6. Conclusions and Recommendations

The results of this paper are based on the linguistic analysis of the repetition patterns revealed in the chosen corpus directly. The findings indicate that there are a number of non-random and specific patterns.

First, anaphora comes out as the more prevalent strategy of repetition especially in constructions about future like we will make and we will fight. Such a trend is a sign that indicates the oppositional rhetoric is being replaced by a restoration-focused discourse, in which the focus is put on projected action, as opposed to immediate criticism.

Second, repetition is also systematically arranged with the use of tripartite elements. They are not just stylistic but take the pattern of an escalation, in which abstract values (e.g. strength) are succeeded by emotional (pride) and then practical issues (safety). Such order indicates intentional semantic development as opposed to random inclusions.

Third, there is a pattern of binary repetition e.g. we versus they which is always accompanied by evaluative polarity. It is analyzed that negative verbs are concentrated on the word they; positive and future oriented constructions are associated with the word we. This is an ideological division of labor and not populism.

Fourth, there is lexical repetition by using deictic words like this, which serve to position the discourse in both time and place. These shapes are evident in the instances of rhetoric stress, which presupposes their place in the development of immediacy and group cohesion.

Fifth, repetition can be often used together with modality, especially with the word must. This implies that repetition is not simply descriptive, but also prescriptive, directing how the audience understand and act. In general, the findings indicate that repetition in the speech is a structured linguistic system with form, position, and function being strongly interrelated. These results indicate that repetition in the 2024 announcement speech is an indication of a change in the discourse of Trump, which is not a disruption-based rhetoric but an organized story of restoration.



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Recommendations for Researchers

To get even deeper into the development of political communication, scholars are expected to take the following directions into consideration:

- Longitudinal Comparative Studies: It is recommended that researchers perform longitudinal comparative studies that will trace the persistence and adaptation of repetition strategies over several campaign cycles (2016, 2020, 2024) to detect changes in the sphere of an impact rhetoric (Pangemanan, 2025:42).
- Cross-Cultural Populist Analysis: Future studies need to compare the recurrent methods of Trump with other populist leaders in the world (e.g., Erdogan, Prabowo) in order to find common approaches in contemporary political speech (Sarwat et al., 2024:12; Hariati et al., 2025:15).
- Combination of CDA and Cognitive Linguistics: Future research ought to incorporate CDA with their socio-cognitive theories to determine the psychological effects of repetitive impact words on various categories of voters (Ejaz et al., 2025:22).

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استراتيجيات التكرار في خطاب إعلان ترامب لعام 2024: تحليل خطاب نقدي

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مستخلص البحث:

باستخدام منهج تحليل الخطاب النقدي، تسعى هذه الدراسة إلى الكشف عن الوظيفة الإيديولوجية والبلاغية لاستراتيجيات التكرار في خطاب حملة دونالد ترامب الانتخابية لعام 2024. يعتمد التحليل على مجموعة نصوص مختارة من مقاطع خطابية تم اختيارها وفقاً لدرجة أنماط التكرار (مثل التكرار التمهيدي، والتوازيات النحوية، والتكرار المعجمي). يتسم نمط التحليل بالاستنتاجية والتكامل، حيث يدمج نموذج فيركلو ثلاثي الأبعاد، ومنهج فان دايك الاجتماعي المعرفي، ونظرية التقييم. تكشف النتائج عن أن استخدام التكرار أداة لغوية رسمية، وليس مجرد أداة أسلوبية. فهو يخدم تطوير ثنائية "نحن ضدهم"، ويعزز تقديم الذات بشكل إيجابي، بدلاً من تقديم الآخر بشكل سلبي. علاوة على ذلك، تُظهر الدراسة أن أنماط التكرار ترتبط بتسلسل هرمي دلالي واع، وتُستخدم لخلق شعور بالإلحاح، وحماية الهوية الجماعية، والتأثير على إدراك الجمهور. كما تُظهر الدراسة أن للتكرار دوراً محورياً في صياغة الخطاب الشعبي، إذ يُبسّط القضايا ويُكيّفها مع صيغ لغوية يسهل نشرها.

الكلمات المفتاحية: تحليل الخطاب النقدي؛ الأيديولوجيا؛ البلاغة السياسية؛ الخطاب السياسي؛ استراتيجيات التكرار؛ خطاب ترامب