TAKTYKA INTYMIZACJI KOMUNIKACJI
W MOWIE DONALDA TRUMPA I JOE BIDENA

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Adnotacja. Ten artykuł bada takie zjawisko językowe jak intymizacja komunikacji i wykorzystanie jej przez Donalda Trumpa i Joe Bidena w kontaktach z ludźmi. Ta taktyka ma na celu zmniejszenie napięcia między mówcą a publicznością, co pomoże im nawiązać przyjazne stosunki między nimi. Ważnym czynnikiem jest wybór audytorium o przekonaniach zbliżonych do mówcy. Następnym krokiem jest przekonanie ludzi do swoich racji i zachęcenie do odwetu, wywołania niezbędnych emocji i uczuć. W tym celu używają różnych stylistycznych figur mowy (antyteza, pytania retoryczne, metafory itp.). Na podstawie badań podajemy przykłady i udowadniamy, że ich wystąpienie nie zawsze jest obiektywne i poparte faktami. To główna cecha dyskursu politycznego.

Słowa kluczowe: osobowość językowa, dyskurs, intymizacja komunikacji, taktyki komunikacyjne, dyskurs polityczny, strategie komunikacyjne.

TACTICS OF INTIMACY OF COMMUNICATION
IN THE SPEECH OF DONALD TRUMP AND JOE BIDEN

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Abstract. This article examines such a linguistic phenomenon as the intimacy and use of it by Donald Trump and Joe Biden in their communication with the people. This tactic is designed to reduce the tension between the speaker and the audience, which will help them establish a friendly relationship between them. An important factor is the selection of an audience with those beliefs that are close to the speaker. The next step is to convince people of their rightness and push them to appropriate action, to evoke the necessary emotions and feelings. To do this, they use various stylistic figures of speech (antithesis, rhetorical questions, metaphors, etc.). Based on the research, we give examples and prove that their speech is not always objective and supported by facts. This is the main feature of political discourse.

Key words: linguistic personality, discourse, intimacy, communicative tactics, political discourse, communicative strategies

ТАКТИКА ІНТИМІЗАЦІЇ СПІЛКУВАННЯ
У МОВЛЕННІ ДОНАЛЬДА ТРАМПА ТА ДЖО БАЙДЕНА

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аспірант кафедри теорії та практики перекладу з англійської мови
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Анотація. У цій статті досліджується таке мовне явище, як інтимізація спілкування та використання її Дональдом Трампом і Джо Байденом у спілкуванні з людьми. Ця тактика покликана зменшити напругу між оратором та аудиторією, що допоможе їм встановити дружні стосунки між ними. Важливим фактором є вибір аудиторії з тими переконаннями, які близькі до оратора. Наступний крок – переконати людей у своїй правоті та підштовхнути до відповідних дій, викликати необхідні емоції та почуття. Для цього вони використовують різні стилістичні фігури мовлення (антитеза, риторичні питання, метафори тощо). На основі дослідження ми наводимо приклади і доводимо, що їхні виступи не завжди об'єктивні та підкріплені фактами. Це головна риса політичного дискурсу.

Ключові слова: мовна особистість, дискурс, інтимізація спілкування, комунікативні тактики, політичний дискурс, комунікативні стратегії.

Introduction. Politics occupies one of the first places in the life of Americans. Many of them have a positive attitude towards the Republican or Democratic Party and its representatives. In order to win the election and support the people, politicians need the support of the largest number of voters. To achieve this goal, they use different tactics. Including intimacy tactics. This tactic best helps to create in the eyes of ordinary people the image of a friend who understands them and will defend the interests of the country.

Purpose – to highlight the study of the linguistic phenomenon of intimacy, which is little studied in modern linguistics.

Objective: to analyze existing studies of intimacy tactics and use this knowledge to analyze this phenomenon in the speech of Donald Trump and Joe Biden.

Materials: in our research we used samples of written and video material.

Methods: to select the material we need, we used the method of continuous sampling.

Main part. Despite the fact that the first studies of discourse began in the 50s of the twentieth century and to this day it is insufficiently studied. There is still not a single definition of discourse among scholars.

According to V.P. Neroznak discourse "understood as a speech work in individual performance – both orally and in writing, which is used in the process of social interaction of people and in which they find a direct question all the functions of language, levels of the language system" (Neroznak, 1999: 10).

The anthropocentric approach of modern linguistics has led to an emphasis on the realization of the linguistic personality mainly through discursive activity.

Political discourse is interesting in that it aims to relate both sides of communication. "A special feature of political discourse, as well as of discourse in general, is the correlation with the participants, those who speak and those who listen, as well as with the communicative intentions of those who speak and in some way influence the addressee" (Pavlutska, 2008: 220). It is possible to push a person to action only through persuasion.

One of the main tasks facing political discourse is to prove to the audience by believing that they are right in their statements: "The purpose of political discourse is not to describe, but to persuade, to arouse the addressee's intention, to give ground for persuasion and motivation to action (meaning not reference, intention)" (Bayley, 1985: 104). The audience must believe in the correctness of the actions to which it is called by the speaker. Research shows that modern politicians place great emphasis on the subconscious of their audience. They make a similar impact by using expressiveness in their speeches.

An important criterion in the selection of the audience is the persuasion of people. "Psychologists note that in the perception of political information, people mostly interpret political incentives in accordance with their already formed expectations and dispositions" (Sheygal, 2000). This is why the speaker risks being misunderstood.

The emotional content of the discourse should be maximal. "The affective component of attitudes most fully reflects their true value in the psychological structure of the individual. That is, if the setting does not have a clear expression of the emotional component, it actually has little effect on the motivation of human behavior" (Diliginskiy, 1996: 156). That is, you need to rely on something as close as possible to people.

The specificity of political texts is that they have two characteristics: "Political texts as texts of a conflict nature are characterized by a rigid polarization of the objects of verbalization and the dominance of evaluative judgments in the almost complete absence of information" (Gronskaya, 2004: 288). By making almost entirely subjective judgments, politicians try to completely dominate their opponents.

Every person and every politician is a linguistic person because he is a native speaker. Y. N. Karaulov proposed the following definition of linguistic personality "Characterized on the basis of the analysis of the texts carried out by it from the point of view of use in them of system means of the given language for reflection of vision of the surrounding reality (picture of the world) and for achievement of certain purposes in this world is called linguistic personality" (Karaulov, 1998: 67). Scholars agree that there are different types of language personality and the uniqueness of each can be seen through discursive behavior.

The nature of communication clearly depends on the communicative intention. V. V. Vinogradov gave the following definition of communicative intention: "intention to perform a verbal act to solve a communicative task" (Vinogradov, 1972: 132). These communicative tasks are formed on the basis of what actions should be received from the audience.

To the existing factors J. Searle added a number of factors that can significantly affect the development of intention and understanding of the listener: "in identifying the intention realized in the next speech act, and speaks and listens are guided by what was expressed by them earlier to the moment of this speech act" (Apresyan, 1986: 73).

The first to use the concept of strategy were researchers TA van Dyck and W. Kinchev to analyze discourse (Dijk, 1983), many researchers have studied this issue (E.M. Vereshchagin and V. G. Kostomarov, 2015; E.P. Chernogrudova, 2008). In modern linguistics, the most common are two concepts of strategy:

a) as a type of behavior that determines the sequence of choice of speech actions and language means (Kashkin; Kellerman, 1998; Makarov, 1995; Tretyakov, 2002).

b) as a set of practical moves to achieve a communicative goal in the process of language interaction (Klyuyev, 2002; Matveeva, 2003; Formanovskaya, 2007).

In linguistics, the term intimacy was introduced by L. Bulakhovsky in the 40s of the twentieth century. Intimacy tactics are a technique designed to encourage the listener or reader to trust the author of the text.

I. K. Bilodid proposed the following definition of intimacy: "artistic technique that evokes in the reader a sense of intimate, friendly communication with the author. This technique is primarily implemented at the intonation-syntactic

level through intimating intonations, which function as a way parallel to the structure of sentences, in which live spoken speech is transmitted through rhetorical questions, exclamatory sentences, constructions of questions-answers used not in direct speech" (Bilodid, 1986). With this construction of speech, the distance between the speaker and the audience is minimized.

Paying attention to the polyparadigm and integrative nature of modern linguistics, there is a shift in the center of scientific interests from formal-structural models of stratification of language units and phenomena to communicative-pragmatic, which is why A. Korolyova says that "in the new millennium, the intensification of research thought to the study of intimation is explained by a kind of expansion into the interactional space of concepts and methods of cognitive, structural-semiotic, axiological and linguistic-narrative paradigms" (Korolova, 2003: 9).

Intimacy tactics are designed to create a special contact between the speaker and the audience, reduce tension and improve mutual understanding. To achieve this, the speaker uses lexical figurative means (paths) and syntactic means of expression (stylistic figures of speech).

Every communication between the president and the people begins with a greeting. Usually Joe Biden addresses people using the word *folks*. In one of its meanings, the word is understood as close people. This is done to better understand and perceive it by the audience: ***Folks*** *the Delta variant is no joke. Please protect yourself and your loved ones – get vaccinated* (Trump).

Donald Trump begins his communication with the people of the United States with words of gratitude to the people for the warm welcome and support: ***Thank you. Thank you very much.*** *Hello Dallas. It's great to be with you tonight! Thank you* (Trump)

To demonstrate openness and honesty, Joe Biden uses introductory phrases such as *Let me be clear*. With their help, he immediately makes it clear that his words are sincere and frank: ***Let me be clear****: Anti-Semitism has no place in the State Department, in my Administration, or anywhere in the world. It's up to all of us to give hate no safe harbor and stand up to bigotry wherever we find it* (POTUS).

In his speech before the Senate, Donald Trump used such a syntactic tool as a rhetorical question. Speaking about the need to comply with the law in migration policy, he asked those who did not support his initiative. After all, this step will allow Americans to live in a safer and more prosperous country: *To any in Congress who do not believe we should enforce our laws,* ***I would ask you this question****: what would you say to the American family that loses their jobs, their income, or a loved one, because America refused to uphold its laws and defend its borders?* (Trump, 2020) There is no need to answer this question at all, because everyone already knows the correct answer.

Speaking to voters, Donal Trump said he was asked to use a car to cross the road from the presidential plane to the places of speech. But he refused and walked. Focusing on the features of this aircraft, he asked a rhetorical question to the audience: *They even said, "Sir, we have the car, it's going to take you from the beautiful Air Force One,"* ***isn't that a beauty?*** *But, "They're going to take you from Air Force One." I said, "I got to walk it." I mean, these people are tough* (Trump, 2020).

Joe Biden also uses rhetorical questions to communicate with the audience. During the presidential debate with Donald Trump, he used rhetorical questions to discredit his opponent and demonstrate his ineffectiveness in the fight against COVID-19. According to Joe Biden, this inefficiency has led to large losses among Americans*: We didn't shut down the economy. This is his economy he shut down. The reason it's shut down is because, look, you folks at home.* ***How many of you got up this morning and had an empty chair at the kitchen table because someone died of COVID? How many of you are in a situation where you lost your mom or dad and you couldn't even speak to them, you had a nurse holding a phone up so you could in fact say goodbye?*** (Biden, 2020)

Giving an example of the terrible situation in the United States, and then asking a rhetorical question, Biden tries to best show his development strategy for the country: *One of the defining images of this crisis has been cars lined up for miles waiting for a box of food to be put in the trunk.* ***Did you ever think you'd see that in America?*** *That's why the American Rescue Plan is delivering food and nutrition assistance to millions of Americans facing hunger – and hunger is down sharply already* (Biden, 2020).

Quite often in his speech Donald Trump uses metaphors. Using the metaphor of go through the roof, he demonstrates the true level of his ratings, in contrast to what is shown in the media: *Especially because this turns the court, they had a whole thing, the most important thing in 50 years, and CNN and MSDNC didn't cover, they didn't cover it. They wouldn't cover. They just couldn't. Even though their ratings* ***go through the roof*** (Trump, 2020).

Expressing confidence in the large number of voters on the day of the US presidential election, who support the Republican Party, Trump speaks of a great red wave. It is the people in red (the color of the Republican Party) hats who must become her: *We're going to have* ***a great red wave*** *people that want to go out and vote. They want to go out and they want to touch. They want to vote. It's* ***a great red wave*** (Trump, 2020).

By running for president of the United States, Donald Trump promised the people a new order in the country. According to many people, the situation in the government of the country needed major changes. Speaking before Congress, Trump, using the expression to drain the swamp, made it clear to everyone that great changes had begun: *We have begun* ***to drain the swamp*** *of government corruption by imposing a 5 year ban on lobbying by executive branch officials – and a lifetime ban on becoming lobbyists for a foreign government* (Trump).

The situation on the US-Mexico border has always required a lot of attention from the authorities. Donald Trump decided to fight this problem with a wall at the border. In his speech, Trump presented the wall as a metaphorical weapon in the fight against drugs and criminals: *For that reason, we will soon begin the construction of a great wall along our southern border. It will be started ahead of schedule and, when finished, it will be a very effective* ***weapon*** *against drugs and crime* (Trump).

For the sake of positive self-representation, Trump uses the antithesis. In order to demonstrate the number of his supporters and significant support among the people of America, he contrasts the size of his supporters with those of his political opponent Joe Biden: *Of course, he says that they want to do it that way on purpose. The problem is nobody shows up. They were putting on the screen our rally, **that's you, you're all famous, very famous**. And **his rally, there was nobody**. At least he's doing a rally* (Trump).

Speaking about the attitude of the Democratic Party towards Americans, Trump says that they remember them only a few months before the election and then disappear. He contrasts himself with what he did for Michigan. According to him, no one did as much as he did : *And you know what's nice? You get out of the plane, you say a few words, you go back to the plane, you say, "Bye-bye. Vote for me." But that's actually what Democrats do. They say, "Vote for me," and **they're lovely to you for a few months before the election, and after the election,** it's ... They're gone. Nobody's done for Michigan what I have, you have car plants being built all over, and you didn't have a plan built in 42 years* (Trump).

Trump uses the antithesis to demonstrate how well he is serving as president and how weak Joe Biden is who wants to take his place: *Now I've got to say**, I'm working my ass off here. Sleepy, Joe, the guy goes to his basement. He's got another lid. He goes to the basement, the lid, right?** That's the garbage can, they put a lid on you* (Trump, 2020).

Using the words *safe* and *harm*, which have the opposite meaning, Trump demonstrates that he supports security and will do everything to prevent harm to Americans.: *That is why my Administration has been working on improved vetting procedures, and we will shortly take new steps to keep our Nation **safe** — and to keep out those who would do us **harm*** (Trump).

Because of the antithesis, Joe Biden explains to Americans that the threat from COVID-19 concerns more the American people than the country's president: ***This is not about my family or his family. It's about your family**, the American people. That's not true. It doesn't want to talk about what you need. You, the American people, it's about you. That's what we're talking about here* (Biden, 2020).

First describing the difficult economic and social situation, and then showing a great positive breakthrough, Biden uses the antithesis. In this way, he shows how well people's lives will change according to his economic plan: *Now – I know some of you at home are wondering whether these jobs are for you. **You feel left behind and forgotten in an economy that's rapidly changing**. Let me speak directly to you. Independent experts estimate the American Jobs **Plan will add millions of jobs and trillions of dollars in economic growth for years to come*** (Biden, 2021).

Trump's entire foreign policy was aimed at fighting China for the top spot in the world economy. But despite this, he pays tribute to this country. Using the epithet great, he says that the Chinese are a great people: *China's a **great** nation and we should hope for the continued expansion. China is not our enemy. We talk about China as our competitor, we should be helping* (Trump, 2020).

During his campaign speeches, Trump used a large screen to display some material. Through the epithets big and beautiful, Trump emphasizes the importance of this gadget: *See that **big, beautiful** screen. We'll have it up there. It saves me a lot of words, that screen is great. It costs a fortune* (Trump, 2020).

Despite all the challenges of 2020, Donald Trump has assured his constituents that 2021 will be the best in US history. Relying on the country's economic potential, he exaggerated future successes: *We can't have that. We have **too much** potential. We're going to have the **greatest** year ever next year. We had the **greatest** year we've ever had. We had to stop it. We learned about the disease* (Trump, 2020).

After another remark by Donald Trump, the audience began to express their support. Hearing this, he deliberately emphasized that the exclamations We love you have never been in the history of politics. Thus, he deliberately exaggerated this moment : *John Roberts has been very nice to us. Thank you John. But John has **never been a phrase, "We love you," in the history of politics**. I don't care where you go and it happens, and I love you too. I do. I love you too. That's why we're here. But **there's never been anything like this in terms of enthusiasm, in terms of crowds*** (Trump, 2020).

One of the main tasks of politicians is a clear understanding of the needs of the people. After Donald Trump was banned by many corporations, he decided to go to court and prove their wrongdoing. Thus, he defends not only his rights, but also those Americans who have faced a similar problem: *We're in a fight that we're going to win. We're in a fight that people want us to take on. **So many people have said to me, please sir, do something about big tech**. Sue them sir; sue them and they've been saying it to me for a long time, but there has never been a better time to do it* (Trump).

Realizing the peculiarity of the attitude of many people in the modern world to LGBT people, Joe Biden expressed his support for them. He called on Congress to support his initiative to protect LGBT Americans and made it clear that the US president was on their side: *I also hope Congress can get to my desk the Equality Act to protect the rights of LGBTQ Americans. To all the transgender Americans watching at home – especially the young people who are so brave – **I want you to know that your president has your back*** (Biden, 2021).

Conceiving a lawsuit against Facebook, Twitter and Google, Trump has made it clear that he is doing this not for himself, but for the United States and the main American principles, the main of which is democracy: ***Through this lawsuit, we are standing up for American democracy, by standing up for free speech rights of every American, Democrat, Republican, independent, whoever it may be*** (Trump).

Describing the actions of Facebook, Twitter and Google regarding their new censorship policy, Donald Trump emphasizes that this is illegal and, moreover, completely non-American: *We're demanding an end to the shadow banning, a stop to the silencing and a stop to the blacklisting, banishing and canceling that you know so well. Our case will prove this censorship is unlawful, it's unconstitutional and it's **completely un-American*** (Trump).

In justifying his actions in the fight against the encroachment on freedom of speech, Donald Trump refers to the founding fathers and what they wrote in the First Amendment to the US Constitution. Giving such examples is intended to encourage Americans to remember the principles on which the United States was founded: *It is our heart. It is not granted to us by government, it's given to us by God and no one should have the power to take that right away.* ***The founding fathers inscribed this right in the very first amendment to our constitution because they knew that free speech is essential to the prevention****, and look, to the prevention of horror and to the preservation of our republic* (Trump).

Continuing to argue that such bans are impossible, Donald Trump mentions the identity of George Washington. By the example of this outstanding person for every American, Trump once again proves the illegality of the actions of Facebook, Twitter and Google: *We've never been in a position like this, and it's all happened very quickly. In the words of the father of our country, although some would like to take that title away from him,* ***George Washington, he will not be canceled*** (Trump).

In his speech to Congress, Biden spoke of the condemnation of George Floyd's murderers and how the murder itself affected the world. In this example, we see that Biden also makes reference to historical events and their contribution to history*: As I knelt down to talk to her so we could talk eye-to-eye, she said to me, "****Daddy changed the world****." After the conviction of* ***George Floyd's murderer****, we can see how right she was – if we have the courage to act. We have all seen the knee of injustice on the neck of Black America. Now is our opportunity to make real progress* (Biden, 2021).

Wanting to show the closeness of the situation to every American, Trump uses the phrase as most of you know. With it, he shows people that he is talking about things that are important to everyone: *Google and YouTube have deleted countless videos that dared to question the judgment of the World Health Organization, which has been wrong so often. It's been a really pipe organ for China,* ***as most of you know*** (Trump).

Despite his status in society and his achievements, he identifies himself with ordinary people. He demonstrates that he is an ordinary American who can also be affected by the activities of large corporations*:* ***If they can do it to me, they can do it to anyone.*** *And in fact that is exactly what they're doing. They're taking people off who don't even realize they were taken off. They'd have no idea why they were taken off. But what they are doing is incredible and incredibly dangerous* (Trump).

A good joke has always been a good way to relieve stress and create a good attitude on the part of other people. Donald Trump is successfully using this technique. He shows that he likes the name *Kelly Victory* and he would love to have the same if he had the opportunity. This is despite the brand name Trump has become in the United States and around the world: *Kelly Victory. I love that name.* ***I would have gone with that name if I had the choice*** (Trump).

Another use of humor is Donald Trump's joke that one of the speakers did not appear at the press conference. In a humorous way, he accused Facebook of helping to delay the plane with the right person to testify against Facebook.: *Oh.* ***Facebook delayed the flight.*** *The flight's delayed by four hours. I wonder. I can't believe that. That's terrible. What they will do. All right. Thank you, anywhere* (Trump).

The main problem of all politicians after the election is that they immediately forget the promises they made to the people. This creates chaos and despair in people. In order to avoid such feelings in people, Donald Trump once again reminded that he knows the complexity of the situation in the country and keeps the promises made to the people: *Our terrible drug epidemic will slow down and ultimately, stop. And our neglected inner cities will see a rebirth of hope, safety, and opportunity. Above all else,* ***we will keep our promises to the American people*** (Trump).

Taxpayers are always worried about where their money is going. As a businessman with extensive experience, Donald Trump understands the importance of money issues for people. Because of this, speaking to Congress, he released information on how much money was saved and how. Moreover, he assured that this policy in the economy will be continued: *The stock market has gained almost three trillion dollars in value since the election on November 8th, a record.* ***We've saved taxpayers hundreds of millions of dollars*** *by bringing down the price of the fantastic new F-35 jet fighter, and* ***will be saving billions more dollars*** *on contracts all across our Government* (Trump).

In his first speech as President of the United States, Donald Trump spoke about a new directive aimed at supporting the American steel producer: *I've issued a new directive that new American pipelines be made with* ***American stee*** (Trump).

America is known worldwide for its companies. During their first year in office, they and their team created all the conditions to create the best conditions for American companies. This was another step in strengthening the country's economy: *Right now, American companies are taxed at one of the highest rates anywhere in the world. My economic team is developing historic tax reform that will reduce the tax rate on our companies so* ***they can compete and thrive anywhere and with anyone*** (Trump).

Americans are the leaders in the world. It became part of their picture of the world. It is to the unity of the nation that Biden appeals, a guarantee of invincibility before the next challenges*:* ***We are the United States of America. There is nothing – nothing – beyond our capacity – nothing we can't do – if we do it together.*** (27)

Speaking about the achievements in the first 100 days of his presidency, Biden emphasizes that all this was done not only by himself but by the entire American people.: *In our first 100 Days together, we have acted to restore the people's faith in our democracy to deliver.* ***We're*** *vaccinating the nation.* ***We're*** *creating hundreds of thousands of jobs.* ***We're*** *delivering real results people can see and feel in their own lives* (Biden, 2021).

Vocabulary close to them should be used for better understanding among people. That is why Donald Trump uses colloquial vocabulary when addressing voters.*: I said, "Mexico is stealing your plants. They're going to Canada, they going to …" you lost 32% of your car production. I said,* ***"What the hell is going on?"*** *It turned out to be*

quite a controversial acceptance, but I felt that, it's probably the number one reason that I'm standing here because of trade and have we turned that around (Trump, 2020).

In encouraging people to take action in the struggle for freedom of speech, Trump uses the word *dumb*, which has a pronounced negative connotation. Thus, it aims to show that people are not like that at all and that they have the right to a better life: *If freedom of speech may be taken away, then **dumb** and silent, we may be led like sheep to the slaughter, pretty well-known phrase and so true* (Trump).

Emphasizing that Donald Trump cares more about himself than about ordinary Americans, Biden uses anaphora*: By the way, did you see one of the last big rallies he had? A reporter came up to him to ask him a question, he said, "No, no, no. Stand back, put on your mask, put on a mask. Have you been tested? I'm away far away from those other people." That's what he said, "I'm going to be okay." **He's not worried** about you. **He's not worried** about the people out there* (Trump, 2020).

Unity and cohesion have always helped Americans overcome any difficulty. In calling for unity, Biden says what needs to be done to build a strong country*: **My fellow Americans, we have to come together.** To rebuild trust between law enforcement and the people they serve. To root out systemic racism in our criminal justice system. And to enact police reform in George Floyd's name that passed the House already* (Biden, 2021).

It is in the association that Joe Biden sees an opportunity to implement his program to improve life in the country: *Together* — we passed the American Rescue Plan. One of the most consequential rescue packages in American history. We're already seeing the results (Biden, 2021).

Through examples of current successes and accomplishments, Biden demonstrates the truth of the claims about the importance of unification: *Scientific breakthroughs took us to the Moon and now to Mars, discovered vaccines, and gave us the Internet and so much more. These are the investments we make **together**, as one country, and that only government can make. Time and again, they propel us into the future* (Biden, 2021).

As everyone knows, the fight against racism has become one of the priorities for Joe Biden as President of the United States. In his opinion, the solution to this difficult issue can only be the unification of the nation, despite the skin color of its representatives*: **And, we won't ignore what our own intelligence agencies have determined – the most lethal terrorist threat to the homeland today is from white supremacist terrorism.** And my fellow Americans, **we must come together** to heal the soul of this nation* (Biden, 2021).

Conclusions: After analyzing the application of intimacy tactics by Donald Trump and Joe Badien, we can say that both politicians use it. But still there are some differences. For example, how both politicians greet the audience at the beginning of their speeches. Joe Buffden does not use colloquial vocabulary at all. This indicates that he is a politician with extensive experience, which involves the use of appropriate vocabulary. Biden, unlike Trump, also uses anaphora in his speeches. A distinctive feature of Joe Biden's speeches is that he constantly emphasizes the call to unite people for future victories.

Trump and Biden have different uses of rhetorical questions. If Donald Trump warns people about certain dangers with their help, Biden exclusively discredits his political opponent.

But there are examples of the use of the same use of intimacy tactics. Both politicians use antitheses and draw on examples of historical figures and events. We see the prospect of our further research in exploring the use of other communication tactics and strategies by Donald Trump and Joe Biden.

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