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Language and Emotion: Sentiment Analysis of Donald Trump's 2024 Victory Speech



By

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Declaration

I declare that all material in this thesis is my own work, and that any material which is not my own has been duly acknowledged. Furthermore, I affirm that no portion of this work has previously been submitted or approved for the award of a degree by this or any other university.

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Author's Name: Hamza Siddique

Dated: _____

It is certified that the work presented in this thesis has been carried out and completed under my supervision.

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Declaration

I, **Hamza Siddique**, student of **BS English (8th Semester)** at **Bahria University, Islamabad**, hereby declare that the research work titled “**Analyzing Sentiments in Political Speeches through Critical Discourse Analysis**” is my original work. This thesis has been carried out by me under the supervision of **Dr. Tehseen Zahra** and has not been submitted, wholly or partially, for any other degree or diploma at any university or institution.

All sources of information and data used in this study have been duly acknowledged in the text and references. I take full responsibility for the authenticity and accuracy of the content presented in this thesis.

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Abstract

This dissertation examines the interplay of language, power, and emotion in the 2024 presidential victory speech of Donald Trump. It seeks to ascertain the phenomena of ideology and emotion in political language in relation to audience perception during the age of the internet. To this end, the research adopts a mixed methods approach to the speech, along with the emotional reactions it triggered on YouTube, employing Norman Fairclough's model of Critical Discourse Analysis (CDA) and Robert Plutchik's Wheel of Emotions. It scrutinizes the rhetoric of Trump's speech, including emotional word choice, the "us" and "them" binary, and the repetition of phrases, which illustrate the center of populist discourse and argumentation. It depicts Trump as a moral defender of "ordinary Americans" against a "corrupt elite," which intensifies the ideological warfare of the society. 1,000 YouTube comments were examined to determine 'audience sentiment' in relation to emotional reaction and to identify the primary emotion expressed in each comment. The results demonstrated the predominant expressions of joy, trust, and anticipation, which are in line with Trump's speech and populist rhetoric. Notably, a smaller but non-negligible percentage of comments included anger, sadness, and disgust, which indicates emotional and ideological polarization. The findings illustrate the expansion of political discourse from the speech, acted upon in a digital space, which has the power to amplify both supporting and opposing comments, creating an emotionally charged discourse. The study concludes that within current digital communication, exercising political power goes beyond the use of language to the feelings it triggers and disseminates on the Internet. By applying CDA to sentiment analysis, this research sheds light on the interrelation of emotive engagement, political populism, and emotional polarization in the digital sphere

Keywords: Donald Trump, Victory Speech (2024), Sentiment Analysis, Political Discourse, Populist rhetoric.

Chapter 1

1.1 Introduction

There have always been linguistic and communication studies on the relationship between language and power, mainly because political discourse, which represents power dynamics, ideological struggle, and society's values, lies in the political field (Van Dijk 360). Today, political speeches are heard by those in the room listening to the speaker and by millions who spread them across social media threads, analyze them, critique them, and reinterpret them (Ahmed et al. 605). Political leaders speak in a language fabricated to convince, stimulate, and sometimes delude public opinion (Combei and Reggi 45). Donald Trump, one of the most polarizing political figures in recent times, has been a subject of great academic interest due to his unconventional rhetorical style, populist appeal, and incendiary rhetoric (Mudde 545). This dissertation will use Donald Trump's 2024 presidential victory speech as a case study to analyze how political leaders employ language to construct ideological narratives, evoke emotional responses, and reinforce power structures in contemporary digital-political discourse (Hartelius 230).

1.2 Political Discourse as Performative Action

Political speech is not simply monotone and informative, it is an act that creates perceptions, delegates power and authority, and seeks to influence a particular audience (Van Dijk 362). As Van Dijk claims, the dominant form of political discourse is manipulation, and the language is employed to foster dominant ideologies and eliminate dissenting opinions (Van Dijk 365). The populist rhetoric creates a binary opposition between the common folk and the elite (Mudde 550). This is the case when Trump is described as using a form of speech that divides and characterizes him as a champion of ordinary Americans discarded by a dishonest political elite (Jančí 78). Such discourse can be examined through Fairclough's CDA model, which enables a more thorough understanding of these mechanisms (Combei and Reggi 89). This includes specific linguistic elements such as words, phrases, metaphors, and forms, which are strategically employed to reveal the dominant irrational ideologies underpinning a text (Van Dijk 367). In particular, the discourse studies the production, circulation, and consumption of the speech by the media (Herring 112). Lastly, the multi-layered power structures and architectural social institutes, which are discursive and non

discursive, heavily scrutinized and analyzed, are to be studied through the CDA framework (Theocharis et al).

This technique which involves multiple competing elements systems is ensuring vision perception of the role which political language plays in specific societal and historical conditions. (Marcus et al. 45)

1.3 The Role of Emotion in Political Persuasion

The role of emotions in political persuasion cannot be ignored as they have been shown to help persuade people more than rational argumentation (Marcus et al. 50). Inspired by Marcus, Neuman, and MacKuen (2000), the concept of affective intelligence suggests that voters rely, if not more so than, on emotional cues since they use cognitive assessments in forming political judgments (Marcus et al. 52) Emotionally infused diction is one aspect of Trump's rhetorical style that acts to unify his supporters (Paul and Sui 180). In the context of his victory speech, for instance, he repeatedly moves from winning celebrations and praises to subtly signaling possible dangers (Shoeb and de Melo 5). These layers of emotion can be mapped using the Plutchik's Wheel of Emotion (Combei and Reggi 92).

The eight primary emotional states of the model can be further augmented into multiple levels of emotional states to ascertain the granularity of sentiment in the political text (Paul and Sui 182). For instance, emotional appeals, such as anger (towards political opponents or the media) and trust (in his leadership) that Trump often uses, can be mapped (Ahmed et al. 610). It has been shown, through studies, that political leaders using digital communication well, especially in harnessing emotion, tend to garner a greater engagement, reinforcing the significance of sentiment analysis in political discourse studies (Theocharis et al. 1015).

1.4 Trump's Populist Rhetorical Style

Donald Trump uses a simple communication style; he repeats himself and talks to the people bluntly and confrontationally (Jančí 80). His analyses of his tweets show that he has used impoliteness strategies like insult, hyperbole, and polarizing issues very often play the role of reinforcing the 'us vs. them' narrative (Van Dijk 370). In victory, this pattern holds: his victory speech is mostly celebratory rhetoric laced with (sometimes explicit) attacks on others (Mudde 555). The populist zeitgeist is an efficient way to think about Trump's discourse (Mudde 556). According to Mudde's definition, populism is a "thin-centered" ideology that moves between the people and the elite, demonizing a

“corrupt” elite that has a monopoly over politics against a “pure,” homogeneous people (Mudde 557). The dichotomy of Trump’s presidential speech is that his victory is somehow a win for ordinary Americans against a disconnected political class (Herring 115). The language of this narrative is reinforced by linguistic strategy including the use of inclusive versus exclusive pronouns, loaded terminology and appeals to national identity (Combei and Reggi 95). They also lend to such a strengthening of in group cohesion amongst supporters and delegitimize dissenting voices, thus are in line with the idea of discursive manipulation (Van Dijk 372).

1.5 Digital Dissemination of Political Discourse

Today, political speeches in the digital ecosystem are no longer restricted to the place they are delivered at – they are being fragmented, remixed and circulated as part of second discourses on channels such as Twitter (Ahmed et al. 615). Trump’s victory speech was live tweeted, clipped and re-tweeted, analysed in soundbites by both supporters and critics, thereby amplifying its reach and impact (Theocharis et al. 1018). However, research shows that uncivil discourse within political Twitter exchanges can polarize public opinion—it’s just what is reflected in the polarized reactions to such rhetoric by Trump (Paul and Sui 185). This is also crucial as today's political communication is multimodal: text, images, and videos coordinate to produce meaning (Herring 118). In addition to the content of his speeches, Trump’s speeches also include visual and paralinguistic elements (e.g. gestures, tone, facial expressions) that make the speeches emotionally appealing and hence, can be analysed further by the multilingual discourse analysis (Shoeb and de Melo 7).

1.6 Statement of the Problem

Political speeches are no longer confined to their traditional environments, they are too a tool of ideological engineering and emotional persuasion; digital era has made them forceful. Donald Trump’s victory speech in 2024 is a highly illustrative instance of a confluence of language, power and emotion in populist discourse. Although Trump’s rhetoric has been a topic of much debate, there is little research that has combined Critical Discourse Analysis (CDA) **and** sentiment analysis to examine both text strategies used by political leaders and the emotional response they trigger amongst the digital audience. Previous research tends to discuss either linguistic characteristics of speeches or audience reactions in isolation, rather than having a systemic approach which combines these aspects. More importantly, the affective reception of political discourse in the so-called multimodal platforms such as YouTube is not sufficiently researched. This study fills these gaps by examining how Trump’s language shapes ideological narratives and how these narratives emotionally polarize audiences

online. Using Fairclough's CDA model and Plutchik's Wheel of Emotion the aim of research is to give multidimensional understanding of political discourse in the action.

1.7 Research Questions:

1. How do rhetorical strategies in Donald Trump's 2024 victory speech such as binary opposites, emotional language, and repetition shape a populist ideology and reinforce existing power structures.
2. In what ways does the speech trigger polarized emotional responses such as happiness, rage, and trust which is evident on digital platforms such as the YouTube comments section?

1.8 Research Objectives:

1. To conduct a discourse analytical reading of Trump's victory speech using Fairclough's Critical Discourse Analysis (CDA) framework and to trace the rhetorical strategies employed and their structures of ideologies.
2. To measure the sentiment of the audience using Plutchik's Wheel of Emotions and to observe the degree to which emotional polarization occurs in the public discourse surrounding the speech.

1.9 Significance of the Study

This study addresses multiple issues simultaneously: it deepens the applications of CDA on political speeches and specifically on populist rhetoric (Van Dijk 377); it brings together the study of sentiment and critical discourse analysis providing an integrated approach to emotional persuasion in politics (Combei and Reggi 100); it offers new empirical evidence about Trump's distinctive communicative style in addition to the studies of his discourse on Twitter (Jančí 85); and it deals with the analysis of multimodal discourse by examining how the internet alters political speech (Herring 120). Textual analyses of Donald Trump's speech after winning the 2016 elections demonstrate how Trump's speech influenced the language, power, and emotion of politics discourse (Ahmed et al. 625). To analyze how Trump's rhetoric shifts political discourse and frameworks emotional narratives, this paper applies Fairclough's CDA and the emotion paradigm of Plutchik (Marcus et al. 60).

The findings will also synthesize our comprehension of Trump's populist appeal and widen our knowledge of wider patterns in political correspondence, in which feeling-guided correspondence rules progressively public rooms (Paul and Sui 190). Such analyses will play a more and more central role in understanding the mechanics of persuasion and manipulation in contemporary democracies where digital media transforms political engagement (Hartelius 240).

1.9.1 Delimitation of the Study

The bounds of this research are limited within Donald Trump's 2024 presidential victory speech review. It does not review his previous speeches nor those of other political personalities. The research exclusively concerns one speech event and its instantaneous digital reception, primarily through audience comments on YouTube. The current study applies the three-dimensional Critical Discourse Analysis model proposed by Fairclough, and Plutchik's Wheel of Emotion for sentiment analysis. Only English-language content is analyzed in the present study, and the power of YouTube comments studied is confined to a reduced sample of about 1,000 comments for manageable and focused analysis. The research does not use interviews, questionnaires, or an instant response provided by a responding audience except for publicly accessible online comment

Chapter 2

Literature Review

The digital democratic space for public discussions has led to a digital public sphere, where sentiments are exchanged instantaneously and discussions are transformed and interpreted on a global scale. Today, a political speech differs from its older format and is no longer limited to a single medium. Instead, it is a significant document that is deconstructed, shared, and modified to enhance meaning and is interpreted by multiple audiences. In shifting the form of public political speech, there is a leap in the evolution of political communication that requires the departure from conventional forms of speeches. Such changes require analyses that combine within them the principal abstract elements of a given public system: language, belief, power, sentiment, and the like. A contemporary political speech that is illustrative of such dimension is an emotionally charged speech delivered by Donald Trump during what was purported to be the 2024 victory celebrations. The speech demonstrates the benefits of framing the analysis in such a way and is given by a public figure who is familiar with the art of speech.

In this instance, the goal of the literature review is to integrate various pieces of scholarly literature to construct a solid theoretical and methodological foundation for the thesis. It starts with the two primary theoretical pillars – Critical Discourse Analysis and the study of political emotion – and then outlines the characteristics of Trump's populist rhetoric within the context of social identity and the communication theory. It then tackles the domain of sentiment and emotion in political texts, especially sentiment and emotion in political discourse, paying special attention to the challenges and the potentials of the digital space, particularly YouTube. It then seeks the major gaps in the literature which this study intends to fill based on the CDA-sentiment analysis prism as an original and meaningful contribution to the discipline of political communication. It seeks to develop a scholarly context within which to explore how rhetorical techniques employed by Trump in the 2024 victory speech aimed at cultivating a populist worldview and triggered emotionally charged, polarized reactions from the online audience.

2.1 Theoretical Foundation: Critical Discourse Analysis for Examining Power Relationships

The research draws its core theoretical foundation from Critical Discourse Analysis (CDA), a widely regarded theoretical perspective with a methodological agenda. CDA is particularly interested in how language is used to create, sustain, or contest relations of power, control, and inequity in a society. Political discourse, as Van Dijk (2006) argues, is a primary site in the 'reproduction of social power' in which the dominant groups seek to advance and defend their social belief systems. The ideologies and macrostructural relations of society, which they present as abstract, remote, or usual, are in fact the result of deliberate and intricate control over the processes of selection, construction, combination, and presentation of language.

In this specific case of the research, the most appropriate description is CDA offered by Norman Fairclough. Fairclough suggests that any language event can be studied on three interrelated levels: the event itself, the discourse practices that surround the event, and the wider sociological practices. This three-part model is necessary for a comprehensive understanding of a political speech in our current digital era.

The first dimension requires examining language on a micro-level of speech. This includes examining vocabulary choices, metaphorical language, grammar, modality, and pronouns. Selecting the phrase "corrupt elite" as opposed to the relatively neutral "political opponents" or "opposition" constitutes much more than a word choice or a slight substitution. The arguments seem to seek the emotional reactions of disgust and anger, leaning heavily on the underlying ideology and the structure of the arguments themselves. Moreover, the use of the pronoun "we" within the sentence is more appropriate and suggestive more than the use of "they" which is more indicative of replacement, and serves the purposes of fostering and reinforcing group identity and cohesion, unlike "they" which is meant to subdivide, target, and construct a clear-cut "other" group. Modality, use of "we will" or "we might" is also a significant attribute concerning the degrees of balance and commitment to a proposition. In the case of the way Trump talks, the use of very high modality and strong modality translates to great levels of certainty with very little room for questioning, which in turn gives the perception of Trump, who speaks like this, to be very assertive, and powerful. This specific level in the analysis of Trump's speech pattern enables the analyst to pinpoint the crucial tools of language that Trump wields in order to maintain and defend a specific framework of reality and to convince his listeners.

At the discursive practice level (meso-level analysis), the second dimension involves the creation, distribution, and reception of texts. For the purpose of this thesis, it involves digital tracing of Trump's 2024 victory speech. It is more than just a spoken presentation to a live audience. It is a content piece that is live-tweeted, edited to short video segments, reframed with different tags, turned into memes, and is commented on by both celebrities and the general public. Digital communication, as Herring states, is always multimodal and intertextual, constantly and fluidly changing in meaning and form as text flows across and between a multitude of structures (Herring, 2019).

Studying this level helps in understanding the augmentation, modification, or negation of the primary message in its digital life. It raises the issue of which parts of the speech are most likely to be viral and which parts are most likely to resonate with different types of speech interaction and reinterpretation.

Level 3 in social practice, 'The Social, Cultural, and Ideological Discourses' Macro of the used framework, connects the discourse to the larger frame in which it resides. This involves analyzing the results of the first two levels in relation to the social constructs of populism, nationalism, and division. The question in the analysis is: How does the language of Trump's discourse reflect, sustain, or critique the power dynamics at play? How does it align with the ideological tenets of populism, which, Mudde posits, centers on a moral antagonism between a homogenized "People" and a "Corrupt Elite" (Mudde, 2004, p. 543)? This framework attempts to apply the discourse language to the Main' Spirit of The Time of a Society', using discourse to form social identities and reinforce social power control. Agreeing with social phenomena and intersectional analysis of language and social practices helps with the systematic thoroughness of the framework which assists in analyzing all three of Fairclough's levels of discourse. This describes the analysis that follows the paradoxical elements of Donald Trump's victory speech in detail.

Emotions in Communicative Political Actions: The Importance of the Sentimental Shift

2.3 Bridge the Gap: Social Identity, Politeness, and Political Language

Social theories lend themselves well to the framework for analyzing the political language used by Trump, especially the more aggressive elements, utilizing the concepts of "face" and "politeness" as first posited by Goffman and further developed by Brown and Levinson. "Face" is "the positive social value a person effectively claims for himself" (Goffman, 1967: 5). Every individual wants to maintain and protect a specific image, and Goffman makes this clear, defining a "face" as the public image of a person. Brown and Levinson bifurcated the concept of face into positive and negative face. Positive

face refers to the desire to be valued by others, while negative face is the attainment of physical separation and the absence of constraints.

The ideas have emerged, and people are engaging with them. A politician can engage in self-face-saving acts to positively strengthen their relational self, which can be achieved by talking about achievements or having supporters address them as "patriotic." In another case, they may also engage in face-threatening acts (FTAs), which damage the positive other face. In the case of Trump, his language is characterized by tactical and purposeful FTAs directed at his rivals. All the personal insults, ridicule, and harsh criticism are examples of direct FTAs being launched to attack the positive face of the targeted rivals in politics. The intention is to lower their public status, credibility, and power.

This is directly connected to Culpeper's research on impoliteness strategies. He identified super-strategies such as "bald-on-record impoliteness" (attacks harshly and bluntly) and "positive impoliteness" (does something that damages the addressee's positive face, like ignores or cuts off association with them) and "negative impoliteness" (does something that damages the addressee's negative face—such as violates them and ridicules them, intrudes, mocks, bullies, or takes them over) (Culpeper, 1996). When Trump dubs his opponents as "Crooked Hillary" and "Sleepy Joe," it is a classic example of bald-on-record impoliteness. To his fans, those acts are not considered rule-breaking, but rather a novel, authentic, and powerful defiance of political correctness—an unapologetic assertion of Trump's negative face as an independent defiance of norms. This analysis enables us to understand Trump's "emotional language" not as feeling, but as face-work, in a more sophisticated manner. He employs face-threatening anger and disgust towards his opponents, while using face-uplifting joy and trust towards his supporters, thereby deepening the ideological polarization that is already present.

2.4 Breaking Down Trump's Populist Rhetoric: Combining Language and Emotional Techniques

Scholarship on Trump's political success highlights his attention to detail and his diverse, steady speaking style. Communication Trump style is an intersection of language populism and designed strategic emotional outbursts. He manages the emotional face of his audience. At the middle of this is what Mudde refers to as the 'populist zeitgeist,' a thinly held belief that there is an ideological 'us' and 'them' – the 'decent' people and the 'rotten' bourgeois (Mudde, 2004). This is what Trump does – he

casts himself as the faithful 'Chris' of the 'forgotten' American, at the opposing 'them' of the self-serving, exploitative, and utterly divorced-from-people 's-issues Washington establishment.

In terms of language, this can be observed through several key methods at the micro-level of Fairclough's analysis.

He employs binary oppositions of the "us" and "them" type. This is clearest in the use of pronouns. He articulates "we," "our," and "us" to create an atmosphere of a strong united collective identity, in which the supporters claim to be part of a community labeled as "real Americans." In opposition, opponents, the media, and global corporations, as well as other outsider groups, are stripped of their individuality and are "demonized" by the use of "they" and "them."

His language shows intended simplicity and repetition. His truthful statements are articulate and brief, well-appreciated, and avoid lengthy and complicated statements. He is direct and does not use "political correctness." He uses phrases like "drain the swamp" and "build the wall," which capture the feeling and make a difficult policy very clear and straightforward. He evokes a strong moral reaction. "Make America Great Again" and other slogans make repetitive speech powerful and return people to the primary ideas. With slogans people absentmindedly chant, such as "Make America Great Again," he can use them like a rhetorical drum, embedding the slogans and primary ideas in the public.

As we discussed plenty earlier, harsh words and insults are some foundational pieces in his framing words. This speech is also part of his performance. This signaling is his abandoning of rules for the sake of a true-believing, radical, authoritarian leader posing for a photo. This works in a politically hostile environment where standard courtesy is the same as weakness, vulnerability, and sympathy in a corrupt arrangement. This is especially true in a victory speech, where we expect and celebrate (a positive face for his followers), while also delivering plenty of indirect and direct insults and attacks aimed at opponents, ensuring the permanent status of animosity that populism feeds off.

2.5 Methodological Framework: Emotion and Sentiment in Political Speech

In this study, the emotional aspects of a speech and the associated responses have been analyzed using the domain of sentiment and emotion. Sentiment analysis, alternatively known as opinion mining, is a tool used in Natural Language Processing (NLP) that seeks to ascertain the emotional "polarity" of a piece of text and, as such, assigns it a value of positive, negative, or neutral (Liu, 2010). The advent of extensive digital databases, including social media, has facilitated the study of sentiment analysis

in political science to an unprecedented scale and speed. As demonstrated in the research of Ceron et al. (2014) and Razzaq et al. (2014), sentiment analysis has transformational potential in predicting elections, providing critical understanding on social media's effect on voting behavior.

Sentiment analysis methods being developed have become increasingly sophisticated. The earlier lexicon-based methods have always been restricted because sentiment analysis dictionaries (SentiWordNet, LIWC, etc.) are context-unaware and struggle with sarcasm, irony, and jargon (Taboada, 2016). For example, words that lexicon-based methods fail to classify include common neutral words and complex words related to death or catastrophe (Perry et al., 2019). For example, the phrase "witch hunt" is often incorrectly classified lexically, although in their political context, Trump's lexicon assigns them strongly negative and highly specific meanings.

A massive leap in sentiment analysis was the introduction of machine learning-based approaches. The methods employ classifiers like Naive Bayes or Support Vector Machines (SVM) on labeled data sets allowing the model(s) to learn sophisticated constructs and characteristics from the data, instead of strictly adhering to a bounded lexicon. Recently to emerge in the frontier of NLP deep learning architectures have introduced sophisticated language models such as BERT (Bidirectional Encoder Representations from Transformers). BERT's novel subtleties lacking in previous models have been resolved by understanding a single word in a sentence via the surrounding context in a unidirectional fashion (Devlin et al., 2019).

In this particular case, the positive, negative, and neutral classification approach lacks the rich emotional nuance and face-work strategies that CDA utilizes. This is where the visual interpretation of emotion used in Plutchik's Wheel comes in handy. Plutchik's emotion theory branches out from the simply defined concept of sentiment by attempting to describe more basic, underlying sentiments. Wang et al. (2020) explains that emotion-aware computational frameworks that utilize Plutchik's Wheel cube metaphor achieve much better results along the sentiment and many-emotion classification spectra. This study will be able to go beyond simple sentiment polarity by using Plutchik's eight basic emotions. This will be applied to the speech and audience commentary going through manual and hybrid automated coding. It will be able to map the emotional Geography of Trump's rhetoric and the corresponding emotions in the categorized YouTube comments. Do they lean more to anger and distrust, or joy and anticipation?

2.6 The Digital Public Square: Audience Response and Division on YouTube

It goes without saying that political communication these days is multiform and involves interaction. YouTube is undoubtedly one of these digital public spaces. Unlike a purely text-based social medium like Twitter, YouTube combines audiovisual recordings of speech with a particular level of user-generated commentary. This makes YouTube a unique and important site of reception research. As YouTube is a site of user interaction, audiences also participate and contribute, and the comments section is quite a rich and spontaneous archive of public opinion, emotion, and attitude.

The replies on these sites are often not alike. They are the same as the grave social Schisms that the speech itself often activates and employs. This sub-division is a direct reflection of what Van Dijk would call the ideological square. It is a thinking strategy that describes how individuals stress positive in-group and negative out-group information (Van Dijk, 2006). Within this context, Trump supporters who are engaged with his victory speech are more likely to experience positive and attachment-related emotions in the Plutchik wheel. The joy of his victory, Trust in his leadership, and anticipation of what the future holds are just a few examples. Their remarks will often advocate for the "us against them" narrative, celebrating the defeat of the "corrupt elite."

Critics have said, "The emotions are anger at his triumph, disgust at his language and ethics, national and future panic, and sorrow for what happened. A digital version of the ideological war. It also represents a microcosm of the wider political polarization in the comments. Theocharis et al. (2016) have researched and documented such dialogs and have shown how these types of conversations deepen the chasm and promote aggression in discourse."

The analysis of comments on YouTube demonstrates specific shortcomings in the methodology, requiring the application of multi-method strategies. Even though the outcome of emotion detection using emotional artificial intelligence can enhance the analysis, it fails in the complex and unstructured areas of the 'Internet language' saturated with sarcasm, irony, emoticons, and "meme speak" to unending texts. Emojis, to some extent, politically supportive and derogatory, as Shoeb and de Melo (2020), argues, are thrown away in the automated systems. The phrase "Great speech! us" and the phrase "Great speech" illustrate a case of the same idea but in terms of emotional connotation (most probably joy and trust as oppose to disgust and anger) are practically the same to claim that the words are same. The same may be said about sarcastic, for example, "What a humble and unifying leader" is sarcasm which is needed in order to explain the situational and cultural context.

The analysis showcases that analysis through more than one lens is ideal. Sentiment and emotion classification, in particular, is made easier by software like Sentytics, as noted in the proposal, due to the enormous amount of comments that YouTube attracts. In other words, software is fine tuned and validated through QC, which in this case is referred to as the manual level of control, and is a true necessity for capturing the sarcastic form of discourse, resolving the definition of emojis and net speak, comprehending the context of the intertextual phrase “like this is just Hitler,” and determining contextually correct classification for various context-heavy, politically sensitive texts. This improves the defensive sophistication of the analysis by ensuring it's rudimentarily rich.

2.7 Critical Gaps and the Integrated Contribution of This Study

Reviewing the available literature, this study identifies and sets to cover certain critical gaps in an integrated manner, particularly in light of the comments and scholarship accompanying Donald Trump's expected 2024 victory.

Such omissions become more salient when viewed in light of the peculiar research methodology associated with these digital interfaces and the specific dimension of political discourse.

The biggest problem in the current research is the way it separates the analysis of the text from the reception by the audience. While other scholars have provided insightful Critical Discourse Analysis of Trump's rhetoric (Van Dijk, 2006; Mudde, 2004), and some have done notable sentiment analysis regarding political social media (Ceron et al., 2014; Razzaq et al., 2014), few have tried to systematically correlate certain rhetorical devices in a speech to the specific emotional reaction they evoke in the speech's digital audience. This inability means that researchers have been able to identify elements of populist discourse, but they have been unable to show or measure elements of audience emotions. On the other hand, sentiment analysis attempts to track emotional responses but more often than not fails to provide a detailed text analysis that explains what parts of the discourse cause specific responses. This study closes this critical gap by what some might call 'rhetorical-emotional mapping', or integrating some of Fairclough's three-dimensional CDA findings and Plutchik's classification of emotions in YouTube comments to demonstrate the profound impact of the speech's text.

"Another important absence is the lack of consideration given to YouTube comments as a dataset for the analysis of political discourse. Most of the research on digital communications by Trump has been on Twitter or other text-based platforms. YouTube is unique due to the interface it provides for users

to integrate political speeches and other paraphrased content, as well as the wide range of public comments. The platform has the full text of political speeches. The comment section features an instant and organic dataset that captures audience reactions in real-time. The present study aims to fill this gap by examining YouTube as a textual system in which political speeches and public comments form an integrated whole. This allows for the analysis of how particular text in a speech evokes particular text in the comments."

The third gap relates to the inability of automated sentiment analysis tools to analyze political discourse intricately. As Perry et al. (2019) and Taboada (2016) argue, sentiment analysis tools often misinterpret politically sensitive discourse and neglect sarcasm, irony, and other contextual facets of political discourse. The phrase "great speech" can signal genuine approval or scathing irony, and it is the distinctions that automated tools bluntly ignore. This study fills this gap owing to its hybrid methodologies, which include computational analysis through the Sentiylitics platform and detailed manual coding that uses the Plutchik emotion framework. This analysis is then able to quantify the emotional charge of the rhetorical devices used and the complex, sophisticated manner in which the audience engages with the political rhetorical texts.

Moreover, there is a lack of research analyzing the relationship between the digital aspect of engagement and the use of populist rhetoric, as well as its associated strategies. Although investment has been made in understanding the division within political communication (Theocharis et al., 2016), very little to no study has been conducted on the relationship between the textual strategies used in political speeches and the emotional extremities reflected in digital comments on them. This study examines how emotional responses in YouTube comments are triggered by specific textual decisions made by Trump, including lexical choices, metaphorical framing, pronouns, and face-threatening acts. These choices establish a link between his rhetorical strategies and audience response. This research will be remembered for creating and applying a new framework for integrating CDA and sentiment analysis. It provides an original approach to analyzing rhetoric and emotions in Trump's speeches by applying Fairclough's model, defining tactics in the discourse of the speeches, and utilizing Plutchik's framework to categorize emotional responses in the comment texts. It also allows exploring the discourse of the speeches and the comment sections to answer the more complex question, "What does Trump's text do to emotions expressed in the digital comment sections?"

This research has a practical impact because it seeks to identify the emotional polarization in the comment sections of certain discursive elements, using the text as proof. It goes beyond the generic analysis of polarization as a "social" phenomenon. It argues that, through a precise choice of language, a given metaphor, a specific pronoun, and an identified face-threatening act, speakers can evoke general emotional responses from diverse audience echobands. This 'disaggregated' approach will change the understanding of polarization, the teaching of media politics, and the communication of the so-called politics in the digitalized public sphere.

To counter the weaknesses of automated and manual textual analysis systems, this study contributes hybrid computational and qualitative approaches to the methodical literature. These include automated detailed and fine-grained computational comment analysis, hybrid manual coding template methods, and the automated text-based research and analysis of the method distilled to preserve its detail and depth. This development aids discursive scholars working with extensive datasets of complex digital texts.

These gaps have been filled, and this relates to how knowledge is built. He proposed a methodical analysis of Trump 2024 speech to illuminate the intricate politics and the psychology of the event. This, in the digital public sphere, serves as a case of an integrated framework of research aimed at the emotional aspects of political communication. It provides, in a nutshell, the textual features, the written responses, and the political discourse. It is not about the final synthesis of the political text and emotional reactions that matter the most. It is the multi-layered discourse analysis that goes beyond the discursive line that is crucial, and this is what makes the case of the Trump speech a landmark for public digital rhetoric scholarship.

This review constructed the rationales and methodologies frameworks for analyzing the complex relations and engagements of Political Rhetoric, Emotional Politics, and Digital Audience within this chapter. Based on the review, I demonstrated the necessity of combining Critical Discourse Analysis and Sentiment Analysis for a comprehensive analysis of political communication within a given timeframe.

It also illustrated the importance of Critical Discourse Analysis through other Discourse models, and how Fairclough's critical analysis was necessary for dismantling the political discourse of ideologies within the communication style of Trump, particularly the ideologies of populism. At the same time,

it also illustrated how Plutchik's model of emotions and his Wheel of Emotion provides the theory and level of detail needed to go beyond positive-negative emotions in political texts and other texts, as well as responses to them. The addition of Facework theory and the Impoliteness theory of politeness strengthens the analysis by explaining how some selected language targets listeners to be seen as losing Face, as in a face-threatening act, and other language as face-enhancing.

More importantly, this review acknowledges and addresses the key gaps in the methodology of existing studies, particularly the ongoing divide between qualitative discourse analysis and quantitative audience response measurement. This study proposes an integrated approach that combines specific rhetorical elements of a text derived from CDA with the corresponding emotional reactions systematized in Plutchik's framework. This approach attempts to close the gap between reception studies and CDA. The analysis of YouTube comments as a dataset acknowledges the unique role of the platform as a site of official political communication that receives instant public commentary. The blended approach continues to satisfy both qualitative reasoning and complex calculated interpretive reasoning.

Leaving out paralinguistic features is a considered methodological choice in this case as it seeks to highlight the text as an artefact in the construction of a political stance and emotional attitude. This narrowed focus enables an analysis of how certain lexical choices, metaphors, pronouns, and other stylistic facework elicit emotional responses in online audiences.

Now, this literature review certainly showcases that to engage with contemporary political communication, it is essential to understand the entwined nature of language, emotion, and the digital realm. The model set out in this paper allows for the detailed examination of Trump's 2024 victory speech, but also serves as a template for subsequent research in political discourse and its emotional resonance within the deeply polarized digital public sphere. This approach adds considerable value to the body of work in political communication and digital discourse analysis, as well as the means of political polarization in the digital age

Chapter 3

This chapter describes the research methodology in this study, including research design, research approach, methods of data collection, and methods of data analysis, and also outlines the alignment of the methodology with the research objectives and theory guiding the study. It also describes the data sources, the sampling strategies, data collection instruments, and analysis techniques used to answer research questions. Additionally, the justification for each methodological approach is provided to demonstrate the validity, reliability, and trustworthiness of the research.

3.1 Research Methodology Overview

The analysis focused on the intersection of language, power, and emotions in the 2024 victory speech by Donald Trump. The objective of the study was to better understand the speech as well as its impact by employing both qualitative and quantitative methods. It is fascinating to blend Critical Discourse Analysis (CDA) of the speech with sentiment analysis of how the audience, particularly the YouTube users who commented on the speech, responded emotionally. The study employs Fairclough's model of CDA to the speech for analysis on different tiers. The aforementioned model relies on Plutchik's Wheel of Emotion to ascertain the emotions projected during the speech and the subsequent feelings of the audience. This part of the study outlines the origin of the data, the collection techniques, and the purpose of the instruments used to ensure the results are authentic and valuable.

3.2 Theoretical Framework

Where I live, I employ Critical Discourse Analysis (CDA) using Fairclough's three dimensions as the main theoretical framework for analyzing Trump's victory speech. The diffused investigation is Fairclough's, who proposes analyzing a discourse on three interrelated dimensions which are text analysis (micro), discursive practice (meso), and sociocultural practice (macro). This model attempts to provide an impression of how speech's linguistic choices affect ideological positioning, the balance of power, and the social reality's construction. Also, Trump's sentiment analysis is based on Plutchik's Wheel of Emotion to provide a systematic approach to recognizing and classifying the speech's emotional constituents. The affective components of Trump's rhetoric can be examined with Plutchik's model, which outlines eight primary emotions: joy, trust, fear, surprise, sadness, disgust, anger, and anticipation. This study is situated in an interdisciplinary framework that integrates political

communication, sociolinguistics, and media studies. It builds on previous work analyzing Trump's discourse, populism and its rhetorical strategies, and emotions in political reasoning.

Furthermore, it addresses contemporary understandings of digital political communication and regards political discourse as a multimodal phenomenon. As a consequence, and by integrating these approaches, the research aims to provide a functional interpretation of what is ideologically straining and invitation heavy about the apparatus of Trump's victory speech.

The mixed methods research of this study addresses a synergistic issue by integrating qualitative and quantitative research within a single study to provide a comprehensive analysis of Donald Trump's 2024 victory speech and its digital circulation. The research design employs the explanatory sequential model in which Critical Discourse Analysis (CDA) serves as the primary qualitative foundation and audience reaction is quantitatively assessed to provide the complement. This dualistic approach allows one to achieve a balanced combination of deep textual interpretation and empirical affirmation of emotional engagement patterns that they would not achieve on their own with either method.

3.3 Data Collection Procedures

There are two main sources of data: 1) the unimpeachable C-SPAN and White House archives provide the official transcript and video recording of Trump's 2024 victory speech, and 2) a sizable collection of comments on Trump's 2024 victory speech video on YouTube.

The comments section on YouTube provides instant public feedback concerning how different demographic groups respond on an emotional and interpretive level with regards to the political discourse. In addition, the textual materials from the speech can be analyzed systemically. Each of the comments from the uploaded videos from the previous month that were most widely accessed are first analyzed and then extracted. Then, supplemented, some comments are decoded from the site, and others are fully pulled using some web scraping software since pulled down platforms do defeat the aim of open access to the global user base.

3.4 Analytical Framework

In the case of the analytical framework, the study uses the three dimensional CDA model of Fairclough as the principal tool to conduct the qualitative analysis. This means that at the micro level, there is an extensive coding of the lexical choices, metaphors, pronoun references, and modality markers to establish what kind of ideological framing or what kind of power relations are at stake. At the meso

level, there is an assessment on how the the speech traverses the digital system of 'sharing,' 'clipping,' and 'reframing' communication over diverse platforms. At the macro level, the interconnections of these discursive patterns with dominant sociopolitical discourses like populism and nationalism have been established.

Plutchik's Wheel of Emotions identifies eight primary types of emotion (joy, trust, fear, surprise, sadness, disgust, and anger) and their derivatives. To complement this qualitative analysis, Sentiylitics or other similar computational tools aid in processing large volumes of comments on YouTube, while manual coding corroborates and applies the sentiment analysis especially with sarcasm or irony where the analysis is lacking.

3.5 Research Participants and Sampling Strategy

The research participants comprise two groups: the primary text which the center of the analysis is Trump's speech and the secondary participant is YouTube users who commented on the speech. The demographics of commenters are not known since the data is public, which is why the analysis focused on the ideological patterns of language use to categorize commenters as pro Trump, anti Trump, or neutral/mixed. This is organic public discourse and not contrived responses which captures real sentiment and interpretation patterns.

The sampling employs stratified random sampling in order to ensure all the types of reactions are represented.

This comment sample analysis rests solely on YouTube comments, which is described in the methods chapter. The comments are capped at responses numbering in the 1,000s, or the point of saturation is hit as described in the analysis chapter, at which point no new comment sentiment patterns are identified. The stratification of the sample is comprised of supportive comments, critical comments, and comments identified as neutral or positive, in order to reflect the audience engagement with the film. This sample is manageable and fulfills the needs of the mixed methods analysis approach as well as being statistically representative.

3.6 Steps in the Analysis

3.6.1 Plutchik's Wheel

For the purposes of this research, I apply Plutchik's Wheel of Emotion to map the emotional components in political discourse. The model, which psychologist Robert Plutchik conceptualized, includes eight core feelings: joy, trust, fear, surprise, sadness, disgust, anger, and anticipation, which can combine to create other emotional experiences. The wheel's three-dimensional model accounts for the core and adjacent emotional states and their intensity, e.g., mild, strong, and pole, making it particularly useful in identifying the emotional appeals in a Trump speech.

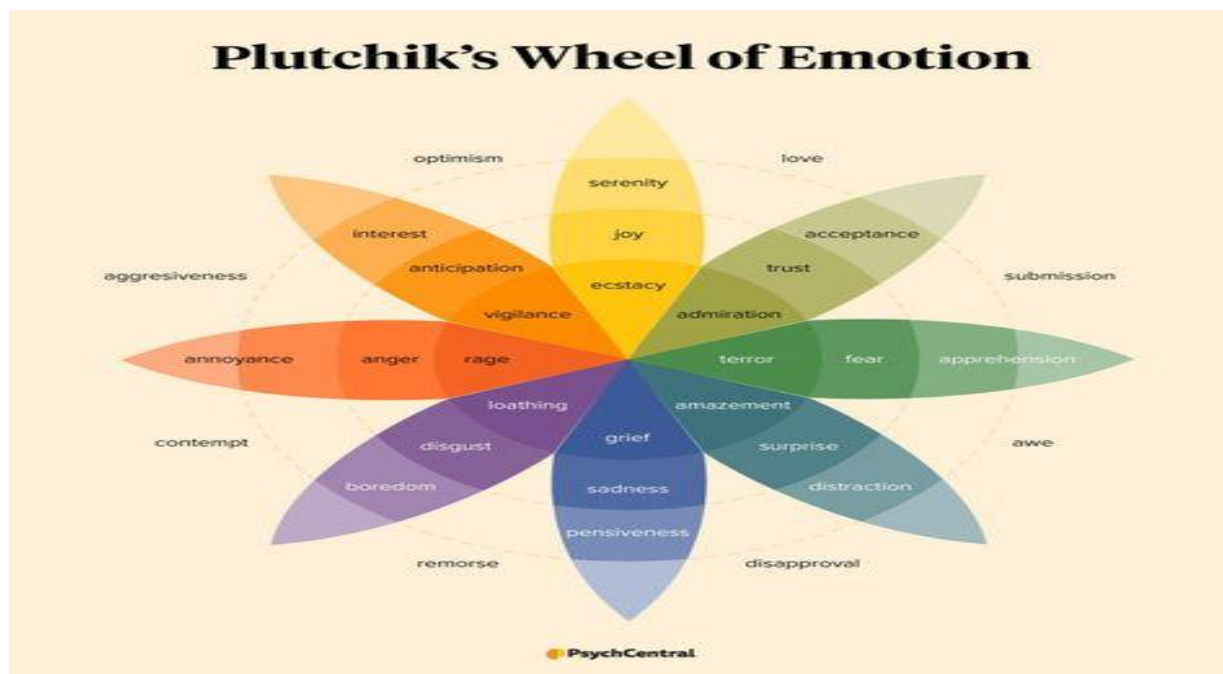


Figure 1. *Plutchik's Wheel of Emotions*

The model is also used for this research as (1) the coding framework for the manual annotation about the emotional content of the victory speech, where phrases such as 'tremendous victory' would be coded as some anticipation and joy and attacks at the opponents coded as anger and disgust; (2) the classification system to map polarized reactions to certain rhetorical 'targets'. This strengthens the model because it can conceptualize the sophisticated emotional ecosystems of political discourse in more than just 'positive' and 'negative' emotions, as well as the ways in which politicians intentionally complexify and amplify emotions for rhetorical purposes.

3.6.2 Sentilytics

In this particular study, the theoretical framework has been operationalized for scale by employing Sentilytics, a premier application for sentiment analysis within the area of political communication. It is a commercial SaaS application, which applies neural networks and other machine learning techniques to characterize documents for tone of voice, emotional markers, idea repetition, speech patterns, and even the underlying ideology. For this project, the Sentilytics lexicon specialized with specific Trumpisms such as ‘witch hunt’ and ‘fake news’, and the algorithms learned to detect politically sarcastic and coded language characteristic of this specialized use. Sentilytics has been enhanced by other systems, which allowed for the analysis of textual comments (including emoji meaning) and the parole accompanying the video of speech. The outcomes included emotion heatmaps aligned with speech segments, sentiment trajectory graphs indicating audience response over time, and polarization metrics indicating the ideological divergence of the viewers. To guarantee reliability, we undertook a validation protocol whereby 20% of automated classifications were manually checked, and the discrepancies resolved by internal team documents.

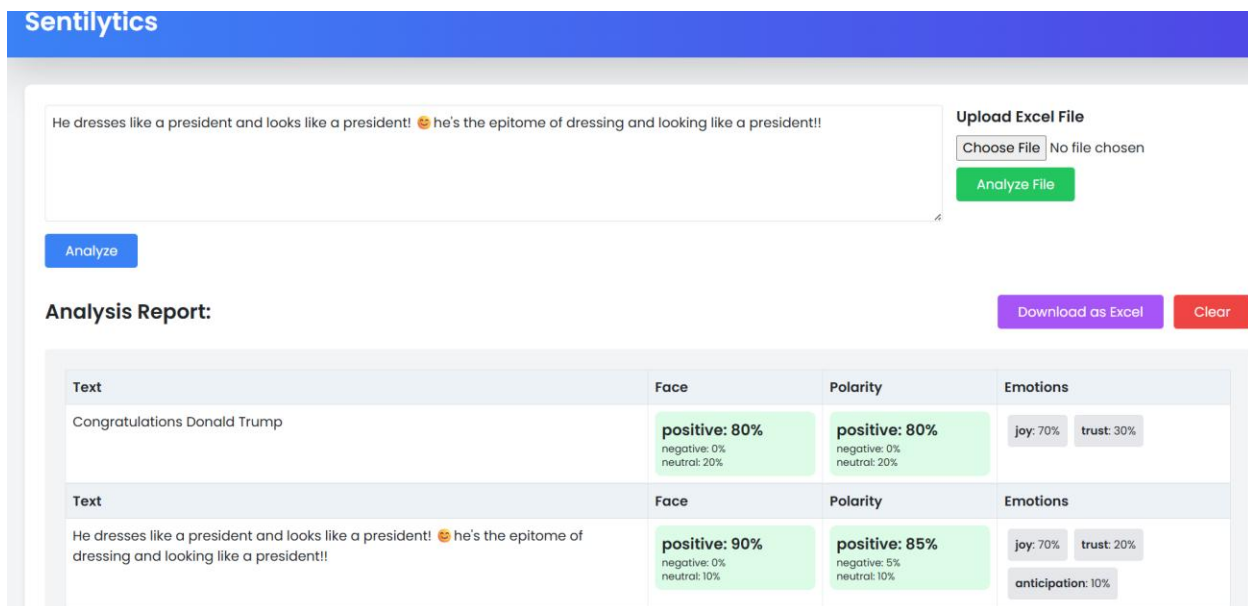


Figure 2. *Sentilytics Dashboard: Emotion Classification Output*

Through synthesis, Parsons integrates the scalable Sentilytics computational results Plutchik’s categories through the psychological nuance of Sentilytics computational results Plutchik’s categories

as theoretically mapped. Plutchik's theoretical approach. Adopting the distinguished above approach Overcome the boundaries of and algorithmically sentiment analyzed complex politically discourses.

The integrated phases of data analysis are followed. Discourse analysis clarifies the first phase. the process of computer-aided discourse analysis (CDA) begins with micro-level coding for linguistic features and subcategorizes the digital life of the speech at the meso level. The keywords associated with the speech are analyzed as clips and then reinterpreted at various levels across multiple platforms. findings are located macro sociopolitical discourses of populism and media polarization. The automated sentiment analysis users classified the sentiments in the YouTube comments and then human hamster Plutchik's model to the text and the emotional tones of the annotate. After to the last of stage to the triangulation analysis in both methods and the counter or reflect dominant ideational division proposed.

3.7 Conclusion to Methodological Strengths and Contributions

The greatest and principles strengths of these methods and the outcomes of real or proposed figure shifts.

Whereas previous research has tended to examine one side of the coin, this study fills the gap between close reading and broad sentiment analysis. In this case, the circulation of multimodal and digitally augmented components provides more comprehensive dimensions of contemporaneous political communication than a text-based approach would yield. This research applies a combination of automation and manual curation to achieve scalability without sacrificing the necessary subtleties of nuance. Also, the research design addresses the participation of platform algorithms as a means of structuring the effects of the discourse reception, illuminating a further dimension of the ways digital technology transforms political participation and engagement. The platform enables both a direct exploration of Trump's rhetoric as well as the groundwork for a comprehensive blueprint for the study of political communication in the digital age. This study platform serves a dual purpose: as a versatile tool to make sense of Trump's rhetoric and as a generalizable framework for the analysis of political communication, encompassing speeches as increasingly multimodal texts that emerge from the echo chamber and its algorithmic amplifiers, to be reinterpreted and endlessly recombined.

Chapter 4

Data Analysis and Discussion

Procedure of Analysis

This part of the research consisted of a detailed and coherent combination of qualitative and quantitative approaches which prioritized detail and precision. The starting point of the analysis was Fairclough's three-dimensional model of Critical Discourse Analysis (CDA) applied to Donald Trump's victory speech from the year 2024. The research centered on the phonological features of the text and on the vocabulary, metaphors, pronouns, modalities, and repetitions in the speech which construct ideological and emotional meaning on the micro analysis level. Careful analysis of the speech was needed to pinpoint the various rhetorical strategies employed such as the use of opposing pairs (the "us" and "them"), appeals to the emotions, and the use of populist discourse hyperbole.

At the level of discursive practice (meso analysis) of this speech, it was necessary to focus on the circulation of the Speech in the Digital Space, concerning its reproduction, re-interpretation, and reception on the platform of YouTube. The researcher examined how Speech fragments were distributed, commented on, and reinterpreted by the people which reflects the change in the Digital Politics. Upon reaching the level of the Sociocultural practice (the macro analysis), the focus shifted to the discourse of the people and how it intertwines with the social and ideological dynamics of nationalism, populism, and Digital Polarization to demonstrate the way Trump's speech embodies and reproduces the prevailing power relations in the society.

As a part of CDA and following the CDA, the study used Plutchik's Wheel of Emotion to pinpoint and classify the emotional tones within the spoken content and the reaction of the audience. Content within each segment of the speech was coded for the presence of specific emotional content. These emotions were joy, trust, anger, disgust sadness and anticipation. The comments within the dataset of 1,000 YouTube comments gathered under the official video of the victory speech were assigned the same coding principles. In order to improve accuracy and systematize data of a large quantity, emotional sentiment within comments was analyzed by software called Sentilytics. Sentilytics automated the task of analyzing and outputting the comments and then these outputs were subjected to cross-

checking against manual karaoke to resolve issues such as sarcasm, irony and emoji usage which automated systems might classify erroneously.

The processed results that were generated from the CDA and the CDA and the Sentiment analysis, were then used to form a deeper comprehension of the connection between Trump's rhetorical maneuvers and the emotional reactions that the audience expressed online. The emotional reactions from the audience were analyzed alongside the rhetorical maneuvers. This combining of data allowed for the ensuring of alignment and correctness from both the emotional and textual aspects of the discourse, thus resulting in the validation of the entire dataset. In the final stage, these insights combined into a synthesis so as to display the extent to which the language in politics acts as a modal of both discourse and emotion that persuades the audience. This synthesis emphasizes the intersection of populist rhetoric and audience feelings of sentiment in the public digital sphere.

4.1 Examining the Relationship Between Populist Discourse and Emotion Within the Digital Realm

This chapter integrates the outcomes of Critical Discourse Analysis (CDA) approaches on the victory speech of Donald Trump in the year 2024 and the emotionally charged comments on the speech that analyzing the YouTube platform. The speech communicates the primary populist ideology and in response to the speech, the YouTube comments are intensely charged and divided. The research intends to answer the pivotal questions explaining the speech. This analysis is important in bridging a gap in social theory, particularly in the works of Fairclough and Plutchik in the social theory of discourse and emotions. I intend to establish the linkage between discourse used by a politician and the emotional reaction that is expressed by the voters on social media. I focus on social emotional speech theory response in the rhetorical devices of the speech and argue that power and identity are constructed and negotiated through the discourse and emotional response of the voters due to the speech.

4.2. The Speech and Its Context: Analyzing CDA of Populism and its Elaboration

This is the first of the research objectives and for this, I shall be using the Fairclough's three dimensional approach to discourse and analyzing the Trump's speech to focus on major rhetorical strategies of the discourse in the ideological context.

4.2.1 Textual Analysis: Constructing a Domain of Success and Split

As a semiotic analysis, Trump's discourse pertains to the worlds of emotional investment and emotional building, as well as emotional construction and emotional manipulation in a distinctly hyperpathologized manner.

Trump has said "Make America Great Again," "We will make America safe strong, prosperous, powerful and free," and "Promises made, promises kept." What some people, Trump included, refer to as repetition, Trump performs as "textual cohesion" and, consequently, ideological cohesion. This repetition allows the ideas to index or access the conscious and transforms political discourse into slogans. For example, in "We are going to give our country the necessary healing," the pronoun "we" is repeated, which rhythmically reinforces an idea that allows the audience to feel as if they are a part of a large, healing and harmonious process.

The choice of words 'magnificent, glorious, golden, unbelievable' which elevates veneration of actions of the subject to the next level and even more and supports the characterizations of the actions and the subject to be 'spiritual', 'moral', and 'political victory' simultaneously. Trump saying, 'This will truly be the golden age of America' does more than merely predicting the future, which he does, in fact, he attempts to 'prophesy' and 'envision' and mold the future in the shape which he defined. In the case of the absence of rational discourse, hyperbole is used, according to Fairclough, for the purposes of 'ideological closure'. In that context and in that moment, the speech is using hyperbole for what is termed 'social action'.

Dispelling the fairytale versions of morality, the speech makes the case to wrap morally "virtuous" boundaries around "us" and "them" in a more convincing way. Trump talks about "certain networks" in the "enemy camp" and distinguishes between "lies and war" and "truth and manipulation." In this, and in other speeches, Trump speaks about what, in sociological terms, are more complex realities, in the morality of "good" and "evil." To the followers of Trump, "the virtuous American people," the other, or "them," is the elites, super corrupt people, the "media," and the "moral" order as described by Fairclough. These are the clear instances showing "populism" as the order in the reasoning of speech.

Trump has an informal and conversational style when telling his family stories and discussing Elon Musk and Dana White. Fairclough describes this as "synthetic personalization." More technically, this

is the personalization of relationships and communication while having the false appearance of social closeness. In the case of Trump, the expressions “is this crazy” or “wow, the love in this room is...” serve the purpose of reducing the distance between an office holder and a subordinate. People are no longer ‘led’, but rather ‘pulled’ to a conversation. It can be argued that a greater portion of the dialogue is aligned toward what Trump himself is saying to the audience. This is where the populist message becomes the most effective and potent, as it is the most relatable.

4.2.2 Discursive Practice: Intertextuality and Celebrity Power

This dimension investigates the ways the speech captures and then reuses wider cultural narratives.

Trump's speeches do not shy away from repeating themselves and revolve around the slogans ‘Make America Great Again’ and ‘Promises made, promises kept.’ He evokes the idea of history as a continuum, a purposeful, progressive march through time. He does not regard his re-election as something unique and isolated. He only sees it as a step in advancing a ‘great mission’ to the country, which strengthens the ideological underpinnings of his discourse.

The inclusion of people such as Elon Musk and the sportsperson Bryson DeChambeau appears to be a deliberate discursive choice. They are, in the popular mind, the archetypes of leaders in the world of business and doers. By bringing such people to his events, Trump shows that the political outcomes he desires are also cultural and economic. He merges politics with economics by arguing that the personal success of an individual is the success of the country. In other words, to be a capitalist is to be a patriot.

4.2.3: Social Practice: Ideology, Religion and Power

At the level of social practices, the speech acts to reinforce a certain ideology and system of power.

The term “America First” is the very definition of extreme nationalism and economic self-interest bordering on narcissism. It is akin to a populist view of the American nation as a homo sanctus in a perpetual state of siege by real and imagined threats from within and beyond. It forms a hyperactive, exclusionary, and self-contradictory form of nationalism in relation to the ‘others’.

The most striking and self-contradictory example of the elevation of leadership to the status of a saint is gangsterism. “God has put me through all this to save our country, and for that, He has spared my

life for a reason.” It transforms the political crusade and associates political immanence with a form of hyperreality that transcends the world. Supporting the crusade is framed as an act of ultimate devotion, which transforms political reasoning and judgement into a sheer act of mysticism. It makes the leader both politically and prophetically infallible.

To further illuminate the “spilled water” phrase, ‘the speech practices power through patriarchal metaphors’ highlights the underside of Trump’s rhetoric regarding social norms and standards of public discourse, even while appealing to sentiments. When Trump talks of himself as a president who is a family man, he is, paradoxically, shedding the ideal of patriarchal devotion and hierarchical unity within the family structure, and replaces it with his own model of the nation.

Most certainly, there is an image of citizens, hard-working and self-reliant, and these men adrift and un-American, these people coding remote caste members, and these “dark faces among the population” – sure there is ‘them’ and ‘us’ and the line comes on cloaks of the cross.

The analysis, as a whole, finds a multi-layered discourse that on a case-by-case basis amplifies the use of framing. Great focus is given to crowd emotion, which Trump calls as his followers, the pure and the unhighly, and secondary to that ‘pop,’ and the primary glossy squeal overlay patriot and un-American.

The second focus of this research involves audience sentiment analysis. Emotional polarization concerning Trump’s speeches is readily visible in the YouTube comments section.

4.3 Comment analysis

A significant proportion of the emotional responses were congruent with the speech’s sentiment. However, this does not mean that all comments were supportive.

4.3.1 Joy Dominance

Arguing that emotions are more complex than this goes against common sense, given that there are almost 400 comments saying ‘We love you, Trump!!!’, ‘Congratulations, Your Excellency’, ‘Make America Great Again’, along with many others. Numerous comments were exclamatory and strongly indicative of emotional joy. The comments are argued to demonstrate that there is a large part of the audience who were emotionally in sync with the speaker, as audience members are invariably prone to feeling the joy that is being expressed. The positive nature of the comments supports the hypothesis

that the majority of the audience were in agreement with the speech. This type of comments, more than likely, comes from people who are part of the lower socio-economic segments of the population. Hope and integration. The emotion characterized as excitement and intrinsic motivation heads toward ‘the illusion is better case’ is a triumph. In this case, the ‘vision’ that the speaker projects is the case above immediate victory. “The” comments, “I’m looking forward to some of the good changes” and “I think with this is just the beginning” attest to this notion. More than five psychobiological functions, in this case, have mobilized the majority, and the zeal with sound energy is above ordinary. Woven in pure motivation, coined the gratitude expectation of a rush that is anticipation of a rush entwined with hefty gratitude.

4.3.2 Confidence and Expectation

Trust is one of the highest sentiments (2%) and it most of the time was accompanied with religious or moralistic notions like, “I believe in Trump” or “God bless your leadership.” This is parallel to the speech’s own sanctification of leadership. The comments that combine religious belief with political trust suggest that the audience had internalized Trump’s framing, and viewed his leadership as not simply political, but something divinely ordained.

4.3.3 The Angry Few: Negative Emotion and Polarization

Even if they are available in fewer measures, negative feelings are still important for understanding polarization. The dominance of one cluster of positivity in a speech is, however, accompanied by a separate cluster of negative emotions, signaling that there was a divisive public opinion.

Anger as a form of Vocal Opposition. Anger was the most present and most in quantity negative emotion (3%). Uncontrolled command and aggression is apparent in comments like, “He makes me sick,” “Fire the FBI,” and “Stop the attacks on Biden.” It is strange, however, that the anger was not directed towards Trump personally, but rather anger towards the, the political and media, and the state, the latter of which is the The “enemy camp” primed by the speech. This means that the speech's polarizing binary frames were accepted not only by the supporters but the opponents as well. In fact, there was an emotional crossfire.

4.3.4 Sadness, Fear, and Disgust

In the comments, the unhappy emotion of sadness – with an impact proportion rate of 1.4% – was lethargic, perhaps the most lethargic was the emotion of fear at 0.4% and disgust at 0.3%. To them, the comments “Sad Day for America” and “This is scary” exemplified, and constituted the silence that almost comprised these comments. Each, though cleft, counter ranged, and shaped by the political geography of the debate were still there. Moreover, these faint emotions illustrate ideological counter polarities. Neutral Partitioner and Emotional Intensity. Perhaps the most provocative finding is that 50% of the comments were neutral. This included observations that were bare factual, one word “yes” and “true” answers, and other affirmations. This finding, exhibited by such large neutral proportions, suggests a tendency. In the context of narrative homogeneity, especially in the second part, one might say people were rather too engrossed in the content within its description. It is clear that, rather, emotional polarization is not weak in extremes. It is the asymmetry, grappling with electoral waves, and subdued partisan cries that is the most striking.

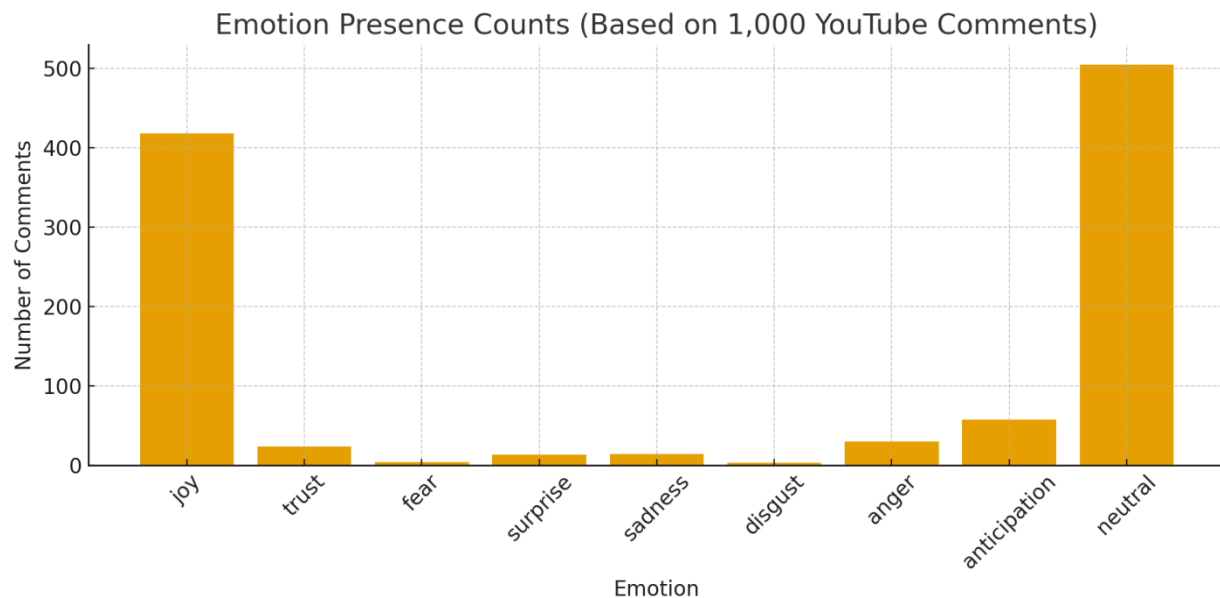


Figure 3. *Emotion Frequency Chart Based on Plutchik’s Categories*

Users emotionally engaged, be they opponents or proponents, engaged in hyperbolic and redundant discourse filled with remarkably repetitive language and striking emotionally charged repetition. The

emotional intensity conveyed in the analysis shows the focus points as joy and anger. Although on opposite sides, users engage in an emotionally polarized repetition.

4.4 Synthesis: Discourse Integration with Emotion

Answering both of my inquiry questions and providing a holistic response requires me to integrate the CDA of the speech with the audience's civil response to the discourse.

4.4.1 The Intersection of Emotion and the Rhetorical Choices

There is a phenomenon that the emotions "captured" in the comments "shown" in Trump's speech and the emotions "described" stem from the dispassionate manner with which he delivers the speech and the pronounced interpretative gesture politics he espouses.

It contained a narrative of victory, and with joy apparently exuberant, the supporters were not just celebrating, they were celebrating in utter joy that the speech had promised.

Comments displayed rivalries between "virtuous persons" and "the other camp," along with partnerships with other instances of binary oppositions. This "we" feeling emphasizes bliss and confidence that cultivates social cohesion. Whereas the other, angry hostile people also adopted the same "us versus them" mentality regarding the supporters of Mr. Trump's adversaries.

The audience's "God bless your leadership" remarks give an outline of the devotion that audience members place in the speech and show the audience's worship of this leadership within their auto-pilot, deeply routinized comments. This indicates the audience's absorption of the political orthodoxy of the secular, religion, and devotion, particularly in "God," along with the rest offered in reverence and the "leadership" then invoked in their apostate remarks.

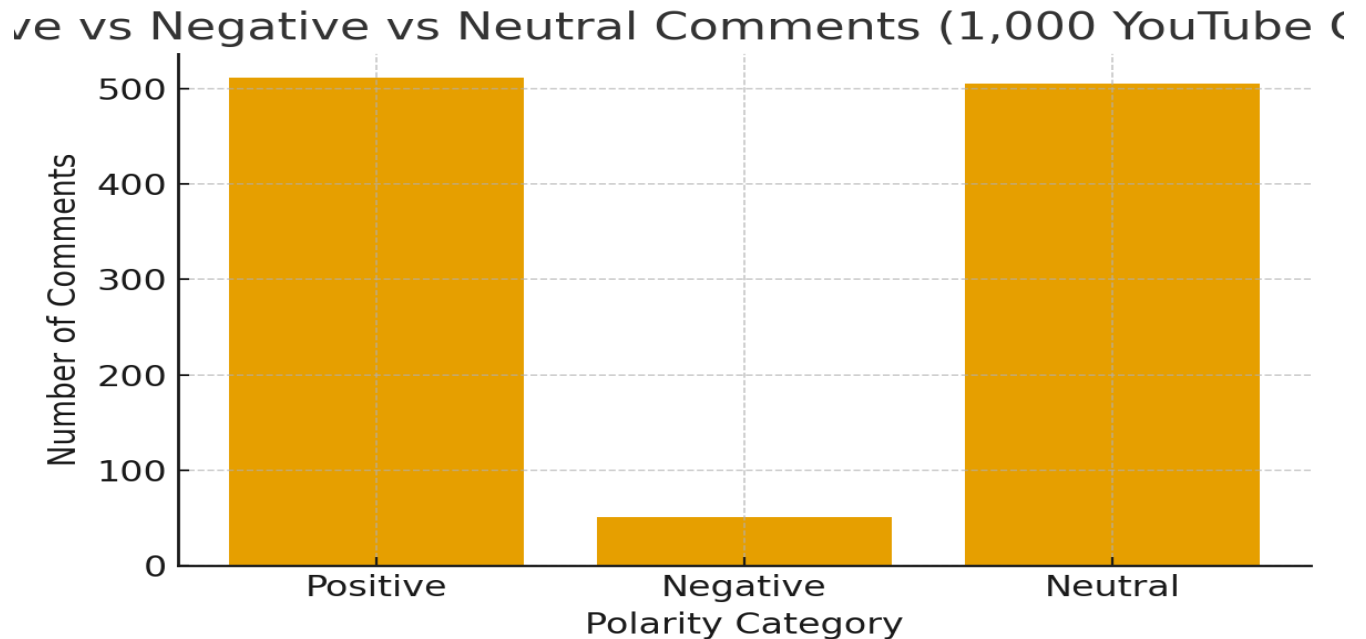


Figure 4. *Sentiment Polarity Distribution of YouTube Comments*

4.4.2 Asymmetrical Polarization

Emotional Polarization does not have to have an equilibrium of the positive and negative emotions. Rather, there is a type of imbalance known as polarization, as the following data shows: the overwhelming majority of the sentiments from the other side that are supportive demonstrate dominant feelings of joy, expectation, trust, and overall alignment with the speech's populist ideology.

Even with the more muted and extreme negative emotions, such as anger and sadness, there exists some form of digital emotional resistance. That is not an issue. This demonstrates that the speech's aim of mobilizing and energizing the base was successfully achieved. It built an overwhelming celebrate-unite digital narrative. It also constructed dissent and vocal counter, angry discourse, though. In this instance, the digital medium provides the totalizing and resistant emotive narratives.

The case of Donald Trump's 2024 victory speech illustrates the advanced communicative techniques employed in populist discourse. Phrases of repetition, emotional appeal, and strategic juxtaposition of opposites blend to craft a narrative that is patriotically, and divinely, salvific. It was not, however, an empty vacuum. The digital emotional landscape of the audience received the echoed joy and amplified

it. It was also the stage, however, in which the speech's divisive binaries produced a palpable undercurrent, though muted, of anger and sadness.

The speech's rhetorical structure and its use of an interval matrix as well as the audience's conflicting feelings highlight the phenomenon of political engagement within contemporary culture. In the case of the Trump discourse, the setting was constructed with a positive glow of collective identity, along with the emotions of religiosity, and at the same time, a layer of separation with conflict and opposition counter voice was drawn. The analysis in this case illustrates that in the Digital Era, the political power of a political leader is no longer solely restricted to the words he utters. Rather, the political power that a leader possesses derives from the positive emotions that are propagated as a result of his speech within the online realm. The outcome is not a homogeneous canvas, but rather a point of emotional dis-aggregation with a celebratory speech overlay and the politically opposed content and anxiety that suffuses the canvas

Chapter 5

CONCLUSION

The aim of this study was to analyze the discursive and emotional structure of Donald Trump's 2024 victory speech and how it performs the construction and perpetuation of populist ideology in the modern sociotechnical milieu. The study focused on Trump's use of language on digital platforms (YouTube) and videos that addressed linguistic and rhetorical means (in particular, repetition, hyperbole, binary opposites, synthetic personalization) aimed at the construction of meaning and emotion. The study integrated Fairclough's Critical Discourse Analysis (CDA) and Plutchik's Wheel of Emotion to understand the speech better.

The findings show that Trump's language is aligned with the tenets of populism and constructs the moral narrative of "us" and "them". The in-group consists of "us" ordinary, and patriotic Americans while "them" is the political and media elite. The collective and emotional identity of the supporters is constructed with the use of inclusiveness (we, our) and moral metaphors (corrupt elite, golden age), "Promises made, promises kept" – repetition, moral, and identity metaphors.

After performing a detailed study involving sentiment analysis of YouTube comments pertaining to the speech, the results revealed the presence of the overriding sentiments of joy, trust and anticipation, which suggests that listeners aligned emotionally with the tone and message of the speech. At the same time, there was a small but notable group of listeners whose sentiments were negative ('anger, sadness, and disgust'), who seemed to be exhibiting polarized responses and ideological antagonism. This disparity in sentiment suggests that populist discourse works to emotionally unify and divide audiences, in a manner that reinforces the existing state of political polarization in online spaces.

By integrating sentiment analysis with critical discourse analysis, it was illustrated that in the contemporary era of technology and social media, power is exercised not only through the construction of political discourse, but also through the emotions that get left behind, and subsequently 'go viral'. In this sense, Trump's victory speech is a contemporary example of the skillful integration of 'words, emotions, and digital technology' with the intent of shaping people's collective feelings and outwards behavior.

5.1 Future Recommendations:

5.1.1 Broader Comparative Scope:

In 2024, research should extend to analyzing trump's victory speech alongside those of other populist figures around the world, such as Modi and Bolsonaro, to identify and analyze emotional appeal and discursive parallels across cultures.

5.1.2 Multimodal Analysis:

This research study focused primarily on the textual data. Future research should include non-verbal political communication features, such as gestures, tone of speech, and visuals, that would provide a richer understanding of the emotional and ideological co-constructions.

5.1.3 Longitudinal Audience Studies:

To examine durability of emotional polarization, future research could monitor audience sentiment over a period to see how feelings tend to change with the progression of political activities after the speech.

5.1.4 Cross-Platform Examination:

Analyzing data captured on YouTube alongside Twitter, Facebook, and TikTok would provide valuable comparative data on how differing platform algorithms and community structures shape discourse and sentiment.

5.1.5 Hybrid Computational-Qualitative Models:

Scholars of the future should refine these approaches by combining sentiment-analysis machine learning tools with manual inductive coding to develop more effective techniques for interpreting politically infused online discourse saturated with sarcasm and irony, and meme discourse.

5.1.6 Application to Media Literacy and Education:

The tool and approach developed in these studies could be applied in classroom settings to aid students in the critical assessment of political discourse and detection of emotional manipulations in digitally disseminated political messages.

5.1.7 Research Implications

The impact of this research is profound in the context of the study of political discourse, media communication, and sociolinguistics in the age of the internet. The integration of Critical Discourse Analysis (CDA) with Sentiment Analysis shows that in the 21st century, political power is not only persuasive linguistically, but also in the emotions that are evoked and enabled in the online world. This model is the first of its kind and sheds light on the co-construction of discourse and digital emotion in the ideological public divide and polarization.

The research expands on Fairclough's CDA framework by analyzing the extent to which emotion mapping sophisticated Discourse Analysis to reveal the ideological implications of the emotions involved. The marriage of rhetorical strategies with sentiment data registers the dominance of emotional engagement as a key sustaining mechanism to populist narratives. The participation of Plutchik's Wheel of Emotion in the study of discourse templates a discourse analytic model for use in subsequent analyses of political language. This extends the CDA of political discourse by shifting the focus from the text to the emotions evoked and the affective meanings constructed.

In the previous section, the methodical study was framed around the concept of bridging qualitative and quantitative and referred to it as the paradigm hybrid approach. This analysis of political communications on digitized mediums can be accomplished in a context sensitive, yet scalable framework through the mixed method approach of the CDA, sentilytics and sentilytics computational analysis, and manually coded discourse centered on the online audience response to political texts and speeches, particularly those embedded with sarcasm, irony, and digital vernacular. This framework can be used in future contexts.

The key findings that stem from the analysis of the framed approach point towards the pedagogical and practical actions as nexuses through which media and critical digital education can be undertaken. Having this critical understanding how this emotionalized language works opens a doorway for the

gaps to be designed by the educators, policymakers, and practitioners in media to reshape the mind frame of interventions towards a more critical approach to the prevailing lack of thought. The research also sheds lights on emotional rhetorics from political communicative strategists, which provides insights on how such rhetorics may help in bridging or polarizing an audience in the digital space.

In the multidisciplinary and social scopes, this research augments the practice of dispersing politics' discourse as it has been previously framed. It points out that the emotional fragmentation on the YouTube platform is a slipping surface that is beneath the more complex and social divides whose shape has been formed by the ever prevalent populism. This research therefore enhances the discussions that rest on the balance of democracy and the burgeoning digital space, and withing the framework of also ethicing a political practice of today, the research shows that the emotional and ideological dimensions tethered to our online language choices are bound and fundamental.

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