

LINGUISTIC ANALYSIS OF DONALD TRUMP'S INAUGURATION SPEECH

In the article an attempt to study President Donald Trump's inauguration speech from different viewpoints has been made. Most attention is paid to the linguistic peculiarities of the speech that allowed the President to influence the target audience. The type of the text is defined as well as its composition, character of sentences connection, style and the main idea. The aim of this article is to analyze President Trump's inauguration speech from the viewpoint of its vocabulary, style with stylistic devices, and its impact on the citizens of the United States. The tasks of the article are: to characterize the main stylistic devices of the speech; to analyze its style in general; to define the linguistic peculiarities of the speech which influence the listeners most of all.

Key words: inauguration speech, linguistic peculiarities, stylistic devices, characteristic, public importance.

Раїса Гришкова. ЛІНГВІСТИЧНИЙ АНАЛІЗ ІНАВГУРАЦІЙНОЇ ПРОМОВИ ПРЕЗИДЕНТА ДОНАЛЬДА ТРАМПА

У статті проаналізовано інавгураційну промову президента Дональда Трампа з різних точок зору. Розглянуто передусім ті лінгвістичні особливості промови, що забезпечили її вплив на слухачів. Визначено тип тексту, його композицію та основну ідею, встановлено характер поєднання речень, стилістичні засоби.

Ключові слова: інавгураційна промова, лінгвістичні особливості, стилістичні засоби, текст, композиція.

Раиса Гришкова. ЛИНГВИСТИЧЕСКИЙ АНАЛИЗ ИНАУГУРАЦИОННОЙ РЕЧИ ПРЕЗИДЕНТА ДОНАЛЬДА ТРАМПА

В статье проанализирована инаугурационная речь президента Дональда Трампа с разных точек зрения. Рассмотрены различные лингвистические особенности речи, позволившие повлиять на слушателей. Определены тип текста, его композиция, основная идея, характер соединения предложений, стилистические средства.

Ключевые слова: инаугурационная речь, лингвистические особенности, стилистические средства, текст, композиция.

President's inauguration speech is generally considered as the program of actions and the strategy of the country's development for the nearest four years. The forty fifth American President Donald Trump's inauguration speech is not an exception. They say differently from his predecessors he did not use professional speechwriters but wrote his program speech himself.

During his pre-elections company the future president expressed so many controversial ideas that many potential voters were shocked. He spoke much about problems with migrants especially from Muslim countries and promised to build a wall on the border with Mexico in order to stop the flood of refugees to the USA. His utterances about women caused a storm of indignation and protests. At the same time Donald Trump stressed on the necessity to turn to the problems of their own country instead of constant help to other countries. His slogan «Make America great again!» persuaded Americans in his firm intention to try his best to help his country bring back its former power, wealth and glory.

Regarding persuasion as a speech act, it has to do with the intention, act and effect of changing an audience's thinking [3]. Politicians try to convince people to change their views using persuasive strategies in their political speeches. Politics is seen as a struggle for power [4] and in this struggle

politicians want to present their plans and policies by providing evidence, persuading the electorate to act in their favor, and convincing them to vote for their plans and thoughts.

Before analyzing the president's inauguration speech in details it is necessary to define the type of speech it belongs to. Messages incorporated in political discourse aim at persuading the audience and affecting their attitudes and beliefs [7]. According to Vesnic-Alujevic, persuasion has four interdependent elements including: the speaker, the audience, the message and the way the message is conveyed.

As a matter of fact, speech acts are acts of communication. To communicate is to express a certain attitude, and the type of speech act being presented corresponds to the type of attitude being expressed. As an act of communication, a speech act succeeds if the target audience identifies, in accordance with the speaker's intention, the attitude being demonstrated. In saying something a person generally intends more than just to communicate – getting oneself understood is intended to produce some influence on the listener. The four major categories of communicative illocutionary acts are: constatives, directives, commissives and acknowledgments. This is the nomenclature used by Kent Bach and Michael Harnish [2], who develop a detailed taxonomy in which each type of illocutionary act is individuated by the type of attitude expressed. As there is no scientifically accepted terminology here, K. Bach and R.M. Harnish borrow the terms 'constative' and 'commissive' from J.L. Austin [1] and 'directive' from J. Searle [6]. Here are descriptors of each type:

Constatives: affirming, alleging, announcing, answering, attributing, claiming, classifying, concurring, confirming, conjecturing, denying, disagreeing, disclosing, disputing, identifying, informing, insisting, predicting, ranking, reporting, stating, stipulating.

Directives: advising, admonishing, asking, begging, dismissing, excusing, forbidding, instructing, ordering, permitting, requesting, requiring, suggesting, urging, warning.

Commissives: agreeing, guaranteeing, inviting, offering, promising, swearing, volunteering.

Acknowledgments: apologizing, condoling, congratulating, greeting, thanking, accepting (acknowledging an acknowledgment).

Scientists K. Bach and M. Harnish spell out the correlation between type of illocutionary act and type of expressed attitude. In many cases, such as answering, disputing, excusing and agreeing, as well as all types of acknowledgment, the act and the attitude it expresses presuppose a specific conversational or other social circumstance.

As the types of acts which are distinguished by the type of attitude expressed, there is no need to invoke the notion of convention to explain how it can succeed. The act can succeed if the hearer recognizes the attitude being expressed, such as a belief in the case of a statement and a desire in the case of a request. Any further effect it has on the hearer, such as being believed or being complied with, or just being taken as sincere, is not essential to its being a statement or a request. Thus an utterance can succeed as an act of communication even if the speaker does not possess the attitude he is expressing: communication is one thing, sincerity another. Correlatively, the hearer can understand the utterance without regarding it as sincere, e.g., take it as an apology, as expressing regret for something, without believing that the speaker regrets having done the deed in question. Getting the target audience to believe that a person actually possesses the attitude he/she is expressing is not an illocutionary but a real communication.

Donald Trump's inauguration speech is an example of a constative type of speech act with such its characteristics as affirming, announcing, answering, attributing, claiming, classifying, concurring, confirming, denying, disagreeing, disclosing, disputing, identifying, informing, insisting, predicting, ranking, reporting, stating.

After defining the type of speech it is necessary to state its composition, i.e. the number of sense parts and micro subjects of these parts.

Donald Trump's inauguration speech starts with addressing Chief Justice, all living previous presidents, «*fellow Americans and people of the world*»: he thanks them. His opening statement begins with the words: «*We, the citizens of America ... and then together we will determine the course of America and the world for many, many years to come. We will face challenges, we will confront hardships, but we will get the job done*» *. In this way he underlines his belonging to his nation,

awareness in confronting hardships on the road to better life and demonstrates his firm confidence in the success of his desire to improve America.

The main body of the speech consists of twenty nine parts in which Donald Trump expresses his gratitude to President Obama and First Lady Michelle Obama for their «*gracious aid throughout the orderly and peaceful transfer of power*». Then he analyzes the current situation in the country stressing that it will change for better «*right here and right now*». He underlines: «*What truly matters is not which party controls our government, but whether our government is controlled by the people*». Further on in his speech Donald Trump makes a framework of the problems he together with all Americans is going to solve. At the centre of the movement for improvements «*is a crucial conviction that a nation exists to serve its citizens*». Among these problems he mentions «*poverty in our inner cities, rusted out factories scattered across the landscape of our nation, students deprived of all knowledge...*» President reminds that

«for many decades we've enriched foreign industry at the expense of American industry; subsidized the armies of other countries, while allowing for very sad depletion of our military, spent trillions and trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay. We've made other countries rich, while the wealth, strength and confidence of our country has dissipated over the horizon. The wealth of our middle class has been ripped from their homes and then redistributed all across the world». Later on in the speech the president encourages his people stating, referring to the Bible, «*when America is united, America is totally unstoppable*» [8].

The last part of the speech begins with the words «*Finally, we must think big and dream even bigger. In America we understand that a nation is only living as long as it is striving*».

And in the next paragraph Donald Trump uses negative constructions which are generally not characteristic for Americans who are usually reported as positively thinking people. «*Do not allow anyone to tell you that it cannot be done. No challenge can match the heart and fight and spirit of America. We will not fail*» – these president's words are used to persuade his nation in reality of his plans.

Concluding his speech Donald Trump appealing to his people says: «*Your voice, your hopes, and your dreams will define our American destiny. Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And yes, together we will make America great again*».

Now according to the scheme of a linguistic analysis of the text it is necessary to define the character of sentences connection in Donald Trump's inauguration speech and to clear out whether it is parallel or chainable. The very first look at the text proves that the character of sentences connection is parallel. There are no connecting words like *that is why, as a result, so, therefore* or any other words demonstrating the reason-consequence unities in the text. Connection of the sentences in the inauguration speech is done by means of its logical and emotional aspects as it was first of all intended for listening comprehension.

As for the genre of the text Donald Trump's inauguration speech is an example of publicistic as it contains many obligatory characteristics of this genre: evaluation, appealing, passion, emotions, figurativeness, simplicity and accessibility. It should be mentioned that within this genre which generally represents newspaper articles, "on-the road" essays, portrait (personality) essays, problem solving discussions etc. inauguration speech occupies a very special place as it is the privilege of a newly elected president only.

Lexical means of expression in Donald Trump's inauguration speech are represented by social and political vocabulary (*orderly and peaceful transfer of power, government, establishment, hall of power, trade, taxes, immigration, foreign affairs, patriotism etc.*), gradations (*today's ceremony, every four years, for many decades, that is in the past, we are looking only to the future*), using verbs which mean a repeating action (*rebuild, restore, reinforce, rediscover*), other devices of emotional influence.

Numerous appealing to the listeners with the words «*we, the citizens of America, together, we are one nation, we assembled here today, we will + verb... etc.*» illustrates the conscriptable character of his speech, the device which makes any aural speech very emotional and provokes listeners to trust

every word in it. Addressing his countrymen Donald Trump was aware that people throughout the world were listening to him and he made his speech maximum comprehensive and appealing. Both Trump's supporters and his opponents will examine the speech word for word in order to conclude what made it so convincing and impressive.

While delivering his eighteen-minute speech during the inauguration procedure Donald Trump made it very emotional. He addressed Americans sincerely with the whole passion of his heart and people listened to him and trusted his words. He tried to inspire Americans to apply their efforts to «*make America great again*». He pronounced each word and sentence very clearly focusing on the constant addressing the people as one nation. President Trump used the words «*America, American*» twenty nine times and the word «*Americans*» is used four times. But not a single time he said «*We, the people*» though American Constitution begins with these words; Barack Obama's inauguration speech started with these words so Donald Trump thoroughly avoided them.

On the phonetic level the following means of word instruments were used: alliteration (*we will, right here and right now, constantly complaining, America will start winning*) and assonance (*never ever, protection and prosperity*) with the aim of increasing the decorative effect of the text. The word «*protected*» is used four times in two lines of the speech. Having heard this word so many times Americans can be sure they are really protected not only by the new president's policy but by the God.

Grammatically Donald Trump's inauguration speech is rather simple: the Present Simple and mostly the Future Simple tenses are used. The structure «*We will + verb*» is repeated twenty one times and it installs confidence in American people in the fact that «*we will get the job done*». Some Perfect tense constructions especially in contractive forms (*we've enriched, we've defended, infrastructure has fallen, the wealth, strength and confidence of our country has dissipated, etc.*) make the speech more emotionally colored. The predominance of the Future tense and frequency of the above mentioned structure show that «*The time for empty talk is over. Now arrives the hour of action*».

While reading Donald Trump's inauguration speech attention is paid to the fact that it is written by short sentences with numerous repetitions,

e.g. «*... this moment is your moment, it belongs to you. It belongs to everyone gathered here today, and everyone watching all across America. This is your day. This is your celebration*», «*From this day forward, a new vision will govern our land. From this day forward, it's going to be only America first, America first*», «*America will start winning again, winning like never before*». And then ten sentences begin with the structure «*We will bring back ..., build..., get back to work, follow two simple rules: buy American and hire American, seek friendship and goodwill, reinforce old alliances etc. We will not fail*» [8].

During all his speech President Trump used pronoun «*I*» only three times: «*The oath of office I take today is an oath of allegiance to all Americans*» and «*I will fight for you with every breath in my body and I will never ever let you down*». In all other cases he used the word «*we*» demonstrating in such a way unity with his people and readiness to work for the better of America together in one team with common people. Donald Trump underlines: «*Together, we will determine the course of America and the world for many, many years to come. We will face challenges, we will confront hardships, but we will get the job done*». And his confidence in the ability to do this job transfers to the people who support him.

His whole speech is built on the contrasts; describing the current situation in the country president Trump opposes *the rewards of government* and the real life of the people: «*Washington flourished, but the people did not share in its wealth. Politicians prospered, but the jobs left and the factories closed. The establishment protected itself, but not the citizens of our country. Their victories were not your victories. Their triumphs have not been your triumphs*». Further on in his speech Donald Trump stresses: «*Americans want great schools for their children, safe neighbourhoods for their families, and good jobs for themselves. These are just and reasonable demands of righteous people and a righteous public*». And the president continues, contradicting people's demands to a real situation:

«But for too many of our citizens, a different reality exists: mothers and children trapped in poverty in our inner cities; rusted out factories scattered like tombstones across the landscape of our nation; an education system flush with cash, but which leaves our young and beautiful students deprived of all knowledge; and the crime and the gangs and the drugs that have stolen too many lives and robbed our country of so much unrealized potential» [8].

«This American carnage stops right here and stops right now» – declares Mr. Trump and goes on: *«We are one nation and their pain is our pain. Their dreams are our dreams. And their success will be our success. We share one heart, one home, and one glorious destiny»*. As for the word *«carnage»* it is quite natural to suppose that its meaning has widened and now it possesses a slightly different meaning in comparison with what the dictionaries give. At least in this context it sounds a little strange for the ear. But it is known that words in the context may acquire additional lexical meaning not fixed in dictionaries and it is called *«contextual meaning»*. The interrelation between two types of lexical meaning – dictionary and contextual – in linguistics is known as transferred meaning. When the deviation from the acknowledged meaning is carried to a degree that it causes an unexpected turn in the recognized logical meaning, a stylistic device is registered [5]. Donald Trump's inauguration speech is built with the usage of different stylistic devices which help to make it bright, appealing and full of sense. All president's beliefs, plans and priorities are reflected in his speech.

Using epithets *«Obama's gracious aid, President Obama and First Lady Michelle Obama have been magnificent, crucial conviction, righteous people, beautiful students, glorious destiny, wonderful nation, glorious freedoms, etc.»* Donald Trump demonstrates high appreciation and respect to America and his countrymen.

Metaphors help to attract attention to the flagrant facts of inequality in the society:

“Washington flourished, politicians prospered while the wealth, strength and confidence of our country has dissipated over the horizon; wealth of our middle class has been ripped from their homes, the crime and the gangs and the drugs have stolen too many lives and robbed our country of so much unrealized potential; protect our borders from the ravages of other countries stealing our companies and destroying our jobs; open your heart to patriotism etc.” [8].

A comparison *«factories scattered like tombstones across the landscape»* shows the negative attitude of the president to what is really going on in the country.

Numerous examples of polysyndeton: *«and the crime and the gangs and the drugs»*, *«build new roads and highways and bridges and airports and tunnels and railways...»*, *«your voice, your hopes, and your dreams will define our American destiny»* made Donald Trump's speech more rhythmical what was very important for comprehension of the utterance by ear.

Bearing in mind that most Americans are religious people and trust in God, president Trump mentioned the Bible in his speech. Referring to it he says *«The Bible tells us how good and pleasant it is when God's people live together in unity. We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity. When America is united, America is totally unstoppable. There should be no fear. We will be protected by God»*.

President Trump concentrates on the *peaceful transfer of power* as one of the cornerstones of democracy and stresses that *«we are not merely transferring power from one administration to another or from one party to another, but we are transferring power from Washington, D.C. and giving it back to you, the people»*. This political aspect of his speech demonstrates his readiness to pursue the policy of non-violent solving problems and keeping principles of democracy defined by the founding fathers of the nation.

While delivering his speech president Trump constantly addresses his people assuring them it is quite real to make America great again if all Americans unite and work hard for the benefit of their country.

The results of the linguistic analysis of Donald Trump's inauguration speech show that it is an example of *«constative»* type of speech act with most of its characteristics. The composition of the

speech besides the opening statement and closing «thanks» consists of 29 parts of the main body. Defining the character of sentences connection in Donald Trump's inauguration speech the conclusion was made that it is parallel not chainable. Connection of the sentences in the speech is done by means of its logical and emotional aspects as it was first of all intended for listening comprehension. The genre of the text of Donald Trump's speech is an example of publicistic as it contains many obligatory characteristics of this genre: evaluation, appealing, passion, emotions, figurativeness, simplicity and accessibility. Lexical means of expression in Donald Trump's inauguration speech are represented by social and political vocabulary. Numerous addressing the listeners illustrates the appealing character of his speech, the device which makes any aural speech very emotional and provokes listeners to trust it. On the phonetic level the following means of word instruments were used: alliteration and assonance aimed at increasing the decorative effect of the text. Grammatically Donald Trump's inauguration speech is rather simple: the Present Simple and mostly the Future Simple tenses are used. Some Perfect tense constructions especially in contractive forms make the speech more emotionally colored. Donald Trump's inauguration speech is written by short sentences with numerous repetitions which make the speech more convincing and provoke people to feel faith and glory for their country. During all his speech President Trump used pronoun «I» only three times. In all other cases he used the word «we» demonstrating unity with his people and readiness to work for the better of America in one team with common people. His whole speech is built on the contrasts contradicting people's needs and demands to a real situation in the country.

Donald Trump's inauguration speech is built with the usage of different stylistic devices which help to make it bright, appealing and full of sense. All president's beliefs, plans and priorities are reflected in his speech. Using epithets Donald Trump demonstrates high appreciation and respect to America and his countrymen. Metaphors help to attract attention to the facts of inequality in the society. A comparison shows the negative attitude of the president to what is really going on in the country. Examples of polysyndeton made Donald Trump's speech more rhythmical that was very important for comprehension of the utterance by ear. Political aspects of his speech demonstrate his readiness to pursue the policy of non-violent solving problems and keeping principles of democracy defined by the founding fathers of the nation. So Donald Trump's inauguration speech being so rich and bright, emotional and appealing thanks to its vocabulary, structure, stylistic devices persuaded his people to believe that all together they will «make America great again».

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