Critical Discourse Analysis of Donald Trump's Inaugural Speech
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Abstract:
Political speeches are represented in different shapes as political forum, events or as inaugural speech. This research critically analyzes the inaugural Speech of the President Donald Trump which was delivered on 20th January, 2017 from the site<www.cnn.com> retrieved on 10th May, 2017. The objectives of the study are: First: classifying and discussing well known micro structures (linguistic feature) of the speech, and second: classifying the macro structures i.e. the delivered political inaugural speech in which he includes social structures. To reach to the objectives of the study, the researcher will adopt Norman Fairclough’s three dimensional Analytical Model(1989). Tracing the model, the speech was submitted to description (text analysis), interpretation (processing/ analysis) and explanation (social practice and analysis). The results of the analysis have shown that Trump uses colourful language devices to address Americans. He uses future tense in his speech more than the other tenses to talk about America’s future. He creatively repeats certain expressions to show his point of view. The pronoun ‘we’ is used to talk about the state of America and to show a mutual correlation between Trump and the hearers. Moreover, Trump relays on active voice to get all the hearers active not passive, which reflects the social relations. However, in some instances, he uses passive voice to assure Americans that he will be with them.

Key Words: Critical Discourse Analysis, Donald Trump, Inaugural Speech.
1. Introduction

The researcher will present a wide spectrum about critical discourse analysis (henceforth CDA) in the following sections:

1.1 CDA

Fairclough (1993:135) states that CDA tends systematically to be explored as an opaque relations of causality and the relationship between (a) discursive phenomena events and discourse and (b) broad social and cultural structures, relationships and methods; to declare how such phenomena, events and discourses result from one side and are ideologically shaped by the relationship between power and solidarity; and to show how the quality of these relationships between discourse and society is represented as an element keeping power and relations.

1.2 Evolution of CDA

In the 1970s, critical linguistics was introduced by certain linguists and literary writers at the University of East Anglia like: (Fowler et. al., 1979:76 and Kress & Hodge, 1979:47). Their method depended on Halliday's Systemic Functional Linguistics. Critical linguistic practitioners like Trew (1979: 155) looked forward to isolating the ideology in texts and viewing how the strategy and methods are declared like systems of linguistic features. This target was followed by developing critical linguists such as: (Fowler et al., 1979:55 and Fowler, 1991:89) to produce analytical devices based on Systemic Functional Linguistics.

1.3 The Origins of CDA

The philosophical and linguistic theories, depending on CDA, represent special elements of social theory and former discourse analysis, linguistics and conversational sociolinguistics. Some critics of CDA, as Foucault (1972:78), are affected by Marx's point of view of the major exploitation of the workers, his historical dialectical way, his explanation of ideology like the superstructure of culture (Marx and Engels 2001:67), and his idea of language like: speech, speaker, and representative of social factors (Fairclough and Graham, 2002: 201). Some linguists like (Simpson, 1993:78 and Fowler,1991:98) also relied on Althusser's (1971:98) notion of "interpellation" which makes persons fitted together in conversation and affected by each other's speech. In a similar way, Gramscian "hegemony" (1971:65) affects some of CDA linguists. It shapes the notion that power is used and reach impact not only by relaying on using force, oppression and exploitation, but also to use persuasion as potential discourse leading to general agreement and taking part with another person.

Habermas (1981:23) is chiefly affected by CDA founders. His main share in the theory of argument rules is the idea of "validity claims". It becomes widely used in all discourse. Furthermore, he states that language
is used in a way to reach to the comprehension of discourse. Related to validity, he mentions that it can be reached and depended on speech in any situation that is free from using force, but it does not only depend on rational conversation, and allows reaching to everyone by speech. These features are not exist previously in the strategy of using conversation. It affects the strategy of using language that CDA seeks for. Foucault (1972: 6), on the contrary to Habermas, believes that consciousness affects the social production methodology. In spite of refusing the occurrence of an autonomous topic, he thinks of the person's role in the practical awareness of power relationships. Discourse topics are represented by all persons especially the speakers who have the ability to consult all ways (Jäger and Maier 2009: 65).

In 1970's, the University of East Anglia presented a new way of analysis similar to linguists and literary writers who have the suitable way to have linguistic options in literary works (see Fowler 1986: 90). After that, they will concentrate on other scripts of writing related to presentation, especially media. They do not reach to the idea of radical alteration (i.e. from linguistic criticism to critical linguistics). The new heading, which is sometimes tackled like the same meaning as CDA, contains a new idea in academic method when the linguists take part against social equality. The East Anglia School presented Hallidayan linguists for the study of media discourse (Hodge and Kress 1993:34). Language is considered like social factors. The two further roles, transitivity and modality become ways in this novice method. Chomsky's grammar (1957: 23) was suitable since one of his chief interest was showing the phenomenon of syntactic change: Passivation and nominalization were the focus on many items of CDA projects.

1.4 Objectives of CDA
One of the major objectives of CDA is to tackle the reasons of the contradiction and downtrodden in a society. It alludes to declare non-clear method in which language is indulged in social relations of power and solidarity, and in ideology (Fairclough, 2001: 229). Van Dijk mentions that CDA tends to set free what is called "losers" of social life and through CDA pays more attention on "top-down" instances of solidarity then "bottom-up" effects of resistance, rejections and agreement (2001: 300). The chief objective of CDA is to uncover ideologically; and often vague structures of power, political issues, and solidarity beside the methods of discriminatory inclusion and exclusion in language use (Wodak et al., 2001:8). Fairclough (2001: 230) presents his point of view which states that the scope of CDA does not only analyze but also form relations between language and other social factors that are often dim; thoroughly, it presents social change. He continues to mention that CDA —has knowledge
interest (ibid). One of the advantages of CDA is to concentrate on social elements and problems, and focus on the cause of the cruel and oppressed people of a society. One of the main advantages of CDA is to uncover, make clear or make obvious the not so obvious things that may occur in a society (Haque, 2004:10). Haque (ibid: 57) moreover states that once a society comprehend the things that may go beyond common senses, they will be in suitable position to choose: what one thinks of and what one does not think of, what one sure of and what one does not sure of or a matter of dispute. In other words, they will be more concerned, critical and realized about the social method of the society and to make sure of everything and face essential value (ibid).

2. Fairclough Approach to CDA

Depending on Fairclough (1995: 7), discourse is realized as the use of known language like form of social method, and discourse analysis is a way of analyzing how text works within sociocultural method. According to this definition, analyzing speech should not be taken out from the surrounding context in which texts are presented. Clearly, and according to this point of view, three elements should be taken into consideration in critical linguistic studies, viz. discourse practice: text, text production and sociocultural method. CDA seeks to connect between these three elements. Fairclough has shown these interrelated dimensions of CDA in the following figure.

Figure (1) Three Dimensions of CDA (Fairclough, 1989:50)
These three dimensions can be explained throughout the following sections:

2.1 Norman Fairclough: Discourse like Social Method

The British sociolinguist, Norman Fairclough is one of the main establishers in the region of CDA. He presents CDA as a way of estimating social and cultural deviation that can be directed in rejecting the power and control of a talent persons on other nations. Fairclough thinks that our language, which forms our social facts and argumentations, understanding background, and beliefs, is also affected by them as well. The same as Kress and Hodge (1979:67), he focuses in his studies on Halliday’s Systemic-Functional Grammar. In Language and Power (1989), he names his method of Critical Language Study. The first goal of his method is to correct the wide carelessness as connected to the great influence of language in establishing, keeping and shifting the social factors of power. This first goal appears to be the theoretical part of Fairclough’s approach. The second goal which aids to raise comprehension to the question that mentions how language can affect the reliance of certain speakers over the others can be estimated as the practical phenomenon of his method. He believes that comprehension is the first idea towards gaining human’s right. To get to the target, Fairclough pays a great importance to realize speakers' awareness. He believes that previously when speakers say something, they are not aware of what they are saying or doing, in short, they are unaware of the social effects of what they do or say.

2.2 Text and Discourse

Fairclough sees language like a shape of social method. His method of thinking has certain points. First, language has a role in the society and to some extent does not outsider to it. Second, language is a social method. Third, language is governed socially and conditioned by them as (non-linguistic) parts of society (Fairclough, 1989: 22). The main point in Fairclough’s approach is that all linguistic elements are social, but it is not true according to the other ways surrounding. For instance, when speakers talk about political terms like: democracy, imperialism, or terrorism, they follow linguistic points of view. By doing this, they only concentrate on portion of the whole politics. Then, the relation between language and society does not show a one to one equivalent; but, it is clear that society is considered as the whole and language is a part of it.

The second hidden idea, i.e. language is a social phenomenon. It is meaningful only when a person tackles text in isolation from discourse, as Fairclough said. Fairclough’s idea of text is definitely similar to Halliday’s idea. Consequently, this idea includes both written discourse and spoken discourse. He sees a text as a product, not as a process. Fairclough uses in addition to text itself the term "discourse" alludes to the complete method
of social communication. "Text" is considered as a portion of this method, because he uses three elements for discourse, delimited as "text, interaction, and social context". Speaking of the text itself, the method of social communication includes the method of text production and text interpretation. Furthermore, it is noted that text analysis is a part of discourse analysis. As compared to the three elements of discourse, Fairclough (ibid: 26-27) presents three dimensions for CDA:

1. **Description** is the level which is related to formal characteristics of the text.

2. **Interpretation** is the level which has a relationship between text and communication by considering the text as a result of the method of production and as a base in the method of interpretation.

3. **Explanation** is related to the relation between communication and social context, with the social determination of the method of production and interpretation, and their social impacts. The analyst is concerned with all these levels, but the features are different in each level. Analysis in the first level is limited to labeling the formal features if the text is regarded as an object. In the second level, CDA continues the analysis of the cognitive way of the conversationalists and their communications. Finally, the third level alludes to explain the relation between social actions and social text that has impact on these communications and also are affected by them.

As discussed earlier, in order to open the values and strategies of conversation tackled in the study and its "hidden agenda", it is valid to present the three levels: "experiential, relational and expressive" for both expressions and grammatical phenomena, in relation to metaphor. These are more elaborated as follows:

1. **Experiential Values**

   The "formal feature" has an experiential value as it attempts to follow the point to the method in which the discourse presenter's manage the natural or social introduced environment. Experiential value has a relation in its contents, understanding and beliefs. (ibid: 93).

   Speaking of the lexical perspective, this will enable the speakers to select without hesitation the words that show their own point of view. In the model, these values are introduced and analyzed through the following points:

   **A. The choice wordings and rewordings** for example words in conversation have many reasons, awareness or sub awareness, ideologically argued. Hence, the utterance of particular words contains certain interpretations.

   **B. Over wording** which is a high amount of wording keeping a strategy. It can be shown through the use of meaning relations as "synonym, hyponym and antonym".
C. Classification scheme which represents particular method followed to subdivide some particular part of reality relaying on the ideological indication taken part by some utterances.

Speaking of the grammatical perspective, the analysis is performed by using of different grammatical shapes and types of a language. It chiefly includes the choice of simple sentence shapes. Simple sentences are comprised of a subject (S), attached by a verb (V); which sometimes attached by an object (O), a complement (C) or an adjunct(A). These elements can be joined in four sentence shapes SVCs, SV, SVA and SVO.

These four mixture of elements of the simple sentence reveal four main kinds of strategies: actions (SVO), events (SV), time(SVA) and adjectives (SVCs). Actions consist of two conversationalists, a subject as a dominant and an object as being dominated. The objects are not always animate, when the subjects are always animate. The second occurrence (SV) can, but not always, work like events which contain only one animate or inanimate speakers. The third occurrence (SVCs) can show a feature which contains one speaker with either a possessive characteristics if the verb is a type of “have” or a non-possessive characteristics with other verbs or with adjectives and nouns. The fourth occurrence SVA represents S+V+A(ibid :100-102). Nominalisation, activization and passivization, and negation in the sentences shape may also reveal particular strategies and essences.

1.1 Transitivity

Fowler, Fairclough, Reah, Simpson and Halliday all affirm that there is a relation between transitivity and CDA because it affirms different meanings presented in the clause. Simpson(1993:88) asserts that transitivity generally alludes to how meaning is reflected in the clause. It appears to show the way conversationalists participate, in language, their mental thoughts of reality and how they consider their mental background of the surrounding world. Fowler, alluding to Halliday, mentions that transitivity is the basic of representation. It is the method that the clause is consulted to analyze incidents and sort them of certain types. Transitivity has the ability to analyze the same text in different methods(1991:71). Reah's method shows transitive structures of the verb types. She classifies verbs into two types: "the actional verbs" and "the relational verbs". "Actional verbs" are classified into transitive verbs which have a subject forming the verb, then, the verb forms the object. The non-transitive verbs have the subject only (1998:78). Transitivity means the method of changing sentences from active to passive voice. Context is submitted to meaning (ibid :91). In other words, the active or passive voice has a main effect in delimiting the existence of the speakers in a verb. The turn of a speaker may be affirmed, or deleted completely (Nordlund, 2003:9). The active voice is consulted
when the speaker wants to insist on the subject. The passive voice presents various impacts. The subject has minor importance and the speaker is submitted the highlighted verb. Passive voice is a well-known form in political discourse, it keeps rooms in speech. It is not only used for abbreviation but also for official reasons of the happenings alluded to (Fowler, 1991:79). Relational verbs are discussed in section "2".

1.2. Syntactic Manipulation
Differences between text types are very important. The speakers show estimations through altering classification schedule, which is considered as system evaluation. Then, there are contradicting schedule including various estimations in various text sorts (Fairclough, 1989:119).

1.3 Nominalisation
Fairclough introduces the process of nominalisation as the method of changing verb into noun. It is the way that keeps the meaning and reduces the feeling of that something related to meaning is omitted (Fairclough, 1989:124). Nominalisation is consulted to keep meaning in the sentence and it represents the way of transmitting a verb into a simple noun or noun phrase. Fowler states that nominalisation enables the speakers to delete or add especially in the areas of power relations and writer's point of view (1991:80).

2. Relational Values
Fairclough presents relational value like the method which the speakers choose using words, and help in creating, social relations between conversationalists (ibid: 116). A relational verb explains the relation between speakers and a thing or it illustrates the relation between two nouns (Reah, 1998:78). Halliday introduces two halves of using "being": something is mentioned to "be" something else. In similar way, a relation which sets up between two isolated ideas (1995:119). The idea of formality in a discourse shapes a half of these relational values. Depending on Fairclough, one of the characteristics of vocabulary, which has relation with relational values, expresses formality. The incident is considered formal when there is formality in social factors. This can be observed through wording, which continuously chooses formal options as against less formal available options, showing politeness; relating to speakers for each speaker's face; relating to condition and positions (Fairclough, 1989:117). Fairclough (ibid: 118) shows three grammatical characteristics of discourse: the structure of sentence, modality and pronouns. He moreover presents three structures of sentence: the declarative structure, the grammatical interrogation and the imperative structure. The declarative structure of a sentence is well known when there is a "S" is attached by a "V". The imperative structure is used when the sentence does not have a "S" at all and begins with a "V", for instance: cut(V) the paper (O).
Fairclough observes that grammatical reasons are difficult because there are various kinds: first kind starts with where? when? what? why? which? how? who? …etc. (e.g. Where do you live?). The second kind starts with a verb (e.g. can you solve the equation?) such question often receives a yes or no response (ibid:125-126). The imperative structure is happened when the conversationalists are in the place of asking the listener something, at the same time, the listener is in the place of offering knowledge (e.g. Do your job) (Fairclough, ibid:126). In other words, the formal characteristics are obvious to possess a relational value when it follows a hint of the social relations. It is clearly shown by the discourse (ibid : 93). Relational values have relation with the social factors of the speakers in any social conversation through a communicative discourse.

Speaking of the lexical perspective, these relational values reflect the reason of how the conversationalists, as part of a particular group, choose their words relaying on social relationships between the conversationalists. The speaker may reject the negative essence of words in order not to be aware or unaware of the effect of the social factors (ibid : 97-98). This is shown through the use of euphemism. The grammatical characteristics within a discourse can be shown by the structure of the sentence, pronouns and, modality. There are three major kinds of sentences: "declaratives, grammatical questions and imperatives". Modality is shown with modal auxiliary verbs as: "can, should, ought to, may, must … etc" and also with adverbs and tense. It has two elements. The first is "relational modality", which has relation with the dominance of one conversationalist in relation to others. The second one is "expressive modality" which is considered as speaker's estimation of reality. Relational modality is ideological since it has implicit power relationship and explicit dominance matter (ibid : 105-106). Pronouns like "we" and "you" have relational values. The way of using" you" is inclusive alluding to the listener, as compared to the exclusive "we", which alludes to one or more speakers, but does not contain the listener. "We" and "you" in a discourse usually show an ideology of having solidarity effects. (ibid :106-107).

2.1 Modality

Modality is forming the degree of power of a word (Kress & Hodge 1979:122). It alludes to various methods of showing points of view like: "could, can, should, might, may, would, must, shall, will, … etc". By consulting these words, Reah (2001:90) thinks that using modal auxiliary verbs and using specific adverbs permit the discourse to show points of view that might be explained as a basic reality by the speakers. Modal verbs present different range of meanings. It is worth mentioning that the meaning cannot be guessed throughout isolated words.
3. Expressive Values

The expressive value of a particular speech characteristics can be explicated by tracing hints of the speaker's estimation (in the broad sense) of the slit reality it associates to (ibid : 93).

The lexical perspective is very much associated to the experiential values in which the speakers show their experience and thoughts by words. These estimations and evaluations, for instance, can clearly be shown by the "classification schemes" and their used strategies (ibid : 98-99).

Speaking of the grammatical perspective, the discourse speakers' knowledge and explanation of reality can be shown through different grammatical structures. Expressive modality is one of the well-known structures. It is a matter of the speaker's power taking into consideration the truth or probability of expressing the truth (ibid :105). Nevertheless, they can be represented without necessity to any kind of mediating modalities like facts and reality may be shown (ibid :107).

4. Metaphor

Metaphor is the use of figures of speech in connection with certain persons, objects or actions. It is a method of expressing one side of experience by another, and it is not fixed to the kind of text. It is about to be stereotypically related with another term. It is the relationship between another metaphor which has various ideological relations (Fairclough, 1989:119). This is able to be connected with methods and values. Metaphor, for Fairclough, is of essential method because it can, in most cases, show different meanings especially in political discourse and view difficulties on the level of discourse understanding (1992 : 77).

5. Experiential Values in Grammatical Features

Experiential value is the way by which major ideological differences between discourse in its expression of the world are presented by words (Fairclough, 1989:113). The major well-known implication of a method in a discourse is the way words and vocabulary are shown. For instance: some expressions are ideologically debated (Fairclough, ibid:114). The classification method varies according to its quality, associated with a larger or smaller number of words. Sometimes using sequence of words which are clear as synonyms causes verbose. It is clear in this research, over-wording indicates some aspect of reality, which shows the concentration on ideological phenomena (Fairclough, ibid:115).

One method of applying the relational values of words is used to determine relation of the meaning in discourse, and try to determine their ideological roots (Fairclough, ibid:116). The wording relationships can be synonyms when expressions which have the similar meanings or code similar phenomena or hyponyms can exist when the meaning of specific word is expressed inside the meaning of another word, and/or opposite to
the meaning of another word. This indicates that the meaning of certain word is incarnated in the meaning of another word (Fairclough, ibid).

6. Sentence Links

The cohesion throughout the discourse is shown in the combination between clauses and sentences. Cohesive tools are shown throughout the reoccurrence of expressions or using of interrelated words. Furthermore, they can include connectors, which show the relation between sentences or clauses. The grammatical relation shown in the discourses permits the ideological methods of the discourses to show relations (Reah, 1998:102). Moreover, Fairclough (1989:130) mentions that complex sentences are marked by a coordination tools as the tools of simple sentences show similar rates while a subordination tools occur when there is a major clause and one or more minor clauses. The major clause is usually appeared like the most important while the minor clause is expressed via a subordinate clause. This means that the clause is already noticed by the hearer. Furthermore, he shows the relationship between sentences which include reference discourses. It has relation with the previous sentence or idea, or phenomenon, like pronouns "he, she, it...etc".

7. Outline of the Inaugural speech

1. At the beginning of his speech, Trump thanks "Chief Justice Roberts, President, Carter, President, Clinton, President, Bush, President, Obama, fellow, and Americans".

2. Trump talks to the Americans saying that the ceremony is not only changing power from one president to another, but in fact helping Americans. He says Americans will not be forgotten.

3. Trump talks about the economy of the country. He states that America is in a better state towards prosperity. He repeats this incident many times.

4. Trump states that American companies have benefited enormously from globalization, while the workers still suffering and do not benefit from prosperity. The money is piled in the hands of wealthy minority. Trump talks in paternalistic tone reassuring those people that America will protect them.

5. Trump criticizes implicitly American previous presidents and alludes to the lost in the wars in Iraq and Afghanistan.

6. Trump assists that people should be helpful and united. They should debate with each other openly and work from and for America.

7. Trump shows the difference between him and other elites criticizing them implicitly and praising himself.
8. The Analysis

The researcher presents the devices in Appendix (1). Therefore, she uses certain abbreviations to represent these devices as: present simple (Pres. S.), present continuous (Pres. Con.), present perfect (Pres. Per.), future (F), past simple (P.S.), past continuous (P. Con.), past perfect (P. Per.), modal auxiliary (M. Aux.), simple sentence (S.S.), complex sentence (Comp. S.), compound sentence (Com. S.), compound complex sentence (Com Comp. S), passive voice (P.V.), pronoun (Pro.), adverb (Adv.), negation (Neg.), demonstrative (Dem.), metaphor (M.), repetition (Re.), connected words (Con. W.), nominalisation (N.), euphemism (Eu.), synonymy (Syn.), words that substitute another words (S.A). There are also abbreviations related to sentence patterns.

8.1. Experiential Value

8.1.1 Negation

Trump uses negation in certain occasions:

(1) Trump uses negation to talk about transferring of power. He says that the ceremony is not changing the presidency from Obama to him only but transferring the power to the people (Americans). He states that people will have role in rebuilding America.

(2) Trump criticizes the previous leaders of America. He pities the state of Americans by saying that the wealth is gathered in hands of certain people while other people are neglected and suffered of poverty. The factories are also closed, then, the financial state of America is bad. He indirectly criticizes the Republican presidents who come as Washington outsider promising to change, but they do not do that. He states that the triumph of getting presidency is done to get benefit for themselves not for Americans. By his speech, he attacks the political establishment of both parties. He often describes the nation leaders as "stupid people" and promises that it will be "so easy" to create new jobs, make deals of new trades, paying attention to health care system and strengthen borders safety.

(3) He uses negation to state that it does not matter who will rule America, but it is important to make the voice of people heard, he mentions that twice.

(4) He uses negation to state that the voice of Americans will never be ignored any more.

(5) He says people's roles are heard again. He criticizes the Republican leaders.

(6) He uses negation again by restating secretary of John Kerry's speech in his farwelling remark on" One by one, the factories shuttered and left our shores with not even a thought about the millions and millions of Americans workers that were left behind".
(7) Trump uses negation to promise people that their wishes will come true and he will never let them down.

(8) He also promises Americans that he will change America for the best. He gives them pledge about winning during the campaign for presidency. It is also an example of Trump's employment of positive thinking.

(9) Trump promises that he will not oblige any American of his way of thinking but he will enlighten the way of Americans. He promises of 180 degree change from the policy of president Obama who abundant president George W. Bush goal to pursue "war on terror". Trump will return Bush era back again by eliminating the terrorist threat. He promises to face and keep out immigrants who are religion extreme. Furthermore, he promises to eradicate such persons and erase them from the face of the earth.

(10) Trump restates that he will restore the pride of America in his presidency period. He states that the nation will be one nation under the mercy of God under their flag. He shows patriotism towards America.

(11) He states that Americans will live in peace and they will be protected. He promises the military in America mentioning their great rule in keeping safety in America. Then, he declares his faith in God who will protect America and Americans.

(12) He rejects the rule of politicians who give empty words without actions. He states that they will not have room in new America.

(13) He states that there will not be place for cowards. Moreover, fear does not come to the Americans' heart. Americans are brave enough to achieve great goals towards America's prosperity.

(14) He states that there is no discrimination about the Americans whether they are white or black. What distinguishes them are their deeds and achievements towards America. He never forgets the role of soldiers and their triumph and their role in America's progress.

(15) He repeats that the role of Americans will never be neglected and he will keep their presence and their loyalty to America.

8.1.2 Passivation

Trump shifts in his speech from active to passive voice, but he heavily relays on active voice. He does that because he insists on the doer of the action and he wants to give the full idea. It is worth mentioning that he uses passive voice in certain instances as in "our government is controlled by the people". First, he wants to show his love towards America, and in the same time he wants to say that his beloved country will be controlled by Americans. He will enable them to express their
attitudes towards everything that is related to America. Second, he shows his faith in God who protects America from bad matters.

Trump also uses passive voice to talk about the unity of America and its people. He says all of them breathe the same air and they are all created by the Almighty Creator.

Finally, Trump uses passive voice twice to enforce and insist on the fact that he will never forget and ignore Americans in every part of America.

8.1.3 Nominalisation

Trump uses some verbs to be changed into nouns in order to keep the same sequence of thoughts and to keep the strength of ideas. He uses nominalisation in certain verbs such as "celebrate" to say "celebration" to announce his happiness and insistence that the power will be transferred from the previous president to the people. Moreover, he transforms the verb "protect" into "protection" to assert the fact that he wants to keep America represented by its people, land, borders, companies and everything in it against enemies. This will lead towards the prosperity and strength of America. He uses the verb "bleed" to be transformed into the noun "blood" to talk about the unity of Americans under the flag of America.

8.1.4 Types of Sentences

Trump uses different kind of sentences. The reason behind using colourful type of sentences is to reflect different thoughts and meanings. He uses simple sentences in order to insist on different themes and thoughts in isolation. So, he consulted "SV" to insist on the subject. He uses "SVCs" to present different descriptions. He uses transitive verb "SVO" to discuss and to insist on incident i.e. the object. He uses "SVA" in order to describe fully and identify the verb and the action. "SVOA" is used to modify and explain the incident giving full modification of the object. Trump uses complex sentences to give the priority of one thought on the other. He makes one thought major and the other minor. He does that in order to give reasons, sequence of action's time, relative pronoun for more explanation, how things happened, comparison of time. It is worth mentioning that Trump does not use "if clauses" because he wants his speech to be plain and clear. He does not want to make provision neither on the people nor on the politician. Trump uses another type of sentences which is compound sentences. He wants to give extra-explanation to the ideas he wants to convey but at the same time he wants to give importance for both clauses. He also uses compound complex sentences to explain his thoughts clearly.
8.2. Relational Value

8.2.1 Euphemism
Trump never uses euphemism because he does not announce such things in his speech. It is clear that during inaugural speech, Trump only wants to declare his thoughts, plans and intentions towards America and Americans.

8.2.2 Modal of Sentences
Trump heavily relays on declarative sentences because such sentences announce thoughts in clear and direct way. He uses only one imperative sentence "Do not allow anyone to tell you that it cannot be done. No challenge can match the heart and fight and spirit of America.....". He asserts the fact that it is the time of action not the time of empty words. Everyone should know what to do towards America. One should not be controlled by others but one should be controlled from inside and does what he want. Americans should strengthen America.

In his speech, Trump does not direct question to anyone but he speaks directly. He does not want to provoke questioning in the mind of the listeners, simply he wants to transmit his thoughts to the hearers.

8.2.3 Modality
Trump uses different kinds of modal auxiliary verbs. According to these modal verbs, every verb has meaning. He heavily relays on "will" because he wants to talk about the future of America and he wants to talk about what he wants to do and his plans to protect America and Americans (As modal auxiliary verbs are shown in Appendix 1).

8.2.4 Adverbs
Trump uses different adverbs to convey different timing and manner of doing things as it is clear in the analysis which appears in Appendix 1.

8.2.5 Tenses
Trump relays on future tense more than other tenses because he wants to talk about the future of America. The picture he draws about America during his presidency era. He also uses present simple, present continuous and present perfect to talk about the present time of America and the plans he wants to fix them. He intends to show the results of his future plans. It is noted that he uses past simple in his speech to criticize the previous presidency era and the hardships that America faced. In one way to say that America will overcome these hardships during his presidency.

8.2.6 Pronouns
The pronouns "we" and "us" work like including and excluding. "we" is used as inclusive by mentioning the addressees, like "I" and "you", but "we" also works as exclusive by never mentioning the addressees although mentioning other persons, like the addresser and the addresser’s family, or the Government (Bibler et al., 2015: 94). Similar to the pronoun "you", "we" is also consulted to allude to persons in general. Furthermore,
"we" can have four various including rules, (a) the addresser and one addressee also; (b) the addresser and a group; (c) the addresser and his country; (d) the addressers in general (Maybin et al, 2007: 52). Consulting the pronouns "we" and "us" declare who has the supreme role, because the addresser is mentioning in isolation from others, hence he or she has the authority to speak to others. Speaking of the Government issues, the pronoun shows solidarity between the addressers and the addressees. In his speech, Trump relays on using "we" in order to include Americans in the government.

The 2\textsuperscript{nd} person singular and plural "you" works both as a subject and as an object, both pronouns allude to the listeners. "You" can be either singular or plural, and to determine who "you" alludes to the speaker has to determine it by a tracing nominal word, (Bibler et al., 2015: 95). "You" is a general pronoun, which is used by a speaker who does not have knowledge about the identity of the listeners. Trump does not use "you" because he wants to specify his speech.

The 3\textsuperscript{rd} person singular has a gender information, precisely masculine, feminine, and non-person. By consulting the 3\textsuperscript{rd} person pronouns, the addresser talks to the addressee about another person (Bibler et al., 2015: 94). Trump does not use the 3\textsuperscript{rd} pronoun because he does not want to show gender distinction.

Hjulmand and Schwarz (2011: 104) state that "The pronoun ‘it’ is often used in argumentative speech event which has with precedent reference to either a non-speaker noun in the singular, or to a previous part in the discourse or sentence". Trump uses "it" to refer to the establishment that belongs to the Americans.

8.3 Expressive Value

Trump's language is clear throughout his speech but there is embedded ideas related to the previous leaders of America. For instance, when he promises of changing the situation in America in general and Americans state in special, he is so direct and clear in his speech. In another instance "Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans and people of the world, thank you", he is also clear and speaks directly. He also speaks directly when he talks about his decision on trade, taxes on immigration on foreign affairs and many things about American workers and families benefits. Then, he talks about keeping the borders from ravages of other countries and anything that restores jobs leading towards the prosperity of America. In the contrary, he speaks indirectly when he criticizes the old era saying that they do all their actions for themselves not for Americans.
8.4 Metaphor

Trump uses metaphor in different instances. First, metaphor is used for gaining the benefit of the country as "reaped", meanwhile, he says that "people borne the cost" i.e. people pay for the progress of America. Second, Trump describes the way of remembering the past events of America to become part of its historical movement. Third, he describes the state of mothers and children and how they live in poverty. Moreover, he describes the condition of factories which is described as "tombstones". Fourth, the way Trump describes America "dissipated in the horizon". In his speech, he portrays the wealth, strength and confidence of America as bad. Fifth, the way which middle class lives and how the government live, then how the wealth is distributed. Sixth, he talks about the experience of America and he will make it shine for other people. Seventh, Trump describes the ambition of America and no one can challenge it which is described as "heart" and "spirit". He talks in strong tone to say that they will not fail and America will live in prosperity again.

8.5 Repetition of Words

Trump repeats words in his inaugural speech in order to emphasize his speech and to express his intentions. The repeated words are highlighted in the text(Appendix 1).

8.6 The Conjunctions

Coordinating conjunctions relate parts of sentences which have the same syntactic perspective. In English, the three main coordinating conjunctions are "and", "or" and "but". These coordinators combine words, clauses and phrases. Moreover, coordinating conjunctions relate conjoint to produce a compound unit. A compound form is mainly comprised of two or more words linked by each other via a coordinator (Bache, 2000:89). Trump uses different coordinating conjunction to link his speech as well as connected words to present complex sentences. The intention of using these sentences are mentioned previously in the analysis. These connective words are shown in Appendix "1".

8.7 Demonstratives

Demonstratives are this, that, these and those. They are used to postulate distances, time and reflect nouns. These demonstratives are highlighted in the text (Appendix 1).

9. Conclusions

The study reaches to the following conclusions:
1. Trump has used different relational and experiential values in his inaugural speech. He wants to highlight different meanings, intentions and thoughts to the audience. He heavily relays on modal auxiliary verbs as shown in the analysis. This happens because the meaning of these
modal auxiliary verbs conveys future intentions and his future plans especially the modal "will". It is the most frequent word in his speech.
2. Trump uses future tense in his speech more than the other tenses to talk about his missions toward America.
3. Trump uses colourful language devices to represent America's future picture in his brain and to convey it to the public.
4. Trump uses powerful language exploiting its devices such as: negation, passivation, nominalisation, euphemism, modality and adverbs to show his resolution to change the state of America to the best.
5. Upon surveying all the creative expressions, it is shown that Trump creatively repeats certain expressions to show his point of view.
6. Trump uses different pronouns especially "we" to talk about the state of America and to show a mutual correlation between him and the hearers. This state is essential to build up a common floor for further understanding and working together.
7. Trump relays on active voice to get all the hearers active and not passive, which reflects the social relations. But in some instances, he uses the passive voice to assure Americans that he will be with them.

References:


Appendix "1":
Donald Trump’s Inaugural Speech
<www.cnn.com> analyze the 45th president’s comments. JAN. 20, 2017

Note: The unmarked sentence type is (S.S).

Chief Justice Roberts, President (Re.) Carter, President (Re.) Clinton, President (Re.) Bush, President (Re.) Obama, fellow (Syn.) Americans (Syn.) (Re.) and people (Syn.) (Re.) of the world (Re.), thank you (Re.) (Pres. S.). (APPLAUSE)

We (Pro.), the citizens (Re.) (Syn.) of America (Re.) (Syn.), are now (Adv.) joined (P.V.) (Pres. S.) in a great national effort to rebuild (Syn.) our (Pro.) country (Re.) (Syn.) and (Con. W.) restore (Re.) (Syn.) its (Pro.) promise for all of our (Pro.) people (Syn.) (Re.) (Pres. S.) (Com. S.). Together we (Pro.) will (M. Aux.) (F.) determine the course of America (Re.) (Syn.) and the world (Re.) for many (Re.) years to come (F.) (SVOA).

(M) We (Pro.) will (M. Aux.) face challenges (Syn.) (F.) SVO. We (Pro.) will (M. Aux.) confront hardships (Syn.) (F.) SVO. We (Pro.) will (M. Aux.) get the job (Re.) done (F.) SVO. Every (Adv.) four years, we (Pro.) gather on these (Dem.) steps to carry out the orderly and (Con. W.) peaceful transfer (Syn.) of power (Pres. S.) (Com. S.). We (Pro.)
are grateful to President(Re.) Obama(Re.) and first lady Michelle Obama(Re.) for their(Pro.) gracious aid throughout this (Dem.) transition SVA. They(Pro.) have been magnificent (Pres. Per.) SVO. Thank you(Re).(Pres.S). (APPLAUSE)

Today's (Adv.) ceremony, however(Con. W.), has very(Adv.) special meaning (Pres.S.), because (Con. W) today(Adv.), we(Pro.) are not(Neg.) merely(Adv.) transferring (Re.) (Pres. Con.) power(Re.) from one administration to another(S.A) or from one party to another(S.A) (Comp. S.). But(Con. W) we (Pro.) are transferring(Re.) power (Re.) from Washington, D.C., and (Con. W.) giving it (Pro.) back to you(Pro.), the people(Syn.) (Pres. Con.) (Com. S.).

For too long, a small group in our (Pro.) nation's(Syn.) (Re.) capital has reaped(Pres. Per.) the rewards of government (Re.) while (Con. W.) the people(Re.) (Syn.) have borne (Pres. Per.) the cost Washington (Syn.) (Re.) flourished, but (Con. W.) the people (Re.) (Syn.) did not (Neg.) (P.S.), share in its(Pro.) wealth(Com Comp. S.). Politicians (Syn.) prospered (Syn.) (P.S.), but (Con. W.) the jobs(Syn.) left (P.S.) and(Con. W.) the factories closed (P.S.) (Com. S)

The establishment (Syn.) protected(Re.) (N.) itself (Pro.) but not (Neg.) the citizens (Syn.) (Re.) of our (Pro.) country (P.S.) SVO. Their(Pro.) victories(Re.) have not (Neg.) been your(Pro.) victories(Re.) (Pres. Per.) SVO. Their(Pro.) triumphs (Re.) have not (Neg.) been your (Pro.) triumphs(Re.) (Pres. Per.) SVO. And while (Con. W.) they (Pro.) celebrated (N.) in our (Pro.) nation’s capital(Re.) (Syn.) P.S Comp. S., there was little to celebrate(N.) for struggling families all across our (Pro.) land (P.S.) SVA. That(Dem.) all changes starting right here(Adv.) and right now(Adv.). Because (Con. W.) this(Dem.) moment is your (Pro.) moment (Pres.S.) Comp. S. It (Pro.) belongs (Re.) to you(Pro.) (Pres.S.) SVA (APPLAUSE)

It(Pro.) belongs (Re.) to everyone(S.A) gathered(Re.) here today(Adv.) and(Con. W.) everyone(S.A) watching all across America(Syn.) (Re.) (Pres.S.) (Com.S). This(Dem.) is your (Pro.) day SVCs. (Pres.S.). This(Dem.) is your(Pro.) celebration(N.) (Pres.S.). SVCs. This(Dem.), the United States (Re.) of America(Re.), is your(Pro.) country (Pres.S.) SVCs.

What truly(Adv.) matters is not (Neg.) which(Con. W.) party controls our (Pro.) government(Re.) but (Con. W.) whether our(Pro.) government(Re.) is controlled(P.V.) by the people(Re.) (Syn.) (Pres. S.) (Com. Comp. S.). January 20th, 2017 will (M. Aux.) be remembered(P.V.) as the day the people(Re.) (Syn.) became the rulers of this(Dem.) nation(Syn.) (Re.) again(Re.) (Adv.) (P.S)(SVOA). The forgotten(Re.) men and women (Re) of our (Pro.) country (Syn.) (Re.) will (M. Aux.) be (F.) forgotten(P.V) (Re.) no longer(Neg.)(Re.) (F.) SVA

Everyone(S.A) is listening to you(Pro.) now(Adv.) (Pres. Con.) SVA. You(Pro.) came (P.S) by the tens of millions to become part of a historic movement(Re.), the likes of which(Con. W.) the world has never(Neg.) seen before(Adv.) (Pres. Per.) (Comp. S.).
At the center of this (Dem.) movement (Re.) is a crucial conviction -- that (Dem.) a nation (Re.) exists to serve its (Pro.) citizens (Syn.) (Re.) (Pres. S.) SVO. Americans (Syn.) (Re.) want great schools for their (Pro.) children, safe neighborhoods for their (Pro.) families and good jobs (Re.) for themselves (Pro.) (Pres. S.) SVOA.

(M) These (Dem.) are just (Adv.) and reasonable demands of righteous people (Re.) (Syn.) and a righteous public (Re.), but (Con. W.) for too many of our (Pro.) citizens (Syn.) (Re.), a different reality exists (Pres. S.) Com. S. Mothers and children trapped in poverty in our (Pro.) inner cities, rusted out factories (Re.) scattered like tombstones across the landscape of our (Pro.) nation (Syn.) (Re.), an education system flush with cash which (Con. W.) leaves our (Pro.) young and beautiful students deprived (Syn.) of all knowledge (P.S.) (Comp. S.) The crime, and the gangs, and the drugs that (Con. W.) have stolen (Pres. Per.) too many lives and robbed our (Pro.) country (Syn.) (Re.) of so much unrealized potential (P.S.) (Comp. S.) This (Dem.) Americans (Re.) (Syn.) carnage stops right here (Adv.) and (Con. W.) stops right now (Adv.) (Pres. S.) (Com. S.).

We (Pro.) are one nation (Re.) (Syn.), and their (Pro.) pain (Re.) is our (Pro.) pain (Re.) (Pres. S.) SVCs. Their (Pro.) dreams (Re.) are our (Pro.) dreams (Re.), and (Con. W.) their (Pro.) success will (M. Aux.) (F) be our (Pro.) success Com. S. We (Pro.) share one (Re.) heart, one (Re.) home and one (Re.) glorious destiny (Pres. S.) SVO.

The oath (Re.) of office I (Pro.) take today (Adv.) is an oath (Re.) of allegiance to all Americans (Pres. S.) (Syn.) (Re.) SVCs. For many decades, we (Pro.) have enriched (Pres. Per.) foreign industry at the expense of Americans (Re.) (Syn.) industry, subsidized the armies of other (S.A) countries (Syn.) (Re.) while (Con. W.) allowing for the very (Adv.) sad depletion of our (Pro.) military (Comp. S.). We (Pro.) defended other nation’s (Re.) (Syn.) borders while (Con. W.) refusing to defend our (Pro.) own (P.S.) (Comp. S.). And (Con. W.) spent trillions (Re.) and trillions (Re.) of dollars overseas while (Con. W.) America’s (Re.) (Syn.) infrastructure has fallen into disrepair (Syn.) and decay (Syn.) (Pres. Per.) (Com Comp S.).

(M) We’ve (Pro.) made other countries (Syn.) (Re.) rich while (Con. W.) the wealth, strength, and confidence of our (Pro.) country has dissipated (Pres. Per.) over the horizon Comp. S. One (Re.) by one (Re.), the factories shuttered and left our (Pro.) shores with not (Neg.) even a thought about the millions (Re.) and millions (Re.) of Americans (Re.) workers that (Con. W.) were left behind (P.S.) (Comp. S.).

(M) The wealth (Syn.) of our (Pro.) middle class has been ripped from their (Pro.) homes and (Con. W.) then redistributed all across the world (Re.) (Pres. Per.) (P.V.) (Com. S.) (APPLAUSE)

that (Dem.) is the past and (Con. W.) now (Adv.) we (Pro.) are looking only (Adv.) to the future (Pres. Con.) (Com. S)

We (Pro.) assembled here (Adv.) today (Adv.) are issuing (Pres. Con.) a new decree to be heard in every (Adv.) (Re.) city, in every (Adv.) (Re.) foreign capital and in
everyone will have equal opportunity. From this day forward, a new vision will be the goal of this administration. From this day forward, it’s going to be only America first — America first. From this day forward, it’s going to be only America first. America first.

Every decision on trade, on taxes, on immigration, on foreign affairs will be made to benefit Americans. We must protect our borders from the ravages of other countries making our products, stealing our companies and destroying our jobs.

Protection will lead to great prosperity and strength. I will fight for you with every breath in my body. And I will never, ever let you down.

America will start winning again, winning like never before. We will bring back our jobs, our borders, our wealth, and (Con. W) we will bring back our dreams. We will build new roads and highways and bridges and airports and tunnels and railways all across our wonderful nation.

We will follow two simple rules -- buy Americans and hire Americans.

We will seek friendship and goodwill with the nations of the world. We do so with the understanding that it is the right of all nations to put their own interests first. We do not seek to impose our way of life on anyone but rather to let it shine as an example. We will shine for everyone to follow.

We reinforce old alliances and form new ones and unite the civilized world against radical Islamic terrorism, which we will eradicate completely.

At the bedrock of our politics will be a total allegiance to the United States of America and loyalty to our country. We will follow two simple rules -- buy Americans and hire Americans.

We do not seek to impose our way of life on anyone but rather to let it shine as an example. We will shine for everyone to follow.
rediscover our loyalty to each other when you open your heart to patriotism, there is no room for prejudice (APPLAUSE)

The Bible tells us how good and pleasant it is when God's people live together in unity (APPLAUSE)

There should be no fear. We are protected and we will always be protected. We will no longer accept politicians who are all talking and doing nothing about it. A new national pride will stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the earth from the miseries of disease and again thrive and prosper (APPLAUSE)

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 for progress. We will no longer match the heart and fight and spirit of America (SVO). We will fail Our country will thrive and prosper (SVO). We will stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the earth from the miseries of disease and to harness the energies and technologies of tomorrow. A new national pride will stir ourselves, lift our sights, and heal our divisions (APPLAUSE)

It's time to remember that old wisdom our soldiers will never forget. All bleed the same red blood of patriots (SVO). We all enjoy the same glorious freedoms, and we all salute the same great Americans (SVO). Our flag salutes (APPLAUSE)

And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska, they look up at the same night sky, they fill their heart with the same dreams and are infused with the breath of life by the same Almighty Creator.
So to all Americans (Syn.) (Re.) in every (Adv.) city near and far, small and large, from mountain (Re.) to mountain (Re.), from ocean (Re.) to ocean (Re.), hear these words -- you (Pro.) will (M. Aux.) never (Neg.) be ignored again (Adv.) (F) (P.V.).

Your (Pro.) voice, your (Pro.) hopes and your (Pro.) dreams will (M. Aux.) define our (Pro.) Americans (Re.) (Syn.) destiny (SVO) (F). Your (Pro.) courage and goodness and love will (M. Aux.) forever guide us (Pro.) along the way (SVO) (F). Together, we (Pro.) will (M. Aux.) make America (Re.) (Syn.) strong again (Adv.) (SVOA) (F). We (Pro.) will (M. Aux.) make America (Re.) (Syn.) wealthy (Syn.) again (Adv.) (SVOA) (F). We (Pro.) will (M. Aux.) make America (Re.) (Syn.) proud again (Adv.) (SVOA) (F). We (Pro.) will (M. Aux.) make America (Re.) (Syn.) safe again (Adv.) (F) (SVOA), yes, together, we (Pro.) will (M. Aux.) make America (F) (Re.) (Syn.) great again (Adv.) (SVOA). (Thank you (Re.), God (Re.) (Syn.) bless (Re.) you SVO. God (Syn.) (Re.) bless (Re.) America (Re.) (Syn.) SVO. Thank you (Re.), God (Syn.) (Re.) bless America (Syn.) (Re) SVO) Pres. S.