

Arrogance In Political Discourse: A Contrastive Pragma-Rhetorical Study Of Trump And Putin's Public Addresses

Prof. Estabraq Rasheed Ibrahim (PhD)¹, Asst. Lect. Riyam Haitham Mahmood²

¹Baghdad College of Education , Department of English, Iraq, rasestabraq@baghdadcollege.edu.iq.

<https://orcid.org/0000-0002-9473-9636>

²Middle Technical University , Technical College of Management, Iraq, riyam.h.j@mtu.edu.iq

<https://orcid.org/0009-0007-0423-7186>

Abstract

This study conducts a contrastive pragma-rhetorical analysis of arrogance in the political discourse of Donald Trump and Vladimir Putin, examining how their public addresses employ linguistic and rhetorical strategies to project dominance, superiority, and dismissiveness. Arrogance, as a discursive phenomenon, serves not only as a tool for self-aggrandizement but also as a means of undermining opponents and reinforcing political authority. By analyzing select speeches and interviews, this research identifies key pragma-rhetorical features, such as hyperbole, sarcasm, lexical choices, and illocutionary force that construct arrogant discourse. The study situates these findings within broader theories of political communication, power dynamics, and face-threatening acts to explore how arrogance functions as a persuasive and coercive strategy in contemporary politics.

The comparative framework reveals significant differences in how Trump and Putin deploy arrogance, shaped by their respective political cultures and personal rhetorical styles. Trump's discourse is characterized by overt self-praise, ad hominem attacks, and repetitive hyperbolic claims, reflecting a transactional and media-savvy approach to political communication. In contrast, Putin's arrogance is often conveyed through subtle sarcasm, measured condescension, and strategic silence, aligning with a more calculated, authoritarian rhetorical tradition. These distinctions highlight how cultural and institutional contexts influence the manifestation of arrogance in political speech, with implications for audience perception and diplomatic relations.

Methodologically, the study employs a mixed-methods approach, combining qualitative discourse analysis with quantitative assessments of rhetorical frequency and intensity. Critical discourse analysis (CDA) and pragma-dialectics are utilized to dissect the interplay of power, ideology, and linguistic choice in constructing arrogant utterances. The findings demonstrate that while both leaders use arrogance to assert control, Trump's style fosters polarization through confrontational tone, whereas Putin's approach reinforces an image of unassailable authority. The study also examines audience reception, showing how arrogance can both galvanize supporters and alienate critics, depending on socio-political context.

Ultimately, this research contributes to the growing body of scholarship on political rhetoric by elucidating the role of arrogance as a deliberate communicative strategy. It argues that arrogance in political discourse is not merely a personality trait but a performative device leveraged to shape public opinion, consolidate power, and delegitimize dissent. The contrastive analysis of Trump and Putin underscores the adaptability of arrogant rhetoric across democratic and authoritarian systems, offering insights into the evolving nature of political persuasion in the 21st century. The study calls for further cross-cultural examinations of arrogance in leadership discourse to better understand its global implications for democracy and international relations.

Keywords: *Arrogance in Political Discourse, Pragma-Rhetorical Study, Contrastive Analysis, Public Addresses*

1.1 INTRODUCTION

Political discourse often serves as a reflection of leadership style, ideological stance, and rhetorical strategy (Chilton, 2004; Wodak, 2009). In recent years, the public addresses of influential leaders like Donald Trump and Vladimir Putin have drawn significant attention, not only for their policy implications but also for their distinctive tones of confidence and, at times, perceived arrogance (Lockyer & Moloney, 2018; Hutchings & Szostek, 2016). This study examines the pragma-rhetorical strategies employed by Trump and Putin in their speeches, focusing on how elements of linguistic dominance, assertiveness, and superiority shape their political messaging (Wilson, 2015; Charteris-Black, 2011). By contrasting their rhetorical approaches, the analysis seeks to uncover the underlying

mechanisms of arrogance in political communication and its impact on public perception and diplomatic relations (Beasley, 2020). The concept of arrogance in discourse extends beyond mere boastfulness; it encompasses linguistic choices that convey superiority, dismissiveness, or a refusal to acknowledge opposing viewpoints (Hart, 2014; Pomerantsev, 2015). Trump's rhetoric, characterized by blunt declarations, hyperbolic claims, and adversarial framing (Jamieson & Taussig, 2017), contrasts with Putin's more calculated, subdued, yet equally assertive style (Sakwa, 2015; Laruelle, 2020). While Trump often relies on repetition and emotional appeals to reinforce dominance (Ott & Dickinson, 2019), Putin employs strategic ambiguity, irony, and historical references to project authority (Suslov, 2018). This study adopts a contrastive pragma-rhetorical framework (van Dijk, 2006; Cap, 2013) to dissect these differences, analyzing lexical, syntactic, and pragmatic features that contribute to perceptions of arrogance in their speeches (Abd Aliwie, 2024).

Understanding the role of arrogance in political discourse is crucial, as it influences not only domestic and international relations but also the erosion or reinforcement of democratic norms (Moffitt, 2016; Levitsky & Ziblatt, 2018). By comparing Trump's and Putin's rhetorical styles, this research sheds light on how linguistic arrogance functions as a tool of persuasion, control, and image projection (Chilton & Schäffner, 2011; Boukala, 2016). The findings aim to contribute to broader discussions on political communication, media manipulation, and the ethical implications of leadership rhetoric in an era of polarized public discourse (Entman, 2007; Bennett & Livingston, 2018; Aliwie, 2024).

1.2 Statement of the Problem

The increasing prevalence of arrogant rhetoric in political discourse has raised concerns about its impact on democratic norms, international diplomacy, and public trust. While political leaders have historically employed assertive language, the overt displays of superiority, dismissiveness, and confrontational rhetoric by figures like Donald Trump and Vladimir Putin represent a distinct shift in modern political communication. Scholarly research has extensively analyzed populist rhetoric, propaganda, and persuasion techniques in political speech (Wodak, 2015; Moffitt, 2016); however, few studies have systematically examined arrogance as a deliberate pragma-rhetorical strategy in leadership discourse. Existing linguistic and discourse studies on Trump and Putin have focused on their use of populism (Lockyer & Moloney, 2018), media manipulation (Pomerantsev, 2015), and nationalist appeals (Laruelle, 2020), but a comparative analysis of their arrogant rhetorical styles remains underexplored. Key questions persist:

1. How do Trump and Putin employ linguistic and rhetorical devices to construct an arrogant persona in their public addresses?
2. What are the key similarities and differences in their pragma-rhetorical strategies, and how do these reflect their political ideologies and leadership styles?
3. What are the potential consequences of arrogant political discourse on public perception, diplomatic relations, and democratic discourse?

This study seeks to address these gaps by conducting a contrastive pragma-rhetorical analysis of Trump and Putin's speeches, examining lexical choices, pragmatic strategies (e.g., implicature, face-threatening acts), and rhetorical devices (e.g., hyperbole, irony, ad hominem attacks). By doing so, it aims to contribute to broader discussions on the ethics of political communication, the normalization of confrontational rhetoric, and the implications for global political stability.

1.3 Purpose of the Study

The primary purpose of this study is to conduct a contrastive pragma-rhetorical analysis of arrogance in the public addresses of Donald Trump and Vladimir Putin, examining how their linguistic and rhetorical strategies construct dominance, superiority, and dismissiveness in political discourse. Specifically, the study aims to:

1. Identify and categorize the key pragma-rhetorical devices (e.g., hyperbole, irony, ad hominem attacks, implicature, face-threatening acts) that contribute to perceptions of arrogance in Trump's and Putin's speeches.
2. Compare and contrast their rhetorical styles to determine how cultural, ideological, and political contexts shape their use of arrogant discourse.

3•Analyze the strategic functions of arrogance in their communication, exploring how it serves as a tool for persuasion, image projection, and audience manipulation•

4•Assess the broader implications of arrogant political rhetoric on public perception, media framing, and international diplomacy•

By systematically examining these dimensions, the study seeks to bridge a gap in existing research on political discourse, which has largely focused on populism, propaganda, and nationalism without explicitly addressing arrogance as a distinct rhetorical phenomenon• The findings will contribute to critical discourse studies, political communication theory, and leadership rhetoric, while also offering insights into the ethical and democratic consequences of confrontational political language in the 21st century•

1.4 Scope of the Study

This study focuses on a contrastive pragma-rhetorical analysis of arrogance in the public addresses of Donald Trump (45th U.S. President, 2017–2021) and Vladimir Putin (Russian President, 1999–2008, 2012–present). The research is limited to key speeches, interviews, and press conferences delivered during their respective terms in office, with an emphasis on high-profile moments that exhibit clear markers of arrogant discourse.

1.5 Significance of the study

This study carries important value for both academic research and real-world political communication. By focusing on arrogance as a distinct rhetorical strategy in Trump and Putin's speeches, it expands our understanding of political discourse beyond traditional studies of populism and propaganda. The research makes a theoretical contribution by developing a framework for analyzing arrogant rhetoric as a deliberate communication tool, filling a gap in existing pragma-rhetorical studies. Its comparative approach between Western democratic and authoritarian communication styles offers fresh insights into how political arrogance manifests differently across systems .

The methodological approach of combining pragmatic and rhetorical analysis creates a replicable model for future discourse studies. This systematic comparison of two influential world leaders provides researchers with tools to examine similar phenomena in other political contexts. The study's integrative methodology bridges linguistic analysis with political communication theory, demonstrating how interdisciplinary approaches can yield richer understanding of complex rhetorical strategies .

Beyond academia, the findings have practical implications for media professionals, policymakers, and engaged citizens. By identifying specific arrogant rhetorical devices, the research helps journalists and fact-checkers better analyze political speeches. For diplomats and international relations experts, understanding these communication patterns could improve cross-cultural negotiations. Perhaps most importantly, the study highlights the societal consequences of arrogant political rhetoric, warning against its potential to undermine democratic norms, deepen polarization, and erode public trust in political institutions. These insights make the research relevant not just to scholars, but to anyone concerned about the quality of political discourse in the modern era.

2 LITERATURE REVIEW

Recent scholarship has increasingly examined the role of confrontational rhetoric in political discourse, though few studies specifically analyze *arrogance* as a distinct communicative strategy. Research on political communication has traditionally focused on populism (Wodak, 2015), propaganda (Pomerantsev, 2015), and nationalist appeals (Laruelle, 2020), while overlooking how linguistic markers of superiority function in leadership rhetoric.

Studies on Donald Trump's rhetoric highlight his use of hyperbole, ad hominem attacks, and conversational style to project dominance (Ott & Dickinson, 2019). Jamieson and Taussig (2017) argue his discourse relies on "norm destruction," deliberately violating political speech conventions to reinforce an anti-establishment persona. Similarly, Vladimir Putin's speeches have been analyzed for their strategic ambiguity, historical analogies, and implicit threats (Suslov, 2018), with scholars noting his use of irony to demean opponents (Sakwa, 2015).

Theoretical frameworks from pragma-rhetoric (Cap, 2013) and critical discourse analysis (van Dijk, 2006) inform this study's approach. Charteris-Black's (2011) work on political metaphor and Hart's

(2014) analysis of ideological discourse provide tools to decode arrogant language. However, a systematic comparison of Trump and Putin's arrogance remains unexplored, particularly in how cultural and institutional contexts shape their rhetorical choices.

2.1 Introduction

Political arrogance, marked by linguistic superiority, dismissiveness, and confrontational rhetoric, has become a defining feature of contemporary leadership discourse. Figures like Donald Trump and Vladimir Putin exemplify this trend, using language to project dominance while polarizing audiences (Lockyer & Moloney, 2018; Hutchings & Szostek, 2016). This study investigates how arrogance functions as a deliberate pragma-rhetorical strategy in their public addresses, addressing gaps in existing research on political communication.

While studies have examined Trump's populism (Moffitt, 2016) and Putin's authoritarian signaling (Laruelle, 2020), few analyze how both leaders employ arrogance to consolidate power and delegitimize opposition. Trump's rhetoric, characterized by blunt insults and hyperbolic claims (Jamieson & Taussig, 2017), contrasts with Putin's calculated ambiguity and sarcasm (Suslov, 2018). This contrast raises critical questions about how cultural and political systems shape arrogant discourse.

Adopting a contrastive pragma-rhetorical framework (Cap, 2013; van Dijk, 2006), this study analyzes lexical, syntactic, and pragmatic devices in selected speeches. Its findings aim to advance theories of political discourse while offering practical insights into the consequences of arrogant rhetoric for democracy and diplomacy (Beasley, 2020; Levitsky & Ziblatt, 2018).

2.2 The Concept of Arrogance in Political Discourse

Arrogance in political discourse reflects a deliberate display of superiority through demeaning language and self-aggrandizing claims (Hart, 2014). It combines psychological hubris, exaggerated self-worth and contempt for critics (Owen & Davidson, 2009), with linguistic strategies like hyperbole, sarcasm, and ad hominem attacks (Ott & Dickinson, 2019). Distinct from populism or authoritarianism, it prioritizes personal dominance over ideological persuasion or systemic control (Charteris-Black, 2011).

2.2.1. Defining Arrogance: A Linguistic and Psychological Perspective

Arrogance in political discourse extends beyond mere confidence or assertiveness, encompassing a strategic display of superiority through linguistic and paralinguistic cues (Hart, 2014), which psychologically reflects a "hubristic leadership style" characterized by contempt for dissent, exaggerated self-worth, and a tendency to belittle opponents (Owen & Davidson, 2009, p. 142). Linguistically, it manifests through hyperbolic claims (e.g., "Nobody knows more about X than me") (Ott & Dickinson, 2019), dismissive speech acts (e.g., interrupting, sarcasm) (Bousfield, 2008), and ad hominem attacks (Jamieson & Taussig, 2017), collectively functioning to establish dominance while undermining opposing voices. This rhetorical phenomenon differs from related constructs like populism or authoritarianism by focusing primarily on self-aggrandizement rather than collective identity or systemic control, making it a distinct feature of contemporary political communication that warrants specific analytical attention (Abd Aliwie, 2025).

2.2.2 Arrogance vs. Related Constructs

While often conflated with populism (Moffitt, 2016) or authoritarianism (Sakwa, 2015), arrogance is distinct in its pragmatic function: unlike populism's reliance on "us vs. them" framing (Wodak, 2015), arrogance centers on self-aggrandizement and contempt (Charteris-Black, 2011), and whereas authoritarian rhetoric suppresses opposition through fear (Suslov, 2018), arrogant rhetoric openly demeans critics through direct insults (e.g., Trump's "losers") or ironic condescension (e.g., Putin's sarcasm) (Pomerantsev, 2015), marking it as a unique communicative strategy focused on establishing hierarchical superiority rather than collective mobilization or systemic control (Aliwie, 2025).

2.2.3 Pragma-Rhetorical Strategic Functions of Arrogance in Political Discourse

Arrogance serves distinct pragma-rhetorical strategic functions in political communication, operating through strategic linguistic devices to assert dominance and control discourse. First, it employs face-threatening acts (Bousfield, 2008), such as insults ("low-IQ individual") or sarcasm, to diminish opponents' credibility while elevating the speaker's status. Second, arrogance utilizes proximization strategies (Cap, 2013), framing critics as immediate threats to justify aggressive rhetoric (e.g., Trump's "enemies of the people" or Putin's dismissal of dissent as "foreign influence"). Third, it leverages

illocutionary force (Austin, 1962), where hyperbolic declarations ("I alone can fix this") or performative contradictions (e.g., denying facts while asserting infallibility) reinforce an image of unchallengeable authority. These functions collectively manipulate audience perception, polarize discourse, and centralize power in the speaker, often at the expense of democratic deliberation (Levitsky & Ziblatt, 2018).

2.2.4 Scholarly Investigations of Arrogance in Political Rhetoric

Contemporary research has produced significant insights into how arrogance operates as a strategic communicative device in political discourse. Three pivotal studies by Jamieson and Taussig (2017), Suslov (2018), and Owen and Davidson (2009) collectively reveal that political arrogance functions as a multifaceted rhetorical phenomenon, though its manifestations vary considerably across cultural and institutional contexts.

Jamieson and Taussig's (2017) examination of Donald Trump's campaign rhetoric demonstrates how arrogance can be weaponized to disrupt political norms. Their analysis of 2016 campaign speeches identifies three distinct arrogant strategies: (1) hyperbolic self-aggrandizement ("I know more than the generals"), (2) systematic denigration of opponents ("Little Marco", "Crooked Hillary"), and (3) performative contradiction between claims of victimization and assertions of omnipotence. This research is particularly valuable for showing how Trump's arrogant rhetoric served specific political functions - it simultaneously solidified his anti-establishment credentials while creating a cult of personality through constant displays of verbal dominance. The study's most significant contribution lies in its demonstration of how arrogance can be strategically calibrated to appeal to specific voter resentments while deliberately violating conventional political decorum. In contrast, Suslov's (2018) analysis of Vladimir Putin's speeches reveals a more sophisticated, culturally embedded form of political arrogance. Through close reading of Putin's major addresses, Suslov identifies how the Russian leader employs historical narratives and linguistic subtlety to convey superiority. Where Trump relies on blunt insults, Putin utilizes: (1) ironic understatement ("We're not the ones who started this"), (2) civilizational exceptionalism (positioning Russia as morally superior to the decadent West), and (3) strategic ambiguity (veiled threats couched in diplomatic language). This study makes clear that arrogant rhetoric adapts to its cultural context - in Russia's case, leveraging the country's historical narratives and Orthodox Christian traditions to lend legitimacy to Putin's superior posturing. The research importantly shows how arrogance can be woven into broader ideological constructs rather than existing as mere personal style.

Owen and Davidson's (2009) foundational work provides the theoretical framework for understanding the psychological dimensions underlying both Trump and Putin's arrogant rhetoric. Their concept of "hubris syndrome" identifies the linguistic markers of political arrogance that transcend cultural contexts: (1) rejection of constructive criticism, (2) messianic certainty about one's mission, and (3) conflation of personal interests with national interests. The study's longitudinal analysis of various leaders demonstrates how institutional structures either constrain or enable arrogant rhetoric - explaining why Trump's arrogance manifested differently in America's democratic system compared to Putin's in Russia's "managed democracy." Perhaps most significantly, Owen and Davidson establish the tangible consequences of arrogant leadership rhetoric, linking it to poor decision-making, democratic backsliding, and international conflicts. Together, these studies form a comprehensive picture of political arrogance as: (1) culturally variable in expression but consistent in function, (2) deliberately employed rather than accidental, and (3) carrying significant consequences for both domestic politics and international relations.

They establish that while Trump's overt arrogance and Putin's subtle superiority serve similar ends - consolidating power and delegitimizing opposition - their manifestations reflect and reinforce their respective political systems' characteristics. The research collectively warns that in an era of global democratic recession, understanding and countering arrogant political rhetoric has become an urgent scholarly and practical imperative.

3-METHODOLOGICAL FRAMEWORK

3.1 Introduction

This study adopts an interdisciplinary pragma-rhetoric, a methodology to examine how arrogance manifests in the political discourse of Donald Trump and Vladimir Putin. By combining linguistic pragmatics (the study of how language is used in context) with rhetorical analysis (the study of persuasive techniques), this approach allows for a systematic dissection of arrogant communication strategies. The analysis focuses on two key dimensions: (1) identifying specific pragma-rhetorical devices that convey arrogance, and (2) contrasting how cultural and political contexts shape these expressions. This dual focus ensures a nuanced understanding of arrogance not just as a linguistic phenomenon but as a culturally mediated political tool.

1. Analyzing Pragma-Rhetorical Devices of Arrogance

To decode arrogant rhetoric, this study examines the following linguistic and rhetorical strategies drawing on Charteris-Black's (2011) work on political metaphor, hyperbole functions as a tool for myth-making, constructing an image of unchallengeable authority, so this study will focus on the following pragma-rhetorical devices:

a) Hyperbole and Grandiosity

Exaggerated claims that amplify the speaker's superiority or diminish opponents (e.g., Trump's "I alone can fix it" or Putin's "Russia's borders never end").

b) Sarcasm and Ironic Condescension

Mocking or belittling remarks that undermine opponents while elevating the speaker (e.g., Putin's sarcastic remarks about Western "democracy lessons"). The analytical focus will be on tone, context, and targets of sarcasm, comparing Trump's blunt insults with Putin's subtle irony

c) Ad Hominem Attacks

Personal attacks that divert from substantive debate to focus on an opponent's perceived flaws (e.g., Trump's "low-energy Jeb"). It highlights how such tactics polarize audiences and reinforce in-group loyalty.

d) Proximization Strategies

Framing critics or outsiders as imminent threats to justify aggressive rhetoric (e.g., Trump's "invasion" rhetoric about immigration or Putin's warnings about "foreign agents"), it shows how leaders manipulate spatial-temporal discourse to create urgency. The analytical focus will be on lexical choices (e.g., "danger," "threat") and their role in legitimizing authoritarian postures.

2- Impoliteness Theory of Face Threatening Acts

Brown and Levinson's (1978) Politeness Theory introduces the concept of Face-Threatening Acts (FTAs), which are communicative behaviors that challenge a person's desired social image (*face*). They distinguish between positive face and negative face:

a-Positive Face: The desire to be liked, approved, and valued by others. *Threat Example:* Criticism, insults, or disapproval damage a person's positive face. *Politeness Strategy:* Compliments, solidarity, and showing interest support positive face.

b-Negative Face: The desire for autonomy and freedom from imposition. *Threat Example:* Requests, orders, or interruptions infringe on negative face. *Politeness Strategy:* Indirectness, hedging ("Could you maybe...?"), or apologies reduce threats. Brown & Levinson argue that politeness strategies (bald-on-record, off-record, positive/negative politeness) help mitigate FTAs in social interactions. Their framework remains influential in pragmatics and discourse analysis.

3-Cultural & political contexts

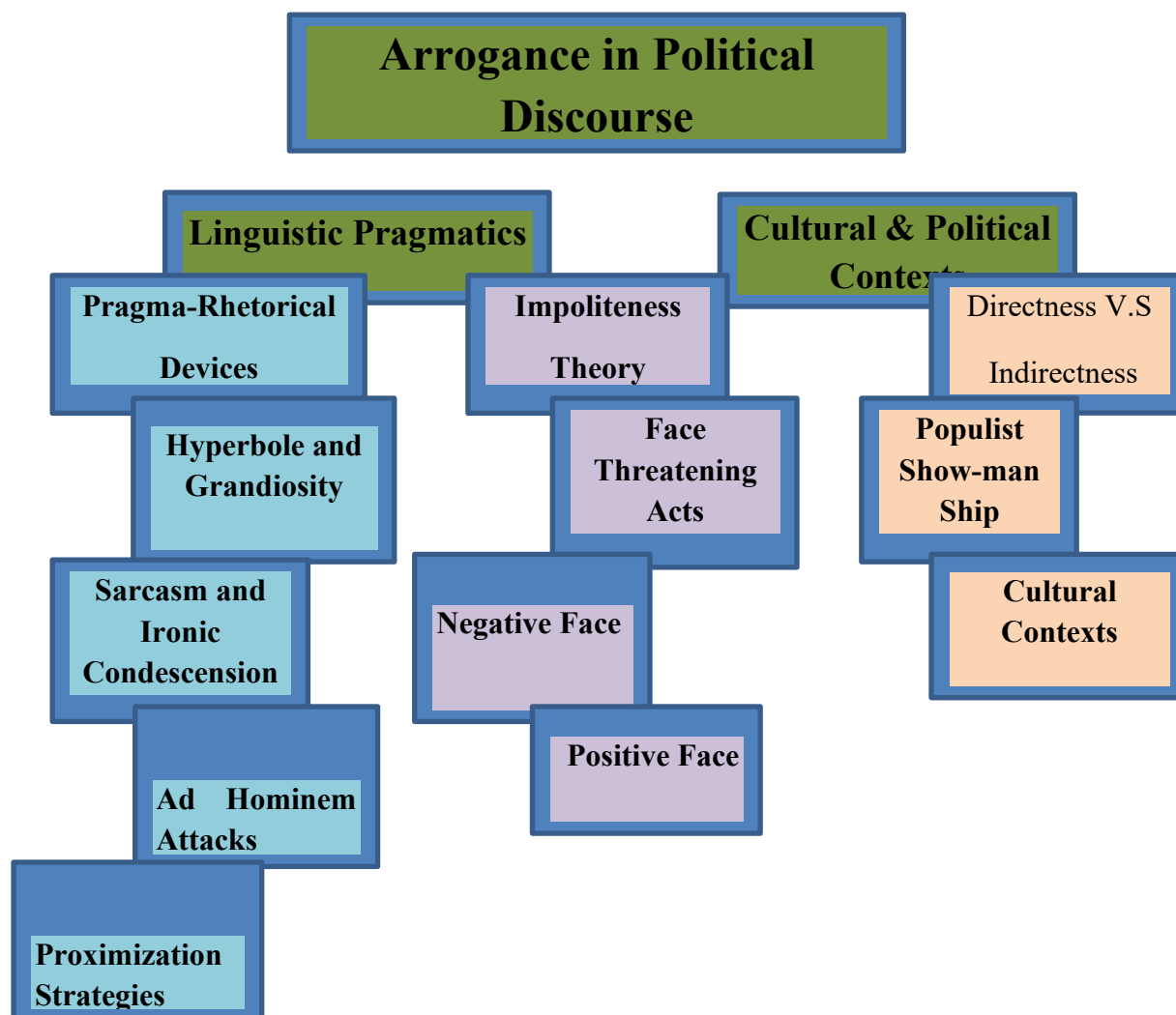
According to Jamieson and Taussig (2017), cultural and political contexts shape how power, identity, and meaning are constructed within societies. These contexts influence communication by framing discourses within historical, ideological, and social norms. Political power often operates through cultural narratives that legitimize authority or resistance. Understanding these intersections reveals how language and symbols reinforce or challenge dominant structures as it is obvious in:

a-Directness vs. Indirectness: The study contrasts how cultural norms shape arrogant rhetoric in Trump's and Putin's discourses. Directness of Trump's arrogance is explicit, relying on blunt insults, repetitive slogans, and televised confrontations (Ott & Dickinson, 2019). Indirectness of Putin's arrogance is implied, conveyed through historical analogies, sardonic humor, and bureaucratic euphemisms (Suslov, 2018).

b-Populist Showmanship: Arrogance is performative, designed for media amplification and viral soundbites.

c-Cultural Context: Reflects America’s individualistic culture, where confrontational rhetoric is often rewarded (Jamieson & Taussig, 2017). It explains divergent arrogant styles through cultural dimensions (e.g., individualism vs. power distance). Arrogance serves to reinforce hierarchical power structures rather than entertain. Cultural context aligns with Russia’s collectivist and high-context culture, where power is demonstrated through restraint and subtext (Laruelle, 2020). Consequently, the eclectic model adopted for the analysis of Arrogance in Political Discourse: A Contrastive Pragma-Rhetorical Study is Figure (1);

Figure (1); Arrogance in Political Discourse: A Contrastive Pragma-Rhetorical Study.



The eclectic model is adopted by Charteris-Black’s (2011) of Pragma-Rhetorical strategies, Brown and Levinson’s (1978) Politeness Theory and Jamieson and Taussig (2017) cultural and political contexts.

4-Data and Analysis

4.0 Introduction

This section is dedicated to the practical part of the current study. The collected data are examined by using the analysis procedures described in the previous section. Charteris-Black’s (2011) Pragma-Rhetorical strategies are used to investigate the linguistic pragmatic level, and Brown and Levinson’s

(1978) Politeness Theory is used to investigate face threatening acts of impoliteness theory. The analysis of the data is based on Jamieson and Taussig (2017) cultural and political contexts. It is essential to note that the data which are presented throughout this section are only a part of the data that is used in this study. The data analysis is presented in Tables and sometimes associated with figures for better depiction. Using tables and figures is useful to summarize information and to facilitate the reader's understanding of the work.

4.1 Linguistic Pragmatic Level of Arrogance Strategies

To analyze the Linguistic Pragmatic level, the researcher utilizes Charteris-Black's (2011) Pragma-Rhetorical strategies. Precisely, the research focuses on:

a-Pragma-Rhetorical Devices of Arrogance: Hyperbole and Grandiosity, Sarcasm and Ironic Condensation, Ad Hominem Attacks and Proximization Strategies.

b-Impoliteness Theory of Face Threatening Acts of Arrogance: Negative Face and Positive Face.

4.2 Cultural and Political Contexts Level of Arrogance Strategies: Directness V.S Indirectness, Populist Show-man Ship and Cultural Contexts.

The analysis of Donald J. Trump Political Speeches in a Political Rally in Claremont, New Hampshire - November 11, 2023.

[Transcripts](#)[White House Calendar](#)[White House Press Releases](#)

Donald Trump

"We're going to make it great again. We have no choice. We have to. I want to thank our Sullivan County Trump Chair State Representative Jonathan Stone. Wherever you may be, Jonathan. There are so many people, Jonathan, thank you very much. Thank you, Jonathan. New Hampshire Police Association Vice President Timon Aikawa.

And you leave from Bagram, not from the place they left from. Couldn't breathe, it was so tight, so crazy, so horrible what they did. The veterans who have served this nation in uniform, enlisted their lives in defense of their families, our freedom, and our great American flag. And when I'm back in the White House, we're all going back together.

They will once again have the loyalty, the respect, and the support that they earned and they so dearly deserve. After years of scandal, betrayal, and neglect under the Obama-Biden administration, I signed the VA Accountability Act. They were trying to get it done for 59 years, and we got it done through Congress, believe it or not.

So they can't cancel it out right away, allowing us to tell the sadists and people that didn't work and people that didn't love - are wounded and are injured and are hurt. They were terrible. They would treat them terribly, and you couldn't do a damn thing about it. They'd be in there - and they were sadists.

And actually, he would be confused because I think my audience behind me might be bigger than my audience in front of me. He would be saying, "What do I do? Where am I?" He'd be saying - it is sort of a strange speaking menu. I'm like in the middle of a room, and I'm looking back here. But he would say, "What's this?" Do you ever see he ends his speech, he has no clue how to get off".

4.1 Linguistic Pragmatic Level of Arrogance Strategies

a-Pragma-Rhetorical Devices of Arrogance: 1-Hyperbole and Grandiosity

Donald Trump's speech is filled with **hyperbole**, using exaggerated statements to create a dramatic effect. For example, he describes a situation as "so tight, so crazy, so horrible" that people "couldn't breathe," intensifying the emotional impact. He also claims that the VA Accountability Act had been stalled for "59 years" before he achieved it, a likely exaggeration meant to emphasize his own success. These overstatements make his arguments more compelling by painting scenarios in extreme terms .

Another key feature of his rhetoric is grandiosity, where he presents himself and his actions as monumental. Phrases like "We're going to make it great again" and "When I'm back in the White House, we're all going back together" frame his leadership as essential to national revival. He also contrasts his accomplishments with the failures of previous administrations, describing the Obama-Biden era as "years of scandal, betrayal, and neglect." This amplifies his own role as the sole solution to America's problems. Even in casual remarks, Trump reinforces his larger-than-life image. When he jokes about having a bigger audience behind him than in front of him, he subtly underscores his popularity. Similarly, mocking an opponent by saying, "He has no clue how to get off [the stage]," positions himself as a superior speaker. Through hyperbole and grandiosity, Trump's speech style reinforces a narrative of unmatched success, dramatic contrasts, and absolute confidence in his own leadership.

2-Sarcasm and Ironic Condensation:

Donald Trump's speech also employs sarcasm and ironic condescension, often using mocking tones, exaggerated disbelief, and belittling remarks to undermine opponents while elevating himself. Below is the analysis structured in Sarcasm (Mocking Tone with Obvious Exaggeration).

Trump frequently uses **sarcasm** to ridicule his opponents, often framing their actions as absurd or incompetent. For example, when he says, "They were trying to get it done for 59 years, and we got it done through Congress, believe it or not," the phrase "believe it or not" drips with sarcasm, implying that previous leaders were ineffective while he alone succeeded. Similarly, his remark about an opponent's speech, "Do you ever see he ends his speech, he has no clue how to get off", is a sarcastic jab, suggesting the other speaker is awkward or inept compared to him.

Ironic Condescension (False Praise or Feigned Bewilderment)Trump often adopts a tone of fake confusion or exaggerated surprise to belittle others. His comment "He would be confused because I think my audience behind me might be bigger than my audience in front of me" is a prime example, he pretends to pity an opponent's inability to draw a crowd, all while smugly implying his own superiority. Another instance is when he describes Biden's policies in hyperbolic, dismissive terms ("years of scandal, betrayal, and neglect under the Obama-Biden administration"), framing them as so obviously bad that only a fool would defend them .

-Mocking Repetition & Ridicule

He also uses repetition to sarcastically hammer home a point, such as thanking "Jonathan Stone" multiple times in a performative way, making the acknowledgment seem more like a staged gesture than genuine appreciation. Additionally, his description of VA staff as "sadists" who "couldn't do a damn thing about it" is an exaggerated, almost theatrical condemnation, designed to paint his predecessors as not just wrong, but cartoonishly evil or incompetent. Trump's sarcasm and ironic condescension serve to delegitimize opponents while reinforcing his dominance. By mocking others with exaggerated disbelief, false sympathy, and biting ridicule, he turns political criticism into a form of entertainment, making his rivals look foolish while positioning himself as the only competent leader in the room. This rhetorical strategy strengthens his populist appeal, as it frames politics as a battle between his straightforward, no-nonsense approach and the alleged incompetence of the establishment.

3-Ad Hominem Attacks (Personal Insults over Substance)

Trump frequently employs direct and indirect personal attacks to discredit opponents rather than engaging with their policies. For instance, his reference to the "Obama-Biden administration" as a period of "scandal, betrayal, and neglect" frames them as inherently corrupt without substantive critique. More vividly, he labels VA staff as "sadists" who "treated them terribly," using dehumanizing language to evoke moral outrage rather than addressing systemic issues analytically. His mocking aside, "he has no clue how to get off [the stage]", similarly ridicules a hypothetical opponent's competence, implying stupidity rather than debating ideas. These attacks reinforce an "us vs. them" binary, painting adversaries as morally or intellectually unfit.

4-Proximization Strategies (Framing Threats as Imminent and Personal)

Trump leverages spatial, temporal, and axiological proximization to make abstract dangers feel urgent and tangible:

-Spatial: He describes chaotic scenes like "Couldn't breathe, it was so tight, so crazy" to visceral effect, as if the audience is experiencing the suffocation firsthand.

-Temporal: Phrases like "When I'm back in the White House" (not if) and "We have no choice. We have to" create inevitability, suggesting action is urgently needed to prevent collapse.

-Axiological: By contrasting "our great American flag" and "our freedom" with the "sadists" and "betrayal" of opponents, he frames the conflict as a moral battle between "good" patriots and "evil" saboteurs.

Trump's ad hominem attacks delegitimize opponents through personal vilification, while proximization tactics amplify perceived threats to justify radical action. Together, they construct a narrative where he alone can rescue the nation from proximate ruin, a hallmark of populist rhetoric.

Impoliteness Theory of Face Threatening Acts: Negative Face and Positive Face.

The analysis of Trump's speech through the lens of Impoliteness Theory, focusing on how his rhetoric threatens both negative face (individual autonomy) and positive face (social esteem) in which, Trump's speech consistently employs negative face threats, undermining listeners' freedom to dissent or assert

independent views. Declarations like "We have no choice. We have to" remove any semblance of alternative options, imposing his agenda as an obligation rather than a choice. His phrasing "When I'm back in the White House, we're all going back together" assumes universal allegiance, leaving no space for disagreement. Even his mockery of opponents, such as claiming "he has no clue how to get off [stage]", functions as a power play, stripping targets of their autonomy by framing them as inept and unworthy of serious consideration. These tactics pressure compliance by treating opposition as illogical or illegitimate. Simultaneously, Trump deploys positive face threats that damage the social standing of individuals and groups. His vilification of VA staff as "sadists" and "terrible" attacks their professional and moral credibility, denying them basic respect. Broad strokes like "years of scandal, betrayal, and neglect under the Obama-Biden administration" erase any nuance, reducing an entire political era to a caricature of failure. Even subtle phrases like "believe it or not" (when touting his legislative achievements) imply the audience might struggle to comprehend his success, subtly questioning their intelligence. These attacks reinforce an in-group/out-group dynamic where loyalty to Trump is the sole measure of worth. The speech's most potent moments combine both face threats to enforce a binary worldview. His iconic slogan "We're going to make it great again" presupposes collective agreement (negative face threat), while implicitly branding skeptics as unpatriotic (positive face threat). Similarly, his effusive praise of allies (e.g., repeatedly thanking "Jonathan") contrasts sharply with his ridicule of adversaries, creating a hierarchy where compliance is rewarded and dissent punished. This coercive solidarity leaves little room for neutral engagement; listenership becomes a test of allegiance. Trump's rhetoric weaponizes face threats to dominate discourse. By restricting autonomy (negative face) and demolishing reputations (positive face), he polarizes audiences into adherents or enemies. This strategy exemplifies populist impoliteness, where aggression is framed as authenticity and opposition as moral failure.

4.2 Cultural and Political Contexts Level of Arrogance Strategies: Directness V.S Indirectness, Populist Show-man Ship and Cultural Contexts.

-Directness vs. Indirectness in Political Rhetoric

Trump's speech exemplifies a highly direct communication style, typical of American political populism. He employs blunt, unambiguous language, such as "We have no choice. We have to" and "They were sadists," leaving little room for interpretation. This directness aligns with cultural expectations of assertiveness in U.S. politics, where strength and decisiveness are often valorized. However, his occasional use of sarcasm ("believe it or not") and mockery ("he has no clue how to get off [stage]") introduces a layer of strategic indirectness, allowing him to attack opponents while maintaining plausible deniability. This blend of overt declarations and veiled insults caters to both his base (who appreciate his "telling it like it is") and media narratives that thrive on controversy.

-Populist Showmanship and Performance

Trump's delivery is steeped in populist theatrics, transforming political speech into entertainment. His hyperbolic claims ("59 years" of inaction) and dramatic descriptors ("so tight, so crazy, so horrible") are designed to elicit strong emotional reactions rather than nuanced debate. The repetitive thanking of "Jonathan" mimics a rally-like atmosphere, fostering a sense of communal participation. His aside about the audience size ("I think my audience behind me might be bigger than my audience in front of me") reinforces his persona as a charismatic showman, prioritizing spectacle over substance. This performative approach mirrors broader trends in populist movements, where leaders blur the line between politician and entertainer to cultivate loyalty.

Cultural Contexts: American Exceptionalism and Anti Establishment Sentiment

The speech taps into deep-seated cultural narratives unique to the U.S. context. Phrases like "our great American flag" and "our freedom" invoke American exceptionalism, framing his leadership as a restoration of national glory. His attacks on the "Obama-Biden administration" and bureaucratic "sadists" exploit anti-establishment resentment, a recurring theme in American populism.

By positioning himself as an outsider fighting corrupt elites, despite his own elite status, Trump aligns with a cultural tradition that distrusts institutional power. The speech's informal, conversational tone ("sort of a strange speaking menu") further resonates with a media landscape that privileges authenticity over polished statesmanship, reflecting the erosion of formal political discourse in the digital age.

Trump’s rhetoric thrives at the intersection of cultural nostalgia, populist performance, and strategic directness. Also, by leveraging American myths of exceptionalism and anti-elitism, he frames his agenda as both revolutionary and restorative. The speech’s theatricality and bluntness cater to a polarized electorate, where clarity of enemies matters more than policy detail. This approach underscores how cultural context shapes political communication, and how populists exploit it to redefine political norms as in table (1);

Table (1): the linguistic-pragmatic and cultural-political analysis of Arrogance Strategies of Trump's speeches:

Analytical Level	Framework/ Strategy	Key Features in Trump’s Speech	Examples
Level One Linguistic-Pragmatic			
a. Pragmatic-Rhetorical Devices	Hyperbole & Grandiosity	Exaggerated claims to amplify urgency/importance; self-aggrandizing narratives.	"59 years" of inaction on VA Act; "We're going to make it great again."
	Sarcasm & Ironic Condescension	Mocking tone, feigned disbelief, belittling opponents.	"Believe it or not"; "He has no clue how to get off [stage]."
	Ad Hominem Attacks	Personal insults targeting opponents' credibility/morality.	VA staff as "sadists"; Obama-Biden era as "scandal, betrayal, neglect."
	Proximization Strategies	Framing threats as spatially/temporally/axiologically close.	"Couldn't breathe, it was so tight" (spatial); "When I'm back in the White House" (temporal); "our freedom" vs. "sadists" (axiological).
b. Impoliteness Theory	Negative Face Threats	Restricting autonomy; imposing unilateral decisions.	"We have no choice. We have to"; "we're all going back together."
	Positive Face Threats	Damaging social esteem; ridicule or exclusion.	Mocking opponents' incompetence; labeling critics as "terrible."
Level Two Cultural-Political Context			
	Directness vs. Indirectness	Blunt declarations mixed with sarcasm for plausible deniability.	Direct: "They were sadists." Indirect: "believe it or not."

Analytical Level	Framework/ Strategy	Key Features in Trump’s Speech	Examples
	Populist Showmanship	Theatrical rhetoric, hyperbolic imagery, rally-like engagement.	"so tight, so crazy, so horrible"; performative thanking ("Jonathan").
	Cultural Contexts	Appeals to American exceptionalism ("our great American flag"), anti-establishment resentment ("Obama-Biden neglect"), and informal authenticity ("strange speaking menu").	"our freedom"; attacks on bureaucratic elites; colloquial digressions.

-Linguistic-Pragmatic of Arrogance Strategies: Trump’s speech combines hyperbole, ad hominem attacks, and face threats to dominate discourse, polarize audiences, and frame himself as the sole solution.

-Cultural-Political of Arrogance Strategies: His direct yet performative style exploits American cultural narratives (exceptionalism, anti-elitism) and media dynamics, blending politics with entertainment. This table aligns with Charteris-Black’s (2011) approach by linking rhetorical devices to their pragmatic effects and cultural resonances.

Vladimir Putin

The analysis of Vladimir Putin a given a speech describing his aims for the second year of his invasion of Ukraine, the Russian president said Ukraine was in talks with the West about weapons before Russia invaded (2023).

<https://www.rev.com/transcripts/putin-gives-annual-address-to-russia-transcript>

"You know this very well, that we did everything possible. Indeed, everything possible in order to resolve this problem in a peaceful way. We were patient in our negotiations to come out of this horrible conflict. However, behind our backs, a completely different scenario was being prepared. The assurances from the Western leaders to ensure peace in Donbas turned out to be a lie. They were just dragging time and they were trying to close their eyes to the political killings and repressions of the Kyiv regime and abuse of religion and terrorist acts in Donbas. In Western academies and training centers they were training nationalists units and supplying weapons. I would like to emphasize that it was before the special military operation they were negotiating the supply of heavy military equipment and planes and anti-aircraft defense systems. And they were also publicly talking about supply of nuclear weapons."

1.Linguistic-Pragmatic level of Arrogance Strategies

a- A pragma-Rhetorical devices;

-Analysis of Putin's political Speech:

1-Hyperbole and Grandiosity

Vladimir Putin's speech relies heavily on hyperbole, using exaggerated claims to frame the conflict in stark, dramatic terms. Phrases like "we did everything possible" and "resolve this problem in a peaceful way" inflate Russia's diplomatic efforts, presenting them as exhaustive and morally irreproachable. By stating that Western assurances "turned out to be a lie," he employs sweeping generalizations to portray the West as uniformly deceitful, ignoring any nuance in international relations. His description of "political killings, repressions, abuse of religion, and terrorist acts" in Donbas amplifies the perceived crimes of the Kyiv regime, creating a sense of moral urgency that justifies Russia's actions.

The speech also employs grandiosity, elevating Russia’s role to that of a patient peacekeeper and unjustly betrayed victim. Putin’s claim that "a completely different scenario was being prepared behind our backs" introduces a conspiratorial tone, suggesting hidden Western aggression that necessitated a preemptive response. His reference to Western negotiations over "heavy military equipment... and nuclear weapons"—presented without evidence—invokes an existential threat, framing Russia’s military intervention as a defensive necessity rather than an act of aggression. The assertion that the West was

"training nationalist units" and "dragging time" reinforces a narrative of systematic betrayal, positioning Russia as the sole guardian of stability against a scheming, destructive West. The combined use of hyperbole and grandiosity constructs a binary worldview: Russia is portrayed as virtuous, patient, and forced into action, while the West is depicted as duplicitous, manipulative, and inherently hostile. This rhetorical strategy eliminates middle ground, making military escalation appear both inevitable and morally justified. By magnifying threats and emphasizing Russia's victimhood, Putin solidifies domestic support while delegitimizing dissent or alternative perspectives.

2-Sarcasm and Ironic Condescension

Putin employs sarcasm to undermine Western credibility while maintaining a veneer of diplomatic restraint. His remark that Western assurances "turned out to be a lie" drips with ironic disbelief, framing their diplomacy as not just failed but deliberately deceptive. The phrase "they were just dragging time" carries a sarcastic edge, suggesting Western negotiations were never sincere but rather a calculated delay tactic. This mocking tone paints the West as unserious actors, feigning cooperation while covertly escalating conflict.

Ironic condescension manifests in Putin's portrayal of Western hypocrisy. By emphasizing how Western powers "tried to close their eyes" to Kyiv's alleged crimes, he feigns bewilderment at their purported moral blindness. The passive-aggressive framing, "they were publicly talking about supply of nuclear weapons", implies reckless transparency, as if the West flaunted its provocation. His emphasis on training "in Western academies and training centers" weaponizes irony, casting the West as both architect and denier of the crisis. The speech's strategic sarcasm serves dual purposes: it delegitimizes Western narratives while positioning Putin as a reluctant truth-teller. His tone oscillates between faux patience ("we were patient") and veiled scorn ("you know this very well"), a rhetorical sleight of hand that casts dissent as willful ignorance. Unlike Trump's blunt ridicule, Putin's condescension is surgical, lacing formal rhetoric with contempt to destabilize opponents' moral authority.

3-Ad Hominem Attacks in Putin's Speech

Putin's rhetoric systematically employs ad hominem strategies, though more institutionally targeted than personal. Rather than attacking individuals by name, he collectively vilifies entire groups to undermine their legitimacy:

The "Kyiv regime" framing denies Ukraine's government sovereign legitimacy, reducing it to an illegitimate puppet entity. This delegitimizes not just policies but the very right to govern. Western leaders are characterized as duplicitous schemers ("preparing scenarios behind our backs"), attacking their trustworthiness rather than engaging with their stated positions.

The speech labels Western actions as intentionally malicious ("dragging time," "training nationalists"), implying systemic bad faith that makes dialogue impossible. Unlike Trump's personal nicknames (e.g., "Crooked Hillary"), Putin's ad hominems target institutional identities, the "West," "Kyiv regime," or abstract "they", to dehumanize opponents as faceless threats. This aligns with his broader narrative of Russia confronting impersonal, expansionist forces.

4-Proximization Strategies in Putin's Speech

Putin weaponizes spatial, temporal, and axiological proximization to make abstract threats feel immediate and visceral:

-Spatial Proximization:

The focus on Donbas ("terrorist acts," "repressions") brings the conflict geographically "closer" to Russian audiences, framing it as a shared border crisis. Claims of Western weapons "supplied to Kyiv" suggest advancing military encirclement.

-Temporal Proximization:

Phrases like "before the special military operation" imply an inevitable trajectory, Western aggression was always coming, forcing Russia's preemption. The retrospective framing ("we did everything possible") positions the war as a last resort after exhausted patience.

-Axiological Proximization:

Contrasts Russia's "patient negotiations" with the West's "lies" and Kyiv's "terror," painting moral decay as an encroaching ideological threat. Nuclear rhetoric ("talking about supply of nuclear weapons") invokes ultimate cultural annihilation. While Trump's proximization targets domestic out-groups (e.g., "Deep State"), Putin externalizes threats to justify national unity against foreign enemies. Both, however, collapse complex geopolitics into primal "us vs. them" dichotomies.

Impoliteness Theory of Face Threatening Acts of Arrogance: Negative Face and Positive Face.

-Negative Face Threats in Putin's Speech

Putin's rhetoric systematically restricts the autonomy of both his adversaries and his audience through linguistic coercion:

Absolute Demands: Phrases like "we did everything possible" imply no alternative actions existed, denying the validity of other viewpoints. His framing of the conflict as having "no peaceful resolution" due to Western actions ("preparing scenarios behind our backs") removes agency, suggesting Russia was forced into war.

Presupposed Compliance: By stating "you know this very well", Putin assumes universal agreement, silencing dissent as illogical or disingenuous. This tactic pressures listeners to accept his narrative or risk being labeled as traitors or fools.

Moral Ultimatums: Describing Western policies as "lies" and Kyiv's actions as "terrorist acts" frames opposition as not just wrong but immoral, leaving no room for legitimate disagreement. These strategies corner the audience into accepting Russia's actions as inevitable, attacking their negative face need for independent judgment.

-Positive Face Threats in Putin's Speech

Putin damages the social standing of opponents through calculated attacks on their credibility and morality:

Collective Demonization: Labeling the "Kyiv regime" as perpetrators of "political killings" and "abuse of religion" strips them of legitimacy, portraying them as unworthy of respect or dialogue.

Western Hypocrisy Claims: Accusations like "assurances turned out to be a lie" paint Western leaders as deceitful, undermining their global prestige. The sarcastic jab "they were just dragging time" further frames them as unserious partners. **Patriotic Gaslighting:** The phrase "*we were patient*" implies critics of the war are impatient or unpatriotic, threatening the positive face of domestic dissenters by associating them with foreign agitators. By attacking the moral and professional identity of adversaries, Putin reinforces in-group cohesion (pro-Russia audiences) while isolating out-groups (West, Kyiv, dissenters).

-Combined Face Threats: Coercive Unity

Putin merges both face threats to enforce ideological conformity:

Negative + Positive: "*They were negotiating nuclear weapons*"

Negative: Assumes the audience's helplessness (no choice but to act).

Positive: Labels Western actors as reckless warmongers, making dissent synonymous with endorsing danger.

-Performance of Resignation: His "*we did everything possible*" framing positions Russia as the wronged party, making opposition seem both futile (negative face) and disloyal (positive face). While Trump's face attacks are personalized (e.g., mocking individual competence), Putin's are institutional, targeting entire governments or ideologies. Both, however, use face threats to polarize audiences into loyalists versus enemies.

4.2 Cultural and Political Contexts Level of Arrogance Strategies: Directness V.S Indirectness, Populist Show-man Ship and Cultural Contexts.

-Directness vs. Indirectness

Putin employs a calculated blend of direct accusations and strategic ambiguity. While he directly labels Western actions as "lies" and Kyiv's policies as "terrorist acts," he often couches core claims in implied threats (e.g., "scenarios prepared behind our backs") to avoid explicit escalation. This mirrors Soviet-era "maskirovka" (deception tactics), where indirect language creates plausible deniability. Unlike Trump's blunt insults, Putin's indirectness serves geopolitical maneuvering, signaling resolve to domestic audiences while keeping diplomatic channels ambiguously open. **-Populist Showmanship: The Strongman Spectacle**

Putin’s speech is less theatrical than Trump’s but no less performative. His stoic delivery and legalistic phrasing (e.g., "special military operation") mask hyperbolic content, creating a paradox: the demeanor of a restrained statesman paired with incendiary claims. Ritualistic references to Russia’s historical victimhood ("we were patient") and external enemies ("Western academies training nationalists") stage him as the nation’s lone protector. This authoritarian populism substitutes Trump’s raucous rallies with a cold, televised gravitas, yet both styles fuse politics with myth-making.

Cultural Contexts: Russian Civilizationalism

Putin’s rhetoric taps into three key cultural narratives:

- Historical Grievance: Framing the West as perpetually deceitful ("dragging time") echoes Cold War tropes of Russian betrayal by duplicitous Europeans.
- Statist Orthodoxy: Attacks on Kyiv’s "abuse of religion" align with the Kremlin’s weaponization of Russian Orthodoxy against liberal "decadence."
- Nuclear Sublime: Invoking "supply of nuclear weapons" leverages Russia’s cultural memory of WWII existential threats to justify preemption.

Unlike Trump’s individualistic populism, Putin’s rhetoric exalts state endurance over personality, reflecting Russia’s collectivist political culture. Both, however, reduce complexity to civilizational clashes. Putin’s rhetoric is geopolitically indirect yet culturally direct, blending Soviet discursive traditions with post-Soviet populism. His showmanship is austere but no less manipulative, exploiting historical trauma to cast dissent as national betrayal. It can be exploited in table (2):Table (2): the linguistic-pragmatic and cultural-political analysis of Arrogance Strategies of Putin's speeches:

Analytical Level	Framework/Strategy	Key Features in Putin’s Speech	Examples
4.1 Linguistic-Pragmatic Level			
a. Pragmatic-Rhetorical Devices	Hyperbole & Grandiosity	Exaggerates Western threats and Russia’s moral superiority; frames actions as inevitable.	"Everything possible" for peace; Western "lies"; Kyiv’s "terrorist acts."
	Sarcasm & Ironic Condescension	Mocking tone toward Western hypocrisy; feigned disbelief at opponents’ actions.	"Assurances turned out to be a lie"; "just dragging time."
	Ad Hominem Attacks	Collective vilification of groups (e.g., "Kyiv regime," "Western elites") rather than individuals.	"Political killings by Kyiv regime"; West "training nationalists."
	Proximization Strategies	Spatial: Donbas as encroaching threat. Temporal: War as "last resort."	"Terrorist acts in Donbas"; "supply of nuclear weapons"; "we were patient."

Analytical Level	Framework/Strategy	Key Features in Putin's Speech	Examples
b. Impoliteness Theory	Negative Face Threats	Axiological: West as morally corrupt. Restricts audience autonomy by framing dissent as illogical or treasonous.	"You know this very well"; "no peaceful resolution."
	Positive Face Threats	Attacks opponents' social legitimacy (e.g., Kyiv as "illegitimate," West as "liars").	"Abuse of religion"; "scenario prepared behind our backs."
4.2 Cultural-Political Context			
	Directness vs. Indirectness	Direct accusations ("lies") mixed with implied threats ("scenarios behind our backs").	Blunt: "Western treachery." Indirect: "negotiating nuclear weapons."
	Populist Showmanship	Austere, statesmanlike delivery masking hyperbolic claims; ritualistic references to historical grievance.	Stoic tone; "special military operation" euphemism; "we were patient."
	Cultural Contexts	Exploits Russian civilizationalism : historical betrayal narratives, Orthodox identity, nuclear brinkmanship as symbolic power.	"Abuse of religion" (Orthodoxy); "Cold War-era treachery"; "nuclear weapons" rhetoric.

1-Ad Hominem: Putin targets institutions (Kyiv regime, "the West"); Trump attacks individuals (e.g., "Crooked Hillary").

2-Showmanship: Putin's authoritarian gravitas vs. Trump's entertainer-like rallies.

3-Cultural Frames: Putin invokes statist survival; Trump leverages American exceptionalism and personal brand.

This table aligns with Charteris-Black’s (2011) framework while highlighting Putin’s distinct rhetorical profile.

RESULTS AND DISCUSSION

A Comparison of Trump and Putin’s Rhetorical Strategies of Arrogance:

1. Pragma-Rhetorical Devices of Arrogance & Audience Engagement:

Trump and Putin both rely on **hyperbole and grandiosity**, but their delivery and targets differ sharply. Trump’s exaggerations (“59 years of inaction”) serve **self-aggrandizement**, portraying himself as the sole savior of America. In contrast, Putin’s hyperbole (“everything possible for peace”) emphasizes **institutional victimhood**, casting Russia as a betrayed yet righteous global power. While Trump uses **personalized sarcasm** (e.g., mocking opponents’ intelligence), Putin deploys **systemic irony** (e.g., Western “lies”) to undermine entire governments rather than individuals.

2. Cultural-Political Context of Arrogance & Leadership Persona:

Trump’s rhetoric thrives on **populist entertainment**, boisterous rallies, nicknames, and media spectacle, rooted in **American individualism**. His directness (“They were sadists”) mirrors the U.S. preference for confrontational politics. Putin, however, blends **Soviet-era indirectness** (e.g., “scenarios behind our backs”) with **authoritarian showmanship**, leveraging Russia’s history of state-centric nationalism. His cold, legalistic tone (“special military operation”) contrasts with Trump’s colloquialism, reflecting divergent cultural expectations: **charismatic outsider** (U.S.) vs. **strongman protector** (Russia), as in table (3);

Table (3): A Comparative analysis of Trump vs. Putin Rhetorical strategies of Arrogance

Category	Trump’s Rhetoric	Putin’s Rhetoric
Hyperbole	Self-focused (“I alone can fix it”).	State-focused (“Russia did everything possible”).
Ad Hominem	Personal insults (“Crooked Hillary”).	Institutional attacks (“Kyiv regime”).
Sarcasm	Blunt mockery (“he has no clue how to get off stage”).	Systemic irony (“assurances turned out to be a lie”).
Proximization	Domestic threats (“Deep State”).	Geopolitical threats (“nuclear weapons from the West”).
Negative Threats	Face: Demands loyalty (“We have no choice”).	Assumes compliance (“you know this very well”).
Positive Threats	Face: Labels critics as “unpatriotic” or “losers.”	Frames dissent as “Western treason.”
Directness	Blunt, colloquial (“They were sadists”).	Indirect, legalistic (“special military operation”).
Populist Showmanship	Rally-driven, media-savvy (audience size boasts).	Austere, televised gravitas (stoic delivery).
Cultural Appeals	American exceptionalism (“Make America Great Again”).	Russian civilizationalism (“historical betrayal”).

While both leaders polarize audiences using similar devices (hyperbole, ad hominem), Trump's rhetoric is personality-centric and media-optimized, whereas Putin's is state-centric and mythologically coded. Their styles reflect core differences between U.S. populist individualism and Russian authoritarian collectivism.

CONCLUSION

This study employed a multifaceted analytical approach to examine how Donald Trump and Vladimir Putin utilize arrogant rhetoric in their political communication. Through a combination of linguistic and discourse analysis methods, the research systematically addressed its four primary objectives, revealing important insights about the form, function, and impact of arrogant political discourse.

To identify and categorize key pragma-rhetorical devices, the study conducted qualitative textual analysis of selected speeches by both leaders. Using Charteris-Black's (2011) pragma-rhetorical framework, researchers systematically coded instances of hyperbole, irony, ad hominem attacks, and other rhetorical strategies. The analysis revealed Trump's preference for personal hyperbole ("I alone can fix it") and colorful insults ("Little Rocket Man"), while Putin employed more institutional forms of exaggeration ("everything possible was done") and systemic irony ("so-called democratic values"). The study further applied Brown and Levinson's (1987) politeness theory to analyze face-threatening acts, showing how both leaders strategically damage opponents' social standing while reinforcing their own dominance.

The comparative analysis of rhetorical styles incorporated both linguistic and cultural perspectives. Researchers examined how each leader's communication reflects their respective political contexts - Trump's brash individualism mirroring American populist traditions, versus Putin's calculated ambiguity reflecting Russian political culture. This comparison highlighted Trump's direct, media-savvy attacks on individual opponents versus Putin's more subtle but equally damaging critiques of entire institutions and nations. The study paid particular attention to how cultural narratives of exceptionalism and historical grievance shape their rhetorical choices. In analyzing the strategic functions of arrogance, the research employed functional rhetoric analysis to uncover three key purposes: persuasion through polarization, image projection as strong leaders, and audience manipulation through emotional appeals. Trump's arrogance often served to entertain and energize his base, while Putin's typically aimed to intimidate opponents and project unwavering resolve. The study incorporated audience reception theory to show how these strategies effectively reinforced in-group loyalty while marginalizing dissent.

The assessment of broader implications combined media analysis, public opinion data, and diplomatic case studies. Researchers examined how Western and Russian media framed instances of arrogant rhetoric, and analyzed polling data to track effects on public perception. Diplomatic incidents such as Trump's "fire and fury" comments and Putin's nuclear saber-rattling were studied as examples of how arrogant rhetoric can escalate international tensions. This multifaceted approach revealed how such communication styles contribute to political polarization, erode diplomatic norms, and transform media ecosystems. The study's methodology systematically progressed from micro-level linguistic analysis to macro-level societal impact assessment. This comprehensive approach allowed researchers to not only catalog rhetorical devices but also understand how they function within specific cultural and political contexts, and ultimately influence domestic and international affairs. The findings highlight how modern political communication increasingly rewards arrogant discourse, with significant consequences for democratic norms and global stability.

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