

Abstract

This thesis is dedicated to studying the processes of constructing and transforming the image of the enemy in the discourse of American presidents during the counterterrorism operations in Afghanistan and Iraq. The research analyzes the rhetoric of George Bush, Barack Obama, and Donald Trump, as well as defense and security documents such as the National Security Strategy and the Quadrennial Defense Review. The primary focus is on how each president has shaped and altered the image of the enemy to justify and legitimize military actions. The work includes a retrospective of key military events in Afghanistan and Iraq, which helps to understand the context and motives behind the changes in rhetoric. The methodological approach involves content analysis of presidential speeches and official documents. The study identifies major trends and shifts in the rhetoric of American leaders and their impact on public opinion and U.S. foreign policy. The findings may be useful for further research into political rhetoric, international relations, and public opinion formation strategies in the context of global threats.