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La Revue Africaine des Lettres, des Sciences Humaines et Sociales ***KURUKAN FUGA***

FROM IPSEITY TO OTHERNESS: A CONTRASTING FACET IN TRUMP'S CAMPAIGN SPEECH (2016) IN WISCONSIN

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Résumé
Dès qu'un discours est proféré, les intérêts sont d'office en jeu dans l'arène politique. Ce qui régit les atmosphères pendant les campagnes est que les idéologies sont combattues et dénigrées avec énergie par les candidats dans le but de s'anéantir. Les campagnes sont donc des moyens pour se positionner en tant que meilleurs profils. Bien que Trump ait été agacé par de multiples préjugés, il s'est engagé à construire une image forte qui l'a mené à la magistrature suprême des États-Unis d'Amérique. Cette étude analyse le concept de l'ipséité opposé à l'altérité, en montrant comment le leader américain a retourné la situation en sa faveur, attribuant ainsi les critiques acerbes à ses adversaires. Elle vise à montrer que la crédibilité et la notoriété de Trump résident dans l'ipséité, caractérisée par la présentation d'une image positive et dans le renvoie des critiques aux expéditeurs, l'altérité. En s'appesantissant sur la Pragmatique élaborée par Austin (1962), elle révèle que la crédibilité de Trump est profondément suscitée par la présentation d'une image positive de sa personne et le dénigrement de ses rivaux en se targuant d'être un leader hors pair.
Mots clés : Altérité, crédibilité, idéologies, ipséité, préjugés

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Abstract
As soon as a discourse is delivered, interests are ex officio at stake in the political arena. What guides political atmospheres during campaigns is that ideologies are vividly fought and denigrated by candidates in order to weaken one another. Campaigns are therefore a means of positioning themselves as better profiles. Although Trump was annoyed by multiple prejudices, he committed to shape a strong image that led him to the highest office in the United States of America. This study analyzes the concept of ipseity as opposed to otherness, showing how the American leader has turned the situation in his favour, thus attributing harsh criticism to his opponents. It aims to show that Trump's credibility and reputation lies in ipseity, characterized by the presentation of a positive image and the return of criticism to senders, alterity. Focusing on Pragmatics elaborated by Austin (1962), it reveals that Trump's credibility is a great deal enticed by the presentation of self-positive image and denigration of his rivals boasting himself to be a peerless leader.
Key words :**Alterity, credibility, ideologies, ipseity, prejudices.**

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Introduction

Since ideologies are part of political languages, they are articulated by the means of catchy and arty linguistic items to develop the expected effects on audiences. Language and the way of communicating are the most important aspects that prevail in campaigns. They make up the power that is likely to cuddle victory. From this postulate, it is worthwhile mentioning that campaigns or political activities lie in the qualities of messages that are the arms used to fight rivals. Words in politics are valuable since campaigns have nothing to do with guns handling.

The very use of political communication is to seek for credibility. By the same token, this reliability is strengthened by the construction and consolidation of trust. This leads Yao (386: 2022) to posit "Gaining or preserving power is worthwhile if it is linked to trust, considered as a relationship that discards any idea of doubt or deception." By the mere use of language, the identity of a speaker can be known; besides, through political language, addressees are able to realize politicians who want to keep power and those who want to obtain power (Beard, 2001). Politicians are therefore compelled to stake everything for the sake of drawing the attention of the majority so as to be that choice.

The ideas and ideologies of Donald Trump, the challenger to the post of the 45th president of the United States of America, have been the object of debates and biases. This makes him victim of harsh criticisms. The situation has paved the way to study the conception of ipseity (true identity; the notion of self-reference) and otherness (related to others; alter ego) within discourse. The main point is to explain the way Trump succeeded in convincing people despite the harsh criticisms of his political behaviour. The shift from ipseity to alterity highlights his strength to position himself in the American politics since he managed to turn the situation in his favour.

This paper scrutinizes the conception of ipseity in relation to alterity highlighting that Trump's presentation of ipseity results in the debasement of others for the sake of gaining credibility. From this, what are the linguistic characteristics that convey the notions of selfness and otherness? Do these features help Trump position himself as a peerless leader? What are the conventional features of ipseity as opposed to alterity? Do they comply with those put forward by President Trump? Answering the questions in line with J. Austin's speech acts theory (locution, illocution and perlocution) in pragmatics, which contributes to highlight the invisible meanings and effects in discourse, leads to a tripartite development. The first part discusses Trump's linguistic behavior in politics, then the second one sees about ipseity in Trump's speech, and the last articulation presents the perception of alterity in political language.

1. Trump's Linguistic Behavior in the American Political Arena

The challenger number one, the Republican of that election, is invested in a particular way to orchestrate his politics. This amount to say that, his way of dealing with politics does not appear without stirring any impression from others. Criticisms, be they good or not, arise from everywhere to characterize both, the charisma and behavior of the leader toward politics. The following lines expose the candidate in connection with the prevailing political situation.

1.1. Trump's Political Depiction

From V. Dijk's (2006) perspective, "Politics is one of the social domains whose practices are virtually exclusively discursive; political cognition is by definition ideologically based; and political ideologies are largely reproduced by discourse" (p.25). By the way, the

linguist corroborates the indefectible link that exists between the three; politics, ideologies, and discourse.

In the same line of thought, since political language is the lethal arm for political speakers, it is worthwhile constructing ideas that are likely to bring about an instant effect in hearers/readers. Considering this reality, during campaigns in 2016, Donald Trump has appeared under several circumstances, by the means of his words, as the therapy that America needs to stand. He had been trying to show to the eyes of America citizens that their country is led by inept leaders; and that if nothing is done, the whole nation will collapse. His discourses were much more based on the fact of alarming people so as to trigger awareness as if the United States were besieged by criminals. In this way, he enticed the countrymen not to be in favor of what he judged as abuse of authority; but, rather to be on his side to deliver what they have in common, the American land.

He has always been presenting himself, via discourse, as the one of any situation who really knows the impediments to progression and solutions of his country. His enthusiastic speeches are sometimes judged under more than a few angles so that he is considered as a racialist or totalitarian leader. He is also considered as a real man who is deprived from fear and sometimes as a pretentious leader. The various views about the character make him appear as an incomprehensible politician.

1.2. Atmosphere in the American Political Arena during 2016 Campaigns

What helped the leader was that he had delivered his discourses at a moment of confidence crisis in which suspicions prevail between Americans and their political rulers. This akin to say most American people did not trust their leaders anymore. Consequently, Trump has benefited from this suitable political atmosphere to convince his audiences on the relevance of his personality as the one who possesses the key of the real deliverance. Consequently, the features that reveal his nature of politician are: harsh criticisms, denigrations, debasements, hyperbole, and overestimation to catch the attention of the receivers.

For the character, without his real implication in the American political sphere, the whole country situation would worsen. Trump has finally turned into a satirist author who delivers speeches that picture the other political actors and position himself as someone who is able to blow a wind of hope and restoration over the United States of America. Satire helps him ventilate what he needs to overcome his challengers.

2. Ipseity in Trump's Political Language

Ipseity and alterity are two terms that refer to dualism. These opposing notions pave the way to an endless rivalry in ordinary mortals. Meaning something quite different, these terms are somehow linked so that one cannot stand without the other. That iswhyRicoeur (1990) asserts «l'altérité ne s'ajoute pas du déhors à l'ipseité […] mais qu'elle appartienne à la teneur du sens et à la constitution ontologique de l'ipseité.» (p.367)/ "Otherness is not added outside of ipseity [...] but that it belongs to the content of the meaning and the ontological constitution of the ipseity."(Translation mine)

Ipseity is related to ego and it is considered as the celebration of "I" in which the speaking subject is likely to highlight what is good in him and for him without leaving out the perceptions of others.

2.1. Self-positive image in Argumentation

Self-positive image in discourse is something inherent to politicians. From this postulate, everything is therefore at stake to reach that gist. Self means ipeity and it implies the personal pronoun "I". The manifestation of Donald Trump's good image lies in the strategic use of the first singular person pronoun. For *Benveniste (1971), "I" appoints the person who speaks and also implies an utterance on behalf of "I" in which "I" can only utter something according to his/her standpoint. This point is strengthened by Cervoni (1987) putting «à chaque occurrence de 'je', ce mot ne peutdésignerquel'individu qui a dit 'je' pour parler de lui-même» (p.27)*/ "*In each occurrence of 'I', this word can only refer to the individual who said 'I' to speak for himself*" (Translation mine). "I" is the marker that signals the real notion of subjectivity directed toward the speaker.

The positive image of the American politician is built by the means of "I" to assume his responsibility whatever the charge. The subsequentextractsbetterillustratethatfact.

(1) "Last week, **I** laid out my plan to bring jobs back to our country. Yesterday, **I** laid out my plan to defeat Radical Islamic Terrorism."*(Trump, 2016)*

(2) "**I** am running to offer you a better future. **I** am running to listen to your voice, to hear your cries for help."*(Trump, 2016)*

(3) "**I** am going to give the people their voice back."*(Trump, 2016)*

(4) "It's time to make the American people rich. **I** am going to Make America Wealthy Again."*(Trump, 2016)*

(5) "In **my** Administration, **I** am going to enforce all laws concerning the protection of classified information. No one will be above the law." *(Trump, 2016)*

As the maxim posits "opportunity knocks"; that is, a good juncture must be a suitable time to perform a particular task. Thus, the candidate to the post of president seized the opportunity to focus on the faults and weaknesses of his predecessors without omitting the crisis of confidence that prevailed so as to reveal the enthusiastic and powerful attributes of his personality in the American political arena.

In extract (1), the politician makes use of "I" to display his intentions and future actions as far as jobs and security are concerned. The two sentences show how far the country is suffering according to the orator. It is a golden opportunity to turn the harsh criticism he has been subjected to against his political rivals in order to clear himself and show to the eyes of people that they were wrong to have prejudged him. By the way, the will of bringing jobs back and defeating terrorism infers that jobs and security issues have not expediently been treated by the outgoing candidate during his ruling period. Employing "I" in this circumstance, means that the political challenger has succeeded to decipher the tare of society and that, he has the appropriate solution to these issues. Saying "**I** laid out my plan" is to call people who really want change for the USA to pass a vote for him. Through that pronoun, one can easily notice his position for real and positive change. This akin to mean that what lacks in his rivals is certainly found in him. The use of the first singular person pronoun has contributed to present a positive image of the leader since jobs and safety are, in one way or another, paramount for States steadiness.

Excerpt (2) shows the relationship that exists between both, "I" and "you". In other terms, it reveals the fact that "I" intervenes because of "you", the people of America, who are in line with Trump's ideologies. Declaring "**I** am running to offer you a better future" is to bear in people's mind that his candidature for the premiership is to give them what they really need to live happily in their land and this, without any fear. This promise by the use of the

subjective person pronoun is to get the population to retain that his presence at the White House is indispensable; but, indispensable for a true change.

By the way, mentioning "**I** am running to listen to your voice" is a subtle manner to develop proximity between his addressees and him. It bears a connotation that is, the ruling party does not listen to his people as the principles of democracy demand. The realization of "I" within that utterance designs a prospective capable leader that is likely to put a lot of himself into a genuine democracy for the welfare of everyone. Subjectivity represented by "I" conveys a strong and decisive appeal to the whole American citizens to make the best choice, the choice of complete enforcement of democracy. This construction gives the impression that the politician is the real incarnation of democratic values being the representative of the Republican Party. The first singular personal pronoun referring to the utterer is reflected as a basic tool that strengthens the imposition of his good image as a politician.

In (3), (4) and (5), "I" structured with the present continuous, as in "I am going to give…", "I am going to make…" and "I am going to enforce…", highlights a process that is set in motion. Both, the pronoun and tense, are combined to manifest the will of Donald Trump to consequently act if a mandate was given to him. This mechanism is to leave the impression that as a candidate, he has triggered the establishment of what does not exist at that moment (wealth and order). Self-positive image occurs in his impetus to do better than the opposing party, the Democratic Party. In utterance (4), the "I" helps design the drive of the candidate to restore the country economy if only a mandate was given to him. This implies that the speaking subject really cares about the State affairs, chiefly economy, contrarily to his opponents who have caused ruin. From this, one can learn that the political character is far from being neither an embezzler nor a money devourer. *The subjectivity conveyed by the first singular pronoun is a boasting strategy that makes him appear as the one who fits the country for a sustainable development. This leads to the enhancement of his political image that he wants to impregnate in people's mind.*

As for occurrence (5), the Republican is presenting an awaited value; that is, to make the law enforced the way it should be as for him, no one is above the law. This aims at creating a picture in hearers' mind in which the speaker is seen as the protector of weak people and human rights. Consequently, recipients are likely to be seduced by the moral values that he incarnates. Assuming the content of his utterance *in discourse is a boastful technic that enhances his credibility.*

2.2. Designing a Peerless Character in Discourse

The characteristics of a peerless political orator are orchestrated by rigor and decency. The two are realities are hardly found in politics. Honesty is reflected as a rare pearl in the domain of politics. It is what voters are looking for even though it seems not to be easy to find. Ruling a country in line with rigor and honesty would probably result in a success for the welfare of all. From what precedes, it is worthwhile mentioning that the two aspects contribute to shape a political image of Donald Trump that is somehow exceptional in politics in general.

The next extracts shape the picture of the leader in which he appears an honest leader who discards any kind of bribery and anarchic partisans for the sake of being more credible than the others. The two excerpts reveal how far he is attached to human rights and their real enforcement in society in order to meet the requirements of his credo worded in these terms "Jobs, safety, opportunity, fair and equal representation" (Trump, 2016).

*(6) "**I** am not part of the corrupt system." (Trump, 2016)*

(7) "There is no compassion in tolerating lawless conduct. Crime and violence are an attack on the poor, and will never be accepted in a ***Trump*** *administration." (Trump, 2016)*

In (6), the leader manifests his honesty and moral values by the means of the pronoun "I". Using the negation "not" infers that as a leader, he is different from predators or those who oppress their population with any kind of vice. The influence of the first singular person pronoun in that construction draws a picture in which the politician is seen as the witness and guarantor of fairness, honour and integrity in his country. The "I" - construction in this circumstance is a revelatory cue of a peerless candidate who hates bribery. "I" is a central linguistic item in the construction of ipseity. In the same perspective, Comrie (1981) asserts "'I' is a term of self-reference and not a substitute for a noun or a name as it is the case with the third person pronoun." (p.64). This assertion is reinforced by Bramley's (2001) quotation in *the following one "*Politicians use 'I' […] to represent themselves as individuals being good politicians." (p.29) The use of that pronoun gives voice and power to the speaker in which distanciation can occur straightforwardly. This "I" is therefore portraying a reality from an individual perspective.

Occurrence (7) exposes the great rigor and abnegation of the candidate to deal with crime and violence. From this extract, one learns that he would be a real opposition to lawless conduct once to the power. The adverb "never" and his name "Trump" in that construction is to show the incompatibility between his personality and bad things. "Trump" is used instead of "I" and its variants "my, me, myself and mine" to insist on the fact that the real liberation of the United States of America lies in that name. It amounts to say that no corruption, no violence, no crime would be in a government headed by him. This is a tactic to draw people on his side highlighting a philanthropist feeling to reassure them. The extract displays a painstaking leader who cares about his nation and inhabitants particularly, the poor. In the same vein, the political character marks a difference between his predecessors and him, even though his resolutions sound utopianin the political domain. The challenger number one, through his name that characterizes a real subjectivity, is likely to inspire hope and happiness in order to be credible and push the American citizens to vote for him; hence, the perlocutionary act described by Austin (1962).

Most of the time voters look for politicians who embody peace, honesty, humbleness, and fairness. From this perspective, it is of a great significance for Donald Trump to deliver a speech that conveys hope and assurance to his compatriots. This has contributed to ventilate aspects of self-positive image of the leader. Therefore, being a good politician involves the fact of showing oneself in a positive light. Since ipseity is based on the speaker's influence, otherness is harshly fingered and denigrated to benefit from people's allegiance.

3. A Satirical Acuity of Alterity in Trump's Language

Satire is a fatal arm used by politicians in general and specifically by Trump to tarnish the reputation of his political adversaries. It aims at starkly depicting social unrests. Satire is welcomed in politics as it contributes to throw the spades to rivals. In the view of Bramley (2001),'Selves' and 'others' entertain a relation that is epitomized by politicians as the fact of reflecting groups to which they belong in a positive light and indexing the 'others' negatively. Otherness in this standpoint is usually victim of criticisms that weaken it. In the following lines, aspects of Trump's satire are highlighted.

3.1. Pronominal Marker of Otherness: A Distanciation Process

Alterity is generally represented by the pronoun“they” and “you”; they are the markers that are opposed to “I” and “we”. Politicians may use ‘they’ to mark the difference between “us and them” in which “they” belongs another group by the principle of inference. In the standpoint of Bramley (2001), this distinction occurs most often in politics when ‘self’ and ‘other’ are involved in a belligerence relationship with a negative perception towards the ‘other’. In this context, the third plural person pronoun “they” is illustrated in the way that each occurrence containing it, conveys ideas of denigration; hence, the return to senders considered as a powerful boomerang effect.

(8) “**They** have fostered the dangerous anti-police atmosphere in America.”*(Trump, 2016)*

(9) “**They** have ruined the schools. **They** have driven out the jobs.”*(Trump, 2016)*

(10) “**They** have tolerated a level of crime.” *(Trump, 2016)*

Extracts (8), (9) and (10) show the social unrests that the challenger, Trump, depicts forcefully. The speaker aims at exposing the negative consequences performed by his rivals during their mandate. He somehow returns the unkind denigrations that he was victim of formerly in the direction of his political opponents so as to weaken them. The situation amounts to mention that the functional aspects of society have negatively been impacted because of the presence of the others, the rivals, at the political affairs in the United Nations of America. Security, education and employments have faced real problems in so far as everyone should react not to let them last long in power. Using “they” in the structures is to mark the difference between alterity and him for the sake of convincing the electorate of his credibility as well as his strong will to change everything. By this distanciation, the political orator triggers awareness in people’s mind in order to stop any sort of forfeitureby the power that they have, which is the vote.

From the excerpts, the harsh satire leaves the impression that the whole nation, headed by the Democrats, collapses. Criticizing crucial aspects of the American society negatively amounts to give a knock-out to those who are at the centre of what he qualifies as a disorder. Otherness is therefore labelled under the name of failure since there is no more security, quality education, and jobs, which are factors that contribute to the development of a country. It also means that his political opponents, the democrats, have failed to rule the country and that, it is a must for them to let a competent leader (like him) take the control of the State. The use of “they” manifests the opposition between Trump and his political rivals in which the weaknesses of the outgoing president and democratic candidate are revealed. In the same view, Wilson (1990) posits “Politicians from various parts of the world select and distribute pronouns for political and personal reasons.” (p.46). By the use of the pronoun “they”, the candidate succeeds in exposing his adversaries leaving in people’s mind that “they” is the real enemy of development of the USA.

3.2. Proper Names: A Political Tactic to neutralize Others

For Crystal (1980), proper name in its traditional semantic definition refers to “the name of an individual, place...” (p.288). In enunciation, it permits to avoid ambiguity that might be caused by some pronouns. In the context, the candidate uses the names of his political rivals to overtly charge them instead of using pronouns that could substitute the addressed persons. Proper names in politics appear as a fearsome arm of satire, which negatively highlights the opponents of Donald Trump. unconstructive aspects associated with the images of both Obama and Clinton are perceptible as follow:

(11) “On healthcare, we are going to get rid of **Obama**care – which has caused soaring double-digit premium increases – and give choice to patients and consumers.” *(Trump, 2016)*

(12) “This is the future offered by **Hillary Clinton**. More poverty, more crime, and more of the same. The future she offers is the most pessimistic thing I can possibly imagine.” *(Trump, 2016)*

(13)“**Hillary Clinton**’s bad policies are responsible for the problems in the inner cities today, and a vote for her is a vote for another generation of poverty, high crime, and lost opportunities. The **Hillary Clinton** agenda hurts the poor people the most.” *(Trump, 2016)*

In the three excerpts containing names of the democrats, Trump makes use of proper names to label the persons responsible for the failure of American policies. Using the words “democrats” and the personal pronouns such as “he” and “she” would have lessened the shock bound to his harsh criticisms toward those who contributed to victimize him. “He” and “she” are qualified as non-person according to Benveniste (1971); that is so, just because they do not refer to specific beings and they are also empty semantic charges. Besides, mentioning their names aims at raising awareness in people not to vote for them once more. By the structures, one can bear in mind that what comes from the leading party is not satisfying. In sentence (11), the management of one of the most important dimensions of life is denigrated. The healthcare called “Obamacare” is a kind of irony that illustrates the failure of Obama health wise. Thus, the solution to that sterile plan is to get rid of it appealing the audience to opt for a new vision and version of politics capable of establishing fit policies. The stance of the orator about Obamacare renders that proper name obsolete as far as American politics is concerned. This political and managerial approach is to entice people to vomit that name from the political arena.

(12) and (13) shed light on some crucial aspects such as: life standard and security. Indeed, Trump vividly exposes the visible unrests that are likely to make the whole USA collapse. To do so, he associates the name of his opponent, Clinton, with the chaos that could come true if there is no anticipation to block her. This makes the proper name, Clinton, come into view as the reflection of poverty, insecurity and unsteadiness within American society. Therefore, the republican utterly deconstructs the name “Clinton” (personality) in order to implicitly construct a good image of his character. The linguistic behavior of Donald Trump by the use of proper names is a strategy to get people to turn the page of democrats in that election. This political tactic develops a conative function of language oriented to the addressees for the sake of triggering mind change that is sympathetic to the speaker. It is in the same line of thought that Cockroft and *al.* (2014) posits “all persuasive is conative by definition, since it is oriented to the audience” (p.94).

That function is merged with a psychological mechanism that triggers fear in the sense that names such as: Clinton and Obama do not inspire altogether confidence anymore. Thus, voting for them again amounts to mortgage American future. The unsympathetic criticisms aim at creating a rapprochement between American people and Trump for benefiting of the vote of confidence.

3.3. Rhetorical Questions as a Call for Coordinating Views

A rhetorical questionis persuasive figure of speech used to generate effects in receivers; it is what Austin (1968) calls perlocutory act. It is defined by Frank (1990) as a tactic of asking a question that expects no answer. In other words, it akin to raise an interrogation without expecting a given response from addressees on the spot. Rhetorical

questions therefore call for agreements or rejections of opinions by changing people's mind. The structures that follow elucidate that point.

(14) "Aren't you tired of a system that gets rich at your expense**?** Aren't you tired of big media, big businesses, and big donors rigging the system to keep your voice from being heard**?**" *(Trump, 2016)*

(15) "Are you ready for change**?** Are you ready for leadership that puts you, the American people, first**?** That puts your country first**?** That puts your family first**?**"*(Trump, 2016)*

Both (14) and (15) are examples of rhetorical questions put in two ways: interro-negative and interrogative forms. Donald Trump uses these forms to trigger reflections and embarrasses in voters' mind. In the context, affirmations would not have the same effects compared to the interrogations. From these sentences, the leader's impact on his hearers operates by a meta-linguistic stimulation so as to compel them to take responsibility and make a choice between an endangered and uncertain future, and a bright one.

In excerpt (14), the utterer recalls the position of the people in society and also the priority of the leading party, which is to get rich to the detriment of the population. These rhetorical questions aim at raising awareness pushing them to claim that they are filled up of problems served by the Democrats. The repetition of "aren't you tired of" at the beginning of each interrogation is to connect the audience to the politician's standpoint. This exerts perlocutory effects to persuade addressees of the negativity that surrounds them.

Moreover, example (15), exhibits rhetorical questions that convey the feeling of being in a new era in which inequalities, corruption, and insecurityare just old memories.These questions infer that Americans are no more at ease in their own country. They also show that American people are not the priority of the government. The rhetorical questions are used by Trump to entice eagerness and will to put an end to that administration. They are also used as a guide of consciousness which shows them the way to freedom.The speaker subtly invites his hearers to trust him. The interrogations aim at controlling their mindswhile making them guilty in case they do not opt for the right choice, the decision to separate themselves from their decision-makers. By the way, utterring"Are you ready for leadership that puts you, the American people, first**?**" reveals that the challenger to the post of the 45th president of the United States, is committed to do better than his predecessors.From this, he appears as the one who is able to rehabilitate people and restore the American values.The harsh denigrations of his political adversaries to construct his strong image has, a great deal boosted his impact on the American political sphere.Thereby, for Kress (1988), what is common to all talk is the construction of a positive image of the speaking subject

Conclusion

Since the very use of political speech is to seek for credibility, Donald Trump makes use of linguistic items to achieve that goal. Despite the bias attributed to his personality in his early steps in the American political sphere as the challenger number one to the post of president in 2016, he succeeded to turn his criticisms into values while redirecting them against his peers. This came true by deconstructing his political rivals so as to be appreciated and accepted by people. The analysis allows to confirm that Trump's presentation of ipseity results in the debasement of otherness for the sake of gaining credibility. In other words, the leader founded his integrity by returning exacerbated denigration to his predecessors like a boomerang effect.

It comes out that the discursive tools such as: personal pronouns (I and they), possessive pronoun (my), proper names, and rhetorical questions have contributed to shape Trump's persuasive language so as to appear as a peerless leader worthy to be elected. The search for populations' adherence consists in rehabilitating himself at the expense of his adversaries, the Democrats, while showing that the prejudices spread against him were erroneous. Even though ipseity nears the fact of singing the praises of oneself, it is also the mirror that reflects the image of alterity. This means that in ipseity, there is otherness and vice versa. The contrasting facet is that there is nothing good that can come from alterity, more precisely, from his adversaries; and they are therefore reduced to failure. Trump's credibility and reputation have been increased through the powerful strategy of denigration and debasement. That tactic appeared as a fatal arm that has significantly contributed to return the atmosphere of discomfort in his favour to achieve his goal.

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