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### **Rhetoric of Lenin and Trump. Two strategies to neutralize the intellectual elite**

This report outlines the paradigm of rhetorical phenomena based on conformity to audience's mood while ignoring facts. The problem of such rhetoric is the presence of people who know facts and are attentive to them. Therefore, the task of such rhetoric is to neutralize the intellectual elite. We will compare the rhetoric of Bolsheviks with the rhetoric of populism. As models of both rhetorics, we chose their prominent representatives.

Lenin tended to substitute dialogues by categorical judgment. He strongly avoided the discourse of intelligent people, with whom one cannot speak slogans or swear with impunity. Bolsheviks attributed success of his rhetoric to clarity, but subsequently, every student, forced to take notes of Lenin's articles perceived them as abracadabra. From my point of view, the success of Lenin's rhetoric lay precisely in the fact that the content of his speeches was not very clear, but it was clear that he spoke in favor of the people. However, Lenin did not praise the people, like Trump, but predominantly spoke against those whom the people did not trust. It was negative rhetoric.

Trump's rhetoric is also declarative, but understandable. He learned from modern advertising. Trump's "true hyperbole" is typical advertising. We adequately perceive advertisements without expecting any literal credibility from them. Perhaps populist rhetoric also has a certain level of conventionality. Many people would prefer to hear their assessments of surroundings on the theater stage, rather than not to hear them at all, because their assessments are viewed as politically incorrect.