

## **"I Do the Weave" - Analysing Trump's Storytelling Between Weaving and Rambling**

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According to his own words, Donald Trump does "the weave": bringing together different and seemingly random elements and topics in one story. This "weaving" includes many of his common rhetorical strategies, like simplifications and repetitions, as well as the use of humor. Structured arguments or the truth behind those stories are less relevant than the feeling they evoke. What critics refer to as incoherent rambling, or even a side-effect of advanced age, others might view as authenticity, the ability to captivate the audience with emotional and relatable stories. Trump's rhetorical strategy seems to forsake logical argument in favor of emotion (Firmansyah et al. 2019: 7171) and he uses storytelling to "create an emotional engagement" (see e.g. Degani and Onysko 2020: 188).

We aim to analyse two instances from Trump's speeches and remarks, both in the context of environmental issues, concentrating on these emotional aspects and story-spinning techniques that connect with the audience, as well as the internal structure of those stories (or lack thereof).

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