

THE LINGUISTIC WORLDIMAGE OF DONALD TRUMP AND JOE BIDEN (BASED ON THE MATERIAL OF THE INAUGURATION SPEECHES)

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INTRODUCTION

Language personality is one of the central concepts in the modern communicative-discursive paradigm of linguistic studies due to the interest of scientists in the study of speech activity and communicators.

One of the characteristic features of the modern linguistic paradigm is anthropocentrism, which is closely related to the direction of linguo-personology and comprehensive study of linguistic parameters of speech of a person as a representative of a particular linguistic culture, social subject, psycho-emotional and cognitive-intellectual phenomenon.

Any people and any native speaker have their own picture of the world which is a constituent part of their language personality. This picture of the world is formed on the basis of accumulated knowledge and experience. The study of the question of the picture of the world has a long history. The German scientist W. Humboldt dealt with the issues of language and all its manifestations. Regarding language, he gave the following definition: “language is the united spiritual energy of the people. It reflects the spirit of the people, the subjective view of a person on the objects of the surrounding world, it contains the collective consciousness, coded information about the world”¹. That is, native speakers influence the language itself and put their subjective ideas about the world into it, which constitutes their worldimage.

Donald Trump’s and Joe Biden’s language personalities as individuals and as representatives of the generalized image of a politician and a member of a certain linguistic community has not yet been studied, which determines the relevance of the research.

The object of investigation is the language personalities of Donald Trump and Joe Biden. The subjects of the study are language and speech units which represent linguistic worldimages of the politicians.

¹ Humboldt von W. Language and philosophy of culture. M. : Progress, 1985. P. 251.

The purpose of this study is to determine the linguistic and communicative parameters that characterize the linguistic worldimage as a constituent of language personalities of Donald Trump and Joe Biden.

The following research methods will be used: method of analysis for interpretation of theoretical material; synthesis method for systematization of theoretical positions; descriptive method to outline the features of the speeches. Samples of Donald Trump's and Joe Biden's inaugural speeches served as material for the scientific research.

1. Approaches to the study of the concept of “linguistic worldimage”

The term “picture of the world” was coined by the Austrian philosopher Ludwig Wittgenstein. The picture of the world expresses “the specifics of man and his being, his relationship with the world, the most important conditions for his existence in the world”². This definition demonstrates the connection between the concept of “picture of the world” with the pragmatic aspect of learning a language in general and a linguistic personality in particular.

On the other hand, this concept exists only in the minds of native speakers. V.V. Morkovkin gave the following definition: “The picture of the world is a mental formation, although thinking outside the language is actually impossible, since it is one of the hypostases of the mental-lingual complex along with consciousness and language”³. The picture of the world is an ideal concept that exists in our thinking.

This idea is confirmed by a number of scientists, saying that the linguistic picture of the world is “a product of consciousness that is inevitable for mental and linguistic activity, which arises as a result of the interaction of thinking, reality and language as a means of expressing thoughts about the world in acts of communication”⁴. Here the pragmatic and ideal aspects of this concept are called complex.

In this case, one should distinguish between conceptual and linguistic picture of the world. V.A. Maslova believes that “the conceptual picture of the world is much richer than the linguistic picture of the world”⁵. In

² Postovalova V.I. Picture of the world in human life. The role of the human factor in language : Language and picture of the world. M : Nauka, 1988. P. 11.

³ Morkovkin V.V., Morkovkina A.V. Russian agnomys. M., 1996. P. 19–23.

⁴ Telia V.N. Metaphorization and its role in creating a linguistic picture of the world. The role of the human factor in language : Language and picture of the world. Moscow : Nauka, 1988. P. 173.

⁵ Maslova V.A. Cognitive linguistics : textbook. manual. Mn. : TetraSystems, 2004. P. 50.

relation to the linguistic picture of the world, the conceptual picture of the world is a broader concept.

Some researchers, for example, V.V. Morkovkina, argue that it is impossible to contrast the conceptual and linguistic picture of the world because the term “conceptual picture of the world” indicates what elements the discussed epistemological object is composed of”⁶. From the point of view of linguistics, the conceptual picture of the world is not included in a number of linguistic concepts, it is more about human knowledge.

Knowing the world, a person develops and thereby changes his picture of the world, and this happens quite quickly. In this situation, it is quite logical that the linguistic picture of the world changes more slowly and retains the components of the past for a long time. All these components become the basis for building a new picture. Along with this, the linguistic picture of the world can simultaneously contain both past and new pictures of the world. According to V.B. Kasevich, “discrepancies arise between the archaic and semantic system of the language and the actual mental model that is valid for a given linguistic community and manifests itself in the texts generated by it, as well as in the patterns of its behavior”⁷. All these factors ensure the development of a picture of the world and a linguistic picture of the world.

In the context of the linguistic picture of the world, the connection between the language and the surrounding world, thinking and phenomena within the language is realized. With regard to this issue, A.F. Losev writes: “language is a system of understanding, that is, ultimately, of world outlook; language is the very understanding of the world”⁸. Language helps us structure our knowledge of the surrounding reality.

The linguistic picture of the world is a subjective image of the objective world. It displays the features of the human way of understanding the world. In other words, the linguistic picture of the world is a holistic image that arises on the basis of its contact and interaction with the surrounding world.

⁶ Morkovkin V.V., Morkovkina A.V. Russian agnonyms. M., 1996. P. 52.

⁷ Kasevich V.B. On cognitive linguistics. General linguistics and the theory of grammar. SPb, 1998. P. 7.

⁸ Losev A.F. Being. Name. Space. M. : Mysl, 1993. P. 822.

On the other hand, “the linguistic picture of the world is capable of displaying only a part of the image of the world”⁹. The language cannot accommodate all the idea and all the experience of a person.

From a linguistic point of view, the linguistic picture of the world is presented at all levels of a certain linguistic system: “the components of the picture of the world are words, formatives and means of communication between sentences, as well as syntactic constructions”¹⁰. In a linguistic analysis of the picture of the world, all these components should be investigated.

2. Comparative analysis of the inaugural speeches of Donald Trump and Joe Biden

It is impossible to talk about one picture of the world, since, according to Postovalov, “there are as many pictures of the world as there are observers in contact with the world”¹¹. In our article, we have presented two examples of the linguistic pictures of the world of American presidents, reflected in their inaugural speeches. They will also help to see in detail the linguistic personalities of the two presidents.

The inauguration of a president is an essential part of American culture. It defines the beginning of a new page in the history of the nation and country. The most important part is the inaugural speech of the newly elected president. In it, he represents the nation of the United States and the whole world the course that the country will follow under his leadership over the next four years. In it, the president notes what principles he will adhere to, what tasks the country faces, according to what principles the decisions will be made, what should be the most important thing when making certain decisions.

Democracy and freedom are fundamental principles for the United States. In their inaugural speech, Presidents Trump thanked their predecessors for the lawful and peaceful transfer of power: *Every four years we gather on these steps to carry out the orderly and peaceful*

⁹ Zalevskaya A.A. “Image of the world” vs “linguistic picture of the world”. Picture of the world and ways of its representation : scientific reports of the conference “National pictures of the world : language, literature, culture, education” (April 21–24, 2003, Kursk). Voronezh : Voronezh State University, 2003. P. 46.

¹⁰ Serebrennikov B.A. The role of the human factor in language : Language and thinking. M. : Nauka, 1988. P. 107.

¹¹ Postovalova V.I. Picture of the world in human life. The role of the human factor in language : Language and picture of the world. M. : Nauka, 1988. P. 32.

*transfer of power*¹². President Biden emphasized that, despite the events leading up to the day of the inauguration, the people managed to remain united and did everything for the ceremony: *So now, on this hallowed ground where just days ago violence sought to shake this Capitol's very foundation, we come together as one nation, under God, indivisible, to carry out the peaceful transfer of power as we have for more than two centuries*¹³.

A special role in the inauguration speech of the newly elected president is given to the issue of the unity of the nation. In his speech, Donald Trump emphasized that by uniting the American people, they can overcome all the difficulties of the future and do all the necessary work: *Together we will determine the course of America for many, many years to come. Together we will face challenges. We will confront hardships. But we will get the job done*¹⁴. He also said that people throughout the United States will be heard, their courage and love will help on the way to success. Together they can make America strong, rich, safe and great again: *So to all Americans in every city near and far, small and large, from mountain to mountain, from ocean to ocean – hear these words – you will never be ignored again ... Your voice, your hopes and dreams will define your American destiny. Your courage, goodness and love will forever guide us along the way. Together we will make America strong again, we will make America wealthy again, we will make America safe again and yes – together we will make America great again*¹⁵.

When talking about new challenges, Biden stressed the importance of unity. It is this, he said, is the basis for securing the future of America. He also noted that unity is the most elusive in all democracy: *To overcome these challenges, to restore the soul and secure the future of America requires so much more than words. It requires the most elusive of all things in a democracy: Unity. Unity*¹⁶.

¹² Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

¹³ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

¹⁴ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

¹⁵ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

¹⁶ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

Biden has declared that his goal as president is to reunite America, to unite people and nation. He called on everyone to join this process: My whole soul was in it today. On this January day, my whole soul is in this: *Bringing America together, uniting our people, uniting our nation. And I ask every American to join me in this cause*¹⁷.

While critical of his goal, Joe Biden noted that to some these days, talking about unity might seem like a foolish fantasy. But this is not a reason to abandon the goal. According to Biden, this process will not be easy. Difficulties will be associated with the fact that inevitably have to face racism and nativism. One of the factors that separates people is fear. In this battle, as in any other, victory cannot be guaranteed: *I know speaking of unity can sound to some like a foolish fantasy these days. I know the forces that divide us are deep and they are real, but I also know they are not new. Our history has been a constant struggle between the American ideal that we're all created equal and the harsh, ugly reality that racism, nativism, fear, demonization have long torn us apart. The battle is perennial and victory is never assured*¹⁸.

Joe Biden highlighted the importance of unity. A peaceful country cannot be built without unity. Instead, only chaos can be obtained. Reason and faith point the way to unity. Without this essential element, there can be no progress, only bitterness and rage: *History, faith and reason show the way, the way of unity. We can see each other not as adversaries, but as neighbors. We can treat each other with dignity and respect. We can join forces, stop the shouting and lower the temperature. For without unity, there is no peace – only bitterness and fury. No progress – only exhausting outrage. No nation – only a state of chaos*¹⁹.

Addressing the United States, Biden insisted that unity was needed in the work ahead: Americans would need each other. When talking about hard times, he used the metaphor of dark winter to heighten the significance of what was to come. The biggest challenge will be fighting the COVID-19 virus. Biden referred to lines from the Bible: Weeping may endure for a night, but joy cometh in the morning. They symbolized the ability to overcome the challenges posed by the pandemic. And all this needs to be done as one nation: My fellow Americans, in the work ahead of us, we're going to need each other. We need all our strength to

¹⁷ The same.

¹⁸ The same.

¹⁹ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

persevere through this dark winter. We're entering what may be the toughest and deadliest period of the virus. We must set aside politics and finally face this pandemic as one nation. One nation. And I promise you this, as the Bible says: "*Weeping may endure for a night, but joy cometh in the morning*". *We will get through this together. Together*²⁰.

In listing what Americans can do together, Biden used the contrast: we shall write an American story of hope, not fear. Of unity, not division. Of light, not darkness. Instead, they will be able to strengthen in their country such good qualities as: decency and dignity, love and healing, greatness and goodness. Biden plans to achieve all these goals in the foreseeable future: *And together we shall write an American story of hope, not fear. Of unity, not division. Of light, not darkness. A story of decency and dignity, love and healing, greatness and goodness. May this be the story that guides us. The story that inspires us and the story that tells ages yet to come that we answered the call of history. We met the moment. Democracy and hope, truth and justice did not die on our watch, but thrived. That America secured liberty at home and stood once again as a beacon to the world. That is what we owe our forebears, one another and generations to follow. So, with purpose and resolve, we turn to those tasks of our time. Sustained by faith, driven by conviction, devoted to one another and the country we love with all our hearts*²¹.

Each president, in his inaugural speech, calls on citizens to rebuild the country. In his inaugural speech, Donald Trump said that all American citizens have joined a great national effort to rebuild the country and make all the pre-election promises a reality: *We the citizens of America have now joined a great national effort to rebuild our country and restore its promise for all our people*²².

In his call to rebuild the country, Biden expressed the need to move forward quickly and urgently. In his opinion, winter 2021 is a period of dangers and significant opportunities. In this short period, much needs to be restored and special attention should be paid to treating people: *We'll press forward with speed and urgency, for we have much to do in this*

²⁰ The same.

²¹ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

²² Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

*winter of peril and significant possibilities, much to repair, much to restore, much to heal, much to build, and much to gain*²³.

Everyone associates the United States with democracy. The most important thing in any democratic country is the people. America has always set an example in this to the whole world. This is confirmed by the words of the newly elected presidents. In his January 2017 inaugural speech, Donald Trump stated that Washington flourished, but did not share its wealth with the people. The politicians were doing well, but the factories were closing. The establishment defended itself, but not US citizens. Wealthy clans thrived, but ordinary American families did not feel any change in their lives. Everything has changed since January 20, 2017. According to Donald Trump, the inauguration of the 45th President of the United States was a celebration of the people, not the government in the capital. And the United States of America also belongs to the people of the United States: *Washington flourished but the people did not share in its wealth. Politicians prospered but the jobs left and the factories closed. The establishment protected itself but not the citizens of our country. Their victories have not been your victories. Their triumphs have not been your triumphs. While they have celebrated there has been little to celebrate for struggling families all across our land. That all changes starting right here and right now because this moment is your moment. It belongs to you. It belongs to everyone gathered here today and everyone watching all across America today. This is your day. This is your celebration. And this – the United States of America – is your country*²⁴.

Separately, Donald Trump noted one of the fundamental principles of democracy. It lies in the fact that the people control the activities of political parties, and not vice versa: *What truly matters is not what party controls our government but that this government is controlled by the people*²⁵.

The unprecedented number of people who joined the inauguration was evidence that the US government, under Trump's leadership, will again begin to hear the people and work for the people: *You came by the*

²³ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

²⁴ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

²⁵ The same.

*tens of millions to become part of a historic movement – the likes of which the world has never seen before*²⁶.

In his speech, Biden did not focus on the inequality of the success of the country's government and the common people: *Recent weeks and months have taught us a painful lesson. There is truth and there are lies, lies told for power and for profit. And each of us has a duty and responsibility, as citizens, as Americans, and especially as leaders, leaders who have pledged to honor our Constitution and protect our nation, to defend the truth and defeat the lies*²⁷.

The day of the inauguration of a new president is always a big event for the United States and the whole world. During his speech, Donald Trump noted that January 20, 2017, will go down in history as the day when people began to rule the country again and everyone will listen to their opinion: *Today, January 20 2017, will be remembered as the day the people became the rulers of this nation again. The forgotten men and women of our country will be forgotten no longer. Everyone is listening to you now*²⁸.

In turn, Biden said that all his actions will be aimed at reuniting America and all the people. He called on all Americans to help him in this matter: *Today, on this January day, my whole soul is in this: Bringing America together. Uniting our people. And uniting our nation. I ask every American to join me in this cause*²⁹.

By electing a new president, citizens hope for improvements in the country. They expect the state to do everything for the people. In his speech, Trump made it clear that he is aware of the desire of Americans to have good schools for their children, good neighbors and jobs: *Americans want great schools for their children, safe neighborhoods for their families and good jobs for themselves. These are just and reasonable demands*³⁰.

Biden, through the example of his father's thoughts, showed the Americans that he understands them well. At one time, Biden's father also

²⁶ The same.

²⁷ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

²⁸ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

²⁹ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

³⁰ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

thought about such things as health care, mortgage and the future of his family: Look – I understand that many of my fellow Americans view the future with fear and trepidation. I understand they worry about their jobs. I understand, like my dad, they lay in bed at night, staring at the ceiling, wondering: *Can I keep my health care? Can I pay my mortgage? Thinking about their families, about what comes next. I promise you, I get it*³¹.

The President is always the representative of his people. He must always feel and understand what the people need. In his speech, Donald Trump stated that ordinary US citizens are one nation with their government. Together they have one home, one pain, one dream and one glorious destiny: *We are one nation, and their pain is our pain, their dreams are our dreams, we share one nation, one home and one glorious destiny*³².

In his speech, Joe Biden also spoke about the American nation: *This is a great nation. We are good people. My fellow Americans, we have to be different than this. America has to be better than this. And I believe America is so much better than this. Just look around. Here we stand in the shadow of the Capitol dome, as was mentioned earlier, completed amid the Civil War, when the Union itself was literally hanging in the balance. Yet we endured, we prevailed*³³.

For the American nation, the presidential oath is not just a formality. This is a significant and important event. Each of the newly elected presidents takes an oath before their people.

Taking his oath, Donald Trump noted that America has helped other countries become richer and stronger for many decades. The United States did this at a loss to its economy and military. With these facts, he once again made it clear that during the work of his administration, the situation will change, and the United States will no longer make such mistakes: *Today I take an oath of allegiance to all Americans. For many decades, we've enriched foreign industry at the expense of American industry, subsidized the armies of other countries, while allowing the sad depletion of our own military*³⁴.

³¹ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

³² Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

³³ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

³⁴ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

Emphasizing the significance and importance of his oath, Joe Biden noted that this is exactly the oath that George Washington took. An oath with a long history. And this story depends on all Americans: who seek a more perfect union: *I've just taken the sacred oath each of those patriots have taken. The oath, first sworn by George Washington. But the American story depends not on any one of us, not on some of us, but on all of us, on we the people who seek a more perfect union*³⁵.

Joe Biden promised that he will always be with people, will always defend them, the constitution and America. He also stressed that all his actions as president will be aimed at the good of the people: *My fellow Americans, I close the day where I began, with a sacred oath before God and all of you. I give you my word, I will always level with you. I will defend the Constitution. I'll defend our democracy. I'll defend America and I will give all, all of you. Keep everything I do in your service, thinking not of power, but of possibilities, not of personal interest, but the public good*³⁶.

America is the leading country in the world. Many countries are turning to the US government for military and financial assistance. In his campaign, Donald Trump said that America needs to focus on its problems. According to Trump, for a long time, other countries became richer and stronger at the expense of the United States. With these words in his speech, he outlined the task of correcting the current situation: *We've defended other nations 'borders while refusing to defend our own. And spent trillions and trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay. We have made other countries rich while the wealth, strength and confidence of our country has dissipated over the horizon. One by one, shutters have closed on our factories without even a thought about the millions and millions of those who have been left behind. But that is the past and now we are looking only to the future*³⁷.

In matters of foreign policy, Biden's position is different. In his opinion, democracy, hope, truth and justice will not disappear. America will continue to provide liberty at home and set an example for the world: *We met the moment. Democracy and hope, truth and justice did*

³⁵ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

³⁶ The same.

³⁷ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

*not die on our watch, but thrived. That America secured liberty at home and stood once again as a beacon to the world. That is what we owe our forebears, one another and generations to follow*³⁸.

Trump was specific about the changes that will follow after January 20, 2017. According to him, now people will be heard and America's interests will be the most important for America itself. All issues related to trade, taxes, immigration and foreign affairs will be decided in favor of American workers and American families: *We assembled here today are issuing a new decree to be heard in every city, in every foreign capital, in every hall of power – from this day on a new vision will govern our land – from this day onwards it is only going to be America first – America first! Every decision on trade, on taxes, on immigration, on foreign affairs will be made to benefit American workers and American families*³⁹.

In his speech, Biden urged Americans to make January 20, 2021 a new beginning for the United States. She urged Americans to hear and respect each other. Drawing conclusions about what happened on the eve of his inauguration, the 46th President of the United States noted that politics should not become a cause of total war: *And so today at this time in this place, let's start afresh, all of us. Let's begin to listen to one another again. Hear one another, see one another, show respect to one another. Politics doesn't have to be a raging fire, destroying everything in its path. Every disagreement doesn't have to be a cause for total war. And we must reject the culture in which facts themselves are manipulated and even manufactured*⁴⁰.

The president must be a patriot of his people and do everything for their well-being. Defending the position of your country is extremely important in world politics. Trump in his speech stated that he will fight for you with every bone in my body and the country will start winning like never before: *I will fight for you with every bone in my body and I will never ever let you down. America will start winning again. America will start winning like never before*⁴¹.

³⁸ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

³⁹ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

⁴⁰ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

⁴¹ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

To avoid internal controversy, Joe Biden stated I pledge this to you: I will be a president for all Americans. All Americans. He will defend the interests of all citizens, regardless of whether they supported him in the 2020 elections or not: *Yet hear me clearly: Disagreement must not lead to disunion. And I pledge this to you: I will be a president for all Americans. All Americans. And I promise you I will fight as hard for those who did not support me as for those who did*⁴².

The most important challenge for Trump during his presidency was the return of America to its unattainable power and prosperity. The plan to achieve this goal was detailed. Trump planned to start by bringing back his jobs, his borders, his healthcare system and, most importantly, the return of the American Dream. The US had to follow two simple rules: buy American and hire American: *We will bring back our jobs, we will bring back our borders, we will bring back our wealth, we will bring back our dreams. We will bring new roads and high roads and bridges and tunnels and railways all across our wonderful nation. We will get our people off welfare and back to work – rebuilding our country with American hands and American labor. We will follow two simple rules – buy American and hire American*⁴³.

In the international political arena, Trump also posed great challenges. In all matters, he planned to put the interests of his country as the most important it is the right of all nations to put their nations first. America was to be an example for everyone. Trump planned to strengthen existing alliances and create new ones to achieve greater goals. One of these was the fight against radical Islamic terrorism. As proof of the correctness of his actions, Trump cited the example of a line from the Bible: *We see good will with the nations of the world but we do so with the understanding that it is the right of all nations to put their nations first. We will shine for everyone to follow. We will reinforce old alliances and form new ones, and untie the world against radical Islamic terrorism which we will eradicate from the face of the earth. At the bed rock of our politics will be an allegiance to the United States. And we will discover new allegiance to each other. There is no room for prejudice. The bible tells us how good and pleasant it is when god's people live together in unity*⁴⁴.

⁴² The same.

⁴³ The same.

⁴⁴ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

Identifying himself with all Americans, Donald Trump insisted on the importance of dreaming and setting big goals. These qualities were supposed to help in moving forward and developing the nation and country: *Finally, we must think big and dream even bigger. As Americans, we know we live as a nation only when it is striving. We will no longer accept politicians who are always complaining but never doing anything about it. We stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the earth from the miseries of disease, to harvest the energies, industries and technologies of tomorrow*⁴⁵.

Speaking about America's way, Biden noted that it is unique and restless, bold, optimistic: *We look ahead in our uniquely American way – restless, bold, optimistic – and set our sights on the nation we know we can be and we must be*⁴⁶.

Addressing the partner countries, Biden once again noted that the January events in the United States strengthened the country. America has grown even stronger and is ready for new challenges. Realizing the strength and importance of his country in the world, Biden said that they will set an example to the world and that this will be their greatest strength: *Look, folks. All my colleagues I served with in the House and the Senate up there, we all understand the world is watching, watching all of us today. So here's my message to those beyond our borders: America has been tested and we've come out stronger for it. We will repair our alliances and engage with the world once again. Not to meet yesterday's challenges, but today's and tomorrow's challenges. And we'll lead, not merely by the example of our power, but by the power of our example*⁴⁷.

Biden described the coming years as a time of testing. This formulation is motivated by the fact that America is facing challenges such as an attack on democracy and truth, an unknown virus, racism, the climate crisis, and America's role in the world. The importance of time is also characterized by the fact that the conclusions of future generations will depend on how the American people can overcome all these questions: *Folks, this is a time of testing. We face an attack on our*

⁴⁵ The same

⁴⁶ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

⁴⁷ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

*democracy and on truth, a raging virus, growing inequity, the sting of systemic racism, a climate in crisis, America's role in the world. Any one of these will be enough to challenge us in profound ways. But the fact is, we face them all at once, presenting this nation with one of the gravest responsibilities we've had. Now we're going to be tested. Are we going to step up? All of us? It's time for boldness, for there is so much to do. And this is certain, I promise you: We will be judged, you and I, by how we resolve these cascading crises of our era*⁴⁸.

Talking about future challenges and the possibility of their solution, Biden poses the following questions: *Will we rise to the occasion is the question. Will we master this rare and difficult hour? Will we meet our obligations and pass along a new and better world to our children*⁴⁹? In response to these questions, he expresses confidence in overcoming all difficulties and confidence that in this way the American people will be able to write the next great chapter in the history of the United States of America: *Will we rise to the occasion is the question. Will we master this rare and difficult hour? Will we meet our obligations and pass along a new and better world to our children? I believe we must. I'm sure you do as well. I believe we will. And when we do, we'll write the next great chapter in the history of the United States of America. The American story*⁵⁰.

The problems caused by racism and other issues that divide people have always been a concern of the civilized world. This issue was also reflected in the inauguration speech of Donald Trump and Joe Biden.

To address issues of controversy surrounding racism, Trump urged people to recall the old soldier's wisdom, whether we are black or brown or white, we all bleed the same red blood of patriots. According to Trump, despite the region in which the children were born, they all look into the same night sky, they have the same dreams and they are infused with the breath by the same almighty creator: *A new national pride will stir ourselves, lift our sights and heal our divisions. It's time to remember that old wisdom our soldiers will never forget, that whether we are black or brown or white, we all bleed the same red blood of patriots. We all enjoy the same glorious freedoms and we all salute the same great American flag and whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska, they look at the*

⁴⁸ The same.

⁴⁹ The same.

⁵⁰ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>

*same night sky, and dream the same dreams, and they are infused with the breath by the same almighty creator*⁵¹.

Biden uses the following juxtapositions on issues of disagreement: *uncivil war that pits red against blue, rural vs. urban, conservative vs. liberal*⁵². Joe Biden sees the solution to this question in such actions of people: *we open our souls instead of hardening our hearts. If we show a little tolerance and humility, and if we're willing to stand in the other person's shoes*⁵³. He recalls the words of his mother, who once gave him this advice: *as my mom would say, just for a moment, stand in their shoes. Because here's the thing about life: There's no accounting for what fate will deal you. Some days when you need a hand. There are other days when we're called to lend a hand*⁵⁴. In his speech, Biden said that this is how it should be, this is how people should relate to each other. And if US citizens apply this principle, the country will become stronger: But the answer is not to turn inward, to retreat into competing factions, distrusting those who don't look like you or worship the way you do, or don't get their news from the same sources you do. We must end this uncivil war that pits red against blue, rural vs. urban, conservative vs. liberal. We can do this if we open our souls instead of hardening our hearts. If we show a little tolerance and humility, and if we're willing to stand in the other person's shoes, as my mom would say, just for a moment, stand in their shoes. Because here's the thing about life: *There's no accounting for what fate will deal you. Some days when you need a hand. There are other days when we're called to lend a hand. That's how it has to be. That's what we do for one another. And if we are this way, our country will be stronger, more prosperous, more ready for the future. And we can still disagree*⁵⁵.

Unity is important for every country and the whole world. In this matter, America also wants to be an example for the whole world. In calling people to unity, Trump talks about the benefits America has when it is united. US unity gives them protection: *When America is united, America is totally unstoppable. There is no fear, we are protected and*

⁵¹ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

⁵² Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

⁵³ The same

⁵⁴ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

⁵⁵ The same.

*will always be protected by the great men and women of our military and most importantly we will be protected by God*⁵⁶.

During his inaugural address, Biden called on Americans to unite to fight foes such as anger, resentment, hatred, extremism, lawlessness, violence, disease, joblessness and hopelessness. And only with unity can Americans do such big and important things as ensuring safe learning in schools for children, rebuilding the middle class: *Uniting to fight the foes we face: anger, resentment, hatred, extremism, lawlessness, violence, disease, joblessness and hopelessness. With unity, we can do great things, important things. We can right wrongs. We can put people to work in good jobs. We can teach our children in safe schools. We can overcome the deadly virus. We can reward, reward work, and rebuild the middle class and make health care secure for all. We can deliver racial justice and we can make America once again the leading force for good in the world*⁵⁷.

In this historic moment of crisis and challenge, Biden said, unity is a movement forward: *This is our historic moment of crisis and challenge. And unity is the path forward. And we must meet this moment as the United States of America. If we do that, I guarantee you we will not fail. We have never, ever, ever, ever failed in America when we've acted together*⁵⁸.

CONCLUSIONS

Summing up, we can say that the linguistic picture of the world is one of the basic concepts for describing the features of a linguistic personality. This concept refers to the pragmatic level of the structure of a linguistic personality.

After analyzing the inaugural speeches of Donald Trump and Joe Biden, we found common and different features of their language pictures of the world using comparative analysis.

The concept of nativism is expanding in Trump's linguistic picture of the world: it says that you need to give preference to the interests of your country and people in any situation, including international politics.

⁵⁶ Donald Trump's Inauguration Speech. URL: <https://www.politico.com/story/2017/01/full-text-donald-trump-inauguration-speech-transcript-233907>.

⁵⁷ Joe Biden's Inauguration Speech. URL: <https://www.washingtonpost.com/politics/interactive/2021/01/20/biden-inauguration-speech/>.

⁵⁸ The same.

Biden, on the other hand, focuses on the role of the United States in the life of other states.

As for the promises to fight for the well-being of American citizens, this concept is similar for both political leaders, as it is one of the key ones in the political pre-election discourse.

The presidents are also in solidarity in matters of maintaining national unity, which they represent as the basis for the well-being and successful development of the country as a whole.

SUMMARY

This work is devoted to a comparative analysis of the linguistic worldimages of Donald Trump and Joe Biden. The analysis is based on the material of their inauguration speeches. The linguistic worldimage is regarded as one of the key characteristics of the linguistic personality of an American politician. It is one of the constituent parts of the pragmatic level of a language personality. The study shows that the main features of the linguistic worldimages of both presidents are similar, but at the same time there are differences that will allow us to talk about variations in the perception of reality based on their own experience. These differences are manifested in the choice of linguistic means and communication tactics. As a result of the analysis, the main concepts that make up the worldview of politicians were identified: unity, nativism, democracy. The differences in the linguistic worldimages of politicians are caused by basic features of their linguistic personalities which are revealed in their statements with the help of various language means and communicative techniques.

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