ABSTRACT

This study examines lexical metaphors in Donald Trump's 2020 Republican National Convention (RNC) Acceptance Speech, analyzing their role in political discourse. It focuses on identifying types and specific instances of lexical metaphors, emphasizing their persuasive power in shaping audience perception and ideological narratives. The research employs the Metaphor Identification Procedure (MIP) by Pragglejaz Group (2007) to systematically identify metaphors, supported by metaphor categorization theories from Ullman (1962) and Lakoff and Johnson (2003). A qualitative descriptive approach, using document reviews of the speech script and video, ensures data accuracy through cross-verification. The analysis identifies 34 lexical metaphors, distributed as follows: Structural (41.18%), Concrete to Abstract (32.35%), Ontological (Entity) (8.82%), Orientational (Up) (5.88%), and Anthropomorphic (5.88%). These metaphors simplify complex political concepts, evoke emotions, and frame Trump as a heroic leader while portraying opponents negatively, enhancing rhetorical effectiveness. The study contributes to cognitive linguistics by demonstrating how metaphors structure thought and influence public opinion. It benefits communication strategists, educators, and the public by fostering media literacy and critical analysis of persuasive language.

Keywords: lexical metaphor, Donald Trump, metaphor identification procedure