**FINAL REPORT**

# LEXICAL METAPHOR BEHIND DONALD TRUMP'S 2020 RNC ACCEPTANCE SPEECH: A LINGUISTIC ANALYSIS

**To fulfill one of the graduation requirements for the D-III English Study Program Politeknik Negeri Sriwijaya**


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**D-III ENGLISH STUDY PROGRAM**
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**2025**

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## PLAGIARISM-FREE DECLARATION

I the undersigned,

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 07th July 2025

Fathur Rohman

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# PREFACE

First and foremost, the writer would like to express his gratitude to the Almighty God for his blessing, which allowed him to work on and ultimately complete this final report. The writer also want to thank his advisors for providing guidance and feedback during the writing process and for helping him create this report, giving him endless support throughout the process of finalizing this final report entitled *"Lexical Metaphor Behind Donald Trump's 2020 RNC Acceptance Speech: A Linguistic Analysis."* Their expertise in linguistics and discourse analysis greatly enriched this study.

The writer acknowledges that this report may have limitations and welcomes constructive criticism to further refine its analytical framework. It is hoped that this research will contribute to the broader field of political discourse analysis, particularly in understanding how lexical metaphors shape persuasive communication. May this work encourage further exploration into the intersection of language, power, and rhetoric in contemporary political speeches.

**The Writer**

**Fathur Rohman**

# 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

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