

## SUMMARY

The subject matter of this dissertation is President Donald Trump's 2020 campaign discourse. The research perspective adopted in this study has been anthropological linguistics including text linguistics, discourse analysis and ethnography of communication. The research material based on the analysed texts drew on the Speaking Grid Model by Dell Hymes and seven standards of textuality proposed by Robert de Beaugrande and Wolfgang Dressler.

The method for the analysis was based on the fourth communicative–discursive paradigm by Piotr P. Chruszczewski which puts emphasis on the preferred method of data collection, *i.e.*, the communicational grammar of the analysed discourse. With respect to the results of the research, they comprised an anthropolinguistic study of verbal and nonverbal patterns in the context of an American election campaign.

The hypothesis stated in this dissertation was that people express their minds in a structured, patterned, and orderly way. Therefore, the bottom line was the observation that Donald Trump's presidential campaign discourse accounted for distinguishable patterns underpinning the cultural practice of a given discursive community.

Donald Trump's 2020 presidential campaign was a tough political fight and an enterprise full of fickle circumstances. In the midst of the pandemic turmoil which followed in the footsteps of Trump's impeachment procedure, Americans had to confront media frenzy over negative news coverage and allegedly fraudulent voting stations. While the socio–political background dynamics dictated Trump's unlikely path to victory, the candidate himself brought on countless controversies caused by his unprecedented behaviour and unconventional political style. Examining the communicational grammar of the analysed discourse it was clear to see that his attempts to claim power gained momentum in his flouting rhetoric style. Trump repeatedly run the arsenal of rhetoric strategies based on fallacies that were dictated by the predominant speech acts of commissives, representatives and expressives. He also tried to sway the crowd by the use of the promise strategy and appealing to public interest. One of his discourse style feature was marked as “a bull in a china shop” to indicate a series of undiplomatic political moves, ineffective argumentative style and waning power.

There is no denying the fact that his controversial political patterning style and typical pandemic narratives left an imprint on the American society belief system which continues to be transformed. Having said that, it is to be pointed out that his communicational grammar has had a significant impact on creating the American society's *habitus* which results from socially shared knowledge and accepted cultural rules. Now that the American public has shared the pandemic discourse of Donald Trump, it has fundamentally created a reality of a new order and new rules that are likely to be incorporated into an American political myth.

**Key words:** President Donald Trump's 2020 Campaign Discourse: A Study in Anthropological Linguistics, presidential campaign discourse, communicational grammar of American political discourse, anthropological linguistics, text analysis, Donald Trump