

A Critical Discourse Analysis of Propagandistic Elements in US Presidential Inaugural Oratory

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Summary:

This paper tries to investigate the issue how president Donald Trump employed his political inauguration speech as a way to highlight his policy plans and express his views on the American political landscape. Accordingly, the main objective of this paper will be to analyze the inaugural political speech of the 44th US. President Donald Trump to identify the types of critical discourse analysis, in order to reveal how Trump persuades the audience to accept his opinion and political intention to support him. To do this, the researcher has adopted Van Dijk's (1998) CDA model which analyzes linguistic and non-linguistic structures to understand them deeply and reveal their hidden meanings.

The paper endeavors to answer the following questions:

1. What are the most relevant linguistic and nonlinguistic features that Trump uses in his inauguration political speech?
2. What are the possible implications of Trumps' choice of certain lexical items in his inauguration speech?
3. What are the ideological positions expressed in Trump's use of specific grammar structures including personal pronouns?

Thus, the analysis is done owing to the five categories of CDA elements found in Trump's inauguration address, "thematic, syntactic, semantic, stylistic, and rhetorical style with their subdivision". Data is acquired in a variety of ways, including videos and scripts. Following inquiry and analysis, the paper concludes that Trump has used different language forms frequently to strengthen the policies of the ideology and power of his government, especially his racial attitudes towards foreigners to attract the audiences' emotions to follow the government's direction. This paper further discovers two aspects of CDA in Donald Trump's inauguration address; that is overall structure and detailed hidden meanings.

Keywords: CDA, inaugural speech, Donald Trump, macrostructure, microstructure

1-Introduction

Among the domains that attract the attention of discourse analysts are presidential speeches. The US President Donald Trump delivered many speeches during press conferences. His speeches used various language techniques that could have clear or hidden meanings. This paper analyzes the linguistic and nonlinguistic features in Trump's speeches in press conferences. It examines the underlying messages of power and policies in his speeches by looking at his choice of words and grammar. Political speeches given during presidential inaugurations are an important part of the political process. These speeches are not spontaneous; they are carefully designed to reflect the speaker's political goals and attitude. Inaugural addresses are particularly influential because they can shape public opinion and impact the existing power structure. They are a key tool in political discourse, which is aimed at a broad audience and has a significant effect. For instance, Donald Trump's inaugural speech had a strong tendency to

motivate Americans and influence their participation in the democratic system. Language is crucial in politics because it not only communicates messages but also helps shape how the speaker is perceived by the public. As noted by Manan (2019) and Chen (2018) in Jegede (2020), the impact of presidential speeches extends significantly to both domestic and international policies.

This paper explores how President Donald Trump used rhetoric in his inauguration speech to present his policy plans and political views. It also analyzes how the political messages in his speech reflect his beliefs about ideology and power in American politics.

2-Theoretical Background

2.1 Discourse and Discourse Analysis

Discourse can be defined in a variety of ways, but each one contributes to a more complete understanding of the term. However, depending on the fields that make use of discourse, its precise meaning could vary. A group of people discussing a certain subject through a shared set of meanings is called a discourse. In most cases, discourse refers to linguistic modes of communication.

Van Dijk employed the concept "text analysis," that is subsequently recognized to be discourse analysis, that has evolved over time. In the past, it focused solely on analyzing the meaning and structure of the text itself. However, contemporary discourse analysts, like van Dijk, emphasizes the analysis of both the linguistic and situational aspects, including mental and societal factors. Fairclough and Foucault, on the other hand, examine the text in relation to power dynamics and ideologies (Paul, 2011).

2.2 Critical Discourse Analysis

CDA "is a kind of discourse analytical research that mainly studies how text and talk in the social and political context enact, repeat and resist social power abuse, governance, and inequality". Critical discourse analysts aim to identify, detect, and combat social disparities. Van Dijk (2001, p. 532) analyzes CDA as the means that people and organizations use

2.3 Aims of CDA Based on Van Dijk

Van Dijk (2001) developed four aims of CDA:

1. CDA study in order to be qualified has to be superior to other research,
2. And emphasis primarily is on political and social problem, rather than on current patterns and approaches.
3. Instead of only describing discourse structure, it goes to clarifying its concepts about how people interact and the structure of society.
4. CDA looks at how the structure of discourse can influence, approve, legitimize, mimic (or challenge)) power dynamics and social control in society.

2.4 Kinds of CDA Based on Van Dijk's Theory

CDA is a shared perspective on semiotics that examines the connections between social context and textual structures in order to uncover them within a larger social framework. Van Dijk (1993) stated that Critical Discourse Analysis focuses on the correlation between discourse, power, dominance, and social inequality. Van Dijk identified three layers within the study of discourse structure: framework, details, hierarchy.

2.4.1. Framework

a. Topical

In the source "Macrostructures" by Van Dijk, the term "thematic" is described as the primary component of framework levels, referring to the word "theme". It is stated that the examination of thematic structure is of utmost importance in the framework analysis of Van Dijk. In addition, he elucidates the historical origin of the term, tracing its roots back to the Greek expression "Tithonian," which conveys the notion of locating. It also communicates the objective, fundamental concepts, and goals that the speaker aims to express through the conversation. Hence, the researcher must comprehend the entire text in order to grasp the underlying theme. Therefore, each speech possesses its distinct theme. Furthermore, the researcher must also possess knowledge about the social environment of the speeches (Van Dijk, 1980).

2.4.2 Details of the text

a. Syntax Designs

Syntax, as a statement unit, delineates the relationship between words and other components.. Syntax styles can be employed in political manipulation through the use of pronouns, coherence, and active and passive sentences. The speaker's utilization of coherence to guarantee that the listener comprehends the concept conveyed in the debate. (Abdul, 2012).

1) Sentences Form

Within sentences form analysis, there are three subdivisions which are attribution, persuasion and managing the impression of discourse.

a) Persuasion

It is important to mention that not all passive sentences are designed to convince the listener; however, passive sentences can be employed in discourse to identify persuasion sentences. Another persuasive technique

that may serve as an indicator of the text's relevance is repetition, which can affect the hierarchical organization of topical content. Repeated knowledge in a debate is a prevalent indicator. The objective of each text is to convey the speaker's intended message and enlighten the reader. By employing persuasive techniques, it is possible to ascertain the speaker's thoughts, as well as the appropriate method and location for revealing them. This is evident not only in the repetition of sentences but also in the shape of the text (Abdul, 2012).

b) Self presentation

This research concentrates on "discursive antecedents," such as the delivery of verbal gestures, like self-disclosure greetings, or the existence of constructive self-description. This phenomenon is discussed in both political discourse and interviews with minorities. The speaker has the ability to convey moderate perspectives by refraining from discussing sensitive topics or altering the topic. Nevertheless, a speaker's negative evolution does not inherently indicate a decrease in persuasion. This is also contingent upon the social characteristics of the speaker. (Skandera, 2014).

c) Attribution

The manner in which a speaker introduces himself is a form of justification that involves attribution. This concept is also evident in derogatory perceptions and representations of other individuals. The method of attribution is contingent upon the speaker's perspective and experience. (Abdul, 2012).

2) Cohesion

Each sentence in the paragraph is connected in a systematic manner. There must be a consistent use of sentences in the text and context. In CDA, cohesion is a factor of association of the each within the all. The use of

conjunction in the text is frequently integrated with the use of cohesion. Also, a conjunction is a word that serves as a connecting element between sentences or paragraphs. The manner in which the speaker influenced the mental model of his society is indicated by conjunctions. In CDA, the use of conjunction is significant because it underscores the statement that precedes or contradicts the initial sentence. In addition, the use of conjunctions is essential in CDA when examining cohesion, as each conjunction serves a distinct purpose. However, the most frequently used coordinating conjunctions are "and," "but," "or," "yet," and "nor." Subordinating conjunctions are also employed. It establishes a connection between the complement of the sentence and a subordinate clause. The following are frequently used examples: "as", "because", "whereas", "in order that", "since", and "although" (Abdul, 2012).

3) Pronoun

Pronouns are employed to establish a fictional community through the use of language. . Consequently, they possess an indirect meaning. A pronoun is employed by the speaker to communicate the place of a person or group. For instance, the terms "us" and "our" convey a good image of the interlocutor's society. The speaker's intention is indicated through using the first-person pronouns "I" and "you." Therefore, "I" is employed to convey a personal attribute and to demonstrate the speaker's personality in speech, while "you" is accepted as an influential pronoun to convey the speaker's anxiety towards the audience (Melonette all, 2014).

b. Semantic Styles

Semantics is the study of the meaning contained within written or spoken language. Semantics is a social semiotic principle of language, as defined by M.A.K. Halliday. A text can be compared to a chained sentence,

in which the sentence is shortened but still conveys a meaning. Van Dijk acknowledges that semantics is perpetually contextual. Semantic analysis could be conducted on each sentence and word proportion. In discourse analysis, there are both overt and covert meanings. Therefore, semantic investigation is intended to determine the interpretation of the script. Hidden details and presuppositions are two types of semantic styles that can be observed in the text (Halliday, 1978).

a- Framework and Specifics

Framework means the supplementary details that each presenter possesses from their perspective. Additionally, the context may impact the text's significance. The trajectory of the speech was influenced by the speaker's selection of background.

b- Presupposition

Presupposition is other device used in microstructure. "It is the speech of the speaker that needs or imply as an originator condition, and influence presupposes a cause" (Halliday, 1978.135).

c. Stylistic Variations

The term "stylistic" refers to a writing style. Van Dijk (1988, p 72-73) defines style as a sign or clue about the social characteristics of speakers and the cultural context of the conversation. The speakers' style is the manner they express their intent by means of words. The rhetoric of the speaker corresponds with the artistic technique he or she uses (metaphor, alliteration).

d. Rhetoric Styles

Rhetoric is the technique of using linguistic pattern to persuade or support the particular knowledge that the writer wants to be transmitted.

Rhetoric use is evident in exaggeration, repetition, analogy, sarcasm, substitution (Van Dijk, 1988).

2.4.3 Framework of the text

a.Structures

The outline of the book corresponds exactly with its schema or superstructures. Since most of the earlier studies looked at news stories, the schema makes use of the framework of topic, central subject, then describe it. Built on description of CDA of Van Dijk's theory, there are three key elements to understand about the structure of a text. The paper aims to explore the meaning of speech by focusing on the text's structure. And the analysis of the meaning of Donald Trump will due to the Macrostructure, Microstructure and Superstructure.

3-Social Cognitive

One of the key features of CDA is that it employs two stages of analysis: macrostructure and microstructure since they are fundamental components of the socio-cognitive approach in CDA. As this paper is limited, it will just provide the steps of the socio-cognitive approach.

Table 1. Socio cognitive approach and it's stages	
1) Sentimental bond	Style of speech that starts a conversation by blending various opening words with the core meaning of the message. Researchers typically focus on both the context and the language employed, as it impacts the listener's perception. A well-expressed message ensures effective communication.

2) Mental Guidance	A technique used by the presenter to ensure that the message is received by the audience. The speaker often seeks to keep the audience's focus and thoughts under balance. This approach entails linking past events that have happened and are actual in order to organize the text in terms of idea.
3) Evidence for Reduction	Reduction is a wish for the harm to be minimized. The speaker's method of mitigation in this study is to provide listeners with hope or assurance depending on the context given. This tactic is used after the speaker has gotten the focus point from the previous sentence
4) Exaltation of the event and engaging the audience	Once the speaker has made a promise to the audience, they proceed to outline the final responsibility, ensuring that the audience grasps the main message of the context.
5) Negative self-perception	In this approach, the speaker highlights both their positive and negative traits through specific expressions. This helps create an

	emotional impact on the listener.
6Art of Rhetoric in Public Speaking:" Persuasive Techniques and Pronoun Usage"	Is used to manage the argument to the end, by choosing a beautiful language. This strategy is done at the end of the speech so that the audience accepts the whole context.

3- Methodology

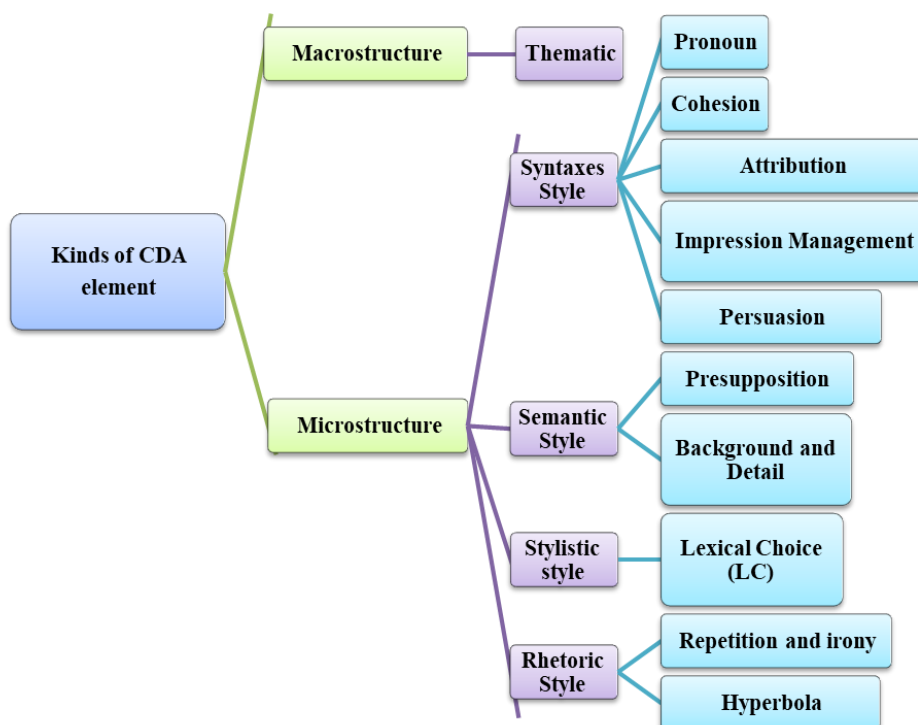
3.1 Data Selection

The data of this study consists of US President Donald J. Trump's inauguration speech transcript. Donald J Trump's National Security Speech on June 13, 2016 03:06 PM .The study grounded on Van Dijk's model with macro and micro structures. While the microstructure of the text encompasses linguistic elements such as syntactic, semantic, stylistic, and rhetorical structures, the macrostructure of the text pertains to its thematic framework. Trump addresses the enemies of America in this inaugural speech. Furthermore, by means of his speech, he aims to be unique and convince the people that he is a competent leader by means of word manipulation, so different from the past leaders.

3.2 Model of Analysis

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framework.



Van Dijk's (1998) Model of Kinds of

CDA Elements

3.3 Data Analysis

a. Macrostructure of the text

When one examines the text, one should first take great attention to its macrostructure element. Macrostructure's main tenet is that the speaker point of view cannot be ascertained by single words but rather requires a thorough reading of the entire text. The thematic organization of the text should be the main emphasis of the macrostructure study.

1. Thematic

The aim of the National Security Address was to raise awareness among Americans of their adversaries. The speaker illustrates this point of view by

means of demonstrations. The format of the speech suggests that Donald J. Trump employs a reality most Americans are oblivious of, to try to generate images of the enemy.

"The killer whose name I will not use, or ever say, was born to Afghan parents who immigrated to the United States."

"The male shooter in San Bernardino – again, whose name I won't mention was the child of immigrants from Pakistan... programs."

"Hillary Clinton says the solution is to ban guns. Her plan is to disarm law abiding Americans, abolishing the 2nd amendment, and leaving only the bad guys and terrorists with guns. She wants to take away Americans 'guns, then admit the very people who want to slaughter us"

Donald Trump identifies opponents as murderers, radical Islam and shooters in this speech, trying to convey that many foes need to be cautious from them. These words capture negative opinions about the opponent. He also presents Hillary Clinton in unflattering terms of self-worth. All things considered; he aims to convince his people of his factual interpretation.

b. Microstructure of the text

In this part, the writer will describe linguistic features which are used by the speaker to control the language.

1. Syntax Style

The microstructure stage analysis began with a syntaxes style, which consists of: "persuasion", "attribution", "impression", "cohesion", and "pronoun". Within this kind of analysis the researcher must concentrate solely on the sentences and ignore all other social material or meaning that may have existed during the investigation.

a) Persuasion

Persuasion is concerned with the speaker's persuasion techniques. For each strategy and argument, it is discovered that Donald J Trump employs convincing tactics. The speaker's persuasion has its own history and facts, as well as the meaning. Some persuasion is mainly emotional persuasion delivered by recalling a past case, as seen in the first data below:

"Yet, for over 20 years, every previous American president has exercised the law's waiver, refusing to move the U.S. Embassy to Jerusalem or to recognize Jerusalem as Israel's capital city Presidents issued these waivers under the belief that delaying the recognition of Jerusalem would advance the cause of peace. Some say they lacked courage but they made their best judgments based on facts as they understood them at the time."

Speaking about the past and former president, Donald Trump tries to persuade the receiver. He presents his point of view using fresh facts. Finally, he shields his speech by telling the audience, "It would be folly to assume that repeating the exact same formula would now produce a different or better result," therefore guiding his choice to create a consensus between the two divided nations.

b) Impression Management

Impression management simply means that positive self-representation can be defined. The speaker normally gives the appearance of management to gain the audience's confidence and persuade them to agree with his point of view. He often used modest views by removing or switching the topic.

"Thank you. When I came into office, I promised to look at the world's challenges with open eyes and very fresh thinking .We cannot solve our problems by making the same failed assumptions and repeating

the same failed strategies of the past. Old challenges demand new approaches”

Donald Trump begins his speech by thanking the audience to provide a positive first impression. He also shows his influence by using the pronoun *I*. Then he added, “When I came into office, I promised to look at the world’s challenges with open eyes and very fresh thinking” implying that when he was inaugurated as president, he wanted to be a better and better person for everybody. This sentence was spoken in order for the audience to believe in him and his influence.

c) Attribution

The way people explain behavior can depend on their knowledge and perspective. In cases of conflict between groups, when talking about negative actions or flaws of others, people often use a self-serving approach. This doesn't only apply to individuals but also to members of a group as a whole. **“In 1995, Congress adopted the Jerusalem Embassy Act urging the federal government to relocate the American Embassy to Jerusalem and to recognize that that city, and so importantly, is Israel's capital”.**

In Donald Trump's speech, the Self-attribution that appears and before he begins to state his argument, he recalls the past years of United States in order to draw the audience attention to agree with him in whatever thing he will say. And also he characterizes himself as the leader who led his states.

d) Cohesion

The author discusses the use of conjunctions by examining the transitions the speaker employs. Cohesion can be correctly found when the topics within the text are related to each other.

“There will, of course, be disagreement and dissent regarding this announcement. But we.... So today, let us rededicate ourselves to a path of mutual.....”

“And finally, I ask the leaders of the region political and religious....”

Firstly, Donald Trump speaks about the “final judgment of peace”. And move to the second sentence smoothly to indicate the agreement of United States about the peace. Then he moves from the political issue to another by using the word finally.

e) Pronoun

Every pronoun has an implied meaning and denotes a particular individual. Pronouns show the speaker's methods of using a creative culture like harmony and equality to change language. They also help to build social control and supremacy inside the social structure.

“We cannot solve our problems by making the same failed assumptions and repeating the same failed strategies of the past”

The pronoun “we” serves to achieve the purpose of equality between the president and his state. So Trump uses pronoun “we” because this pronoun make them feel they are equal and share the same problem.

2. Semantics Style

Background, detail and presupposition are two main points that will be discussed. Because they make text's meaning very clear. So they are used as a means to indicate semantics style.

a) Framework and Specifics

Frameworks allow one to control the tendency of the script . Conversely, detail is the argument expressed following the disclosure of the context. The paper discovered that Donald Trump employs context and

specifics to support his point of view so inspiring the audience to accept his choice and the reality he presents.

“Our leaders engaged in nation-building abroad, while they failed to build up and replenish our nation at home. They undercut and shortchanged our men and women in uniform with inadequate resources, unstable funding, and unclear missions. They failed to insist that our often very wealthy allies pay their fair share for defense, putting a massive and unfair burden on the U.S. taxpayer and our great U.S. military”

This stretch shows how the speaker uses background and details to explain his opinion about the previous president. So that he tends to use irony to describe him, and give evidence about past disappointment which previous president commits. He tends to use negative expression to convey his argument. So these words have a direct effect on the addressees because they do not have any background knowledge about this fact.

b) Presupposition

“After a full, impartial and long overdue security assessment, we will develop a responsible immigration policy that serves the interest and values of America”. In this stretch, the president attempts to shape a sentence by strengthening the immigrant's system. So that no one from the intruders can enter America to keep it safe. His speech is directly received by his people because it is for their benefit.

3. Aesthetic Style

This stage of investigation covers “lexical choice” and “figure of speech”. Specific lexical item is utilized in order to convey positive/ negative attitude which affect the self-evaluation of the hearer toward the presenter.

a) Lexical Choice (LC)

Lexical Choice is either a phrase or an utterance to label a subject, object, or circumstance, as well as a single word. Donald Trump used lexical choice which represents the negative self-perception.

"I repeat the message I delivered at the historic and extraordinary summit in Saudi Arabia earlier this year: The Middle East is a region rich with culture, spirit, and history. Its people are brilliant, proud and diverse. Vibrant and strong. But the incredible future awaiting this region is held at bay by bloodshed, ignorance and terror." The speaker uses **"rich with culture"**, **"spirit and history"** to denote the prominence of "the Middle East". While, he uses **"bloodshed, ignorance and terror"** in order to characterize the terrifying future risks of the Middle East. Therefore, he chooses specific lexical items to deliver his aim that America is the greatest state. At this point, Donald Trump tries to present "the aphorism" in order to prevent the United States from facing a bad future. Using aphorisms and derogatory terms as "bloodshed" to construct their behavior to protect their state from terror.

4. Rhetoric Style

This part of analysis will discuss hyperbole, repetition and irony.

a) Hyperbole

Donald Trump only uses a small number of words of hyperbole because they are used to express a fact.

"Our leaders in Washington negotiated disastrous trade deals that brought massive profits to many foreign nations, but sent thousands of American factories, and millions of American jobs, to those other countries."

The manipulation of **"thousands"** and **"millions"** are hyperbole in language. Because their meaning express the extent of the work that

vanished in the past which depends on the presenter's perspective and which in turn symbolizes the countless amounts which is represented through the word **"thousands and millions"**.

b) Repetition and Irony

Typically, a speaker will employ these two strategies to persuade the audience to see things from his perspective. In order to make the listener feel something, the speaker made heavy use of irony and repetition. Most often, people use repetition and irony to get the audience involved and appeal to their emotions.

"The United States of America is going to be a welcoming and accepting nation, where everyone can feel safe." "We will make America rich again, we will make America safe again, we will make America great again," the group declared.

Repetition is one of Donald Trump's tactics in his state security assessment to encourage US citizens to ratify him. Restoring the faith and confidence of American citizens is the previously examined topic of the conversation. Trump is making an effort to restore faith in the American peoples' capacity to live safely in their own nation. This was part of Trump's address after he unveiled his plans for the country's security. The irony in each statement, such as "make America rich again, make America safe again," is Donald Trump's way of painting a positive picture of himself as the one who can restore national security to the United States.

3.3 Result and Discussion

The types of CDA used in Trump's inaugural oratory are shown in the table below:

Table 2. Kinds of CDA Elements in Donald Trump's inaugural Speech

No	Types of CDA	Part of types CDA	Structure of part CDA element	Total	percentage
1.	Macrostructure	Thematic	Thematic	1	100%
			Total	1	100%
2.	Microstructure	Syntaxes Style	Persuasion	1	14.2%
			Impression Management	1	14.2%
			Attribution	2	28.5%
			Cohesion	3	42.8%
			Pronoun	1	14.2%
			Total	7	113.9(100%)
		Semantic Style	Background and Detail	1	50%
			Presupposition	1	50%
			Total	2	100%
		Stylistic style	Lexical Choice (LC)	1	100%
			Total	1	100%
		Rhetoric Style	Hyperbola	1	33.3%
			Repetition and irony	2	66.6%
			Total	3	99.9%

In order to identify the types of CDA elements, the study is grounded in Van Dijk Theory. Two components of CDA were identified by the researcher in the inauguration oratory of Donald Trump; macrostructure and microstructure. The data will be analysed using five kinds of CDA elements used in Donald Trump's inauguration oratory: "thematic style," "syntax style," "semantic style," "stylistic style," and "rhetoric style."

There was one piece of data with a proportion of 100% for those CDA elements that demonstrated themes. Donald J. Trump tries to use a reality that the majority of Americans are unaware of to conjure up images of the enemy through the use of a theme element. He achieves this by appealing to the addressee's emotions while simultaneously presenting them with rational arguments.

Eight pieces of data were categorized according to syntax style, yielding a percentage of 113.9 (100%). "Persuasion," "attribution," "impression," "cohesion," and "pronoun" make up a syntax of style. Trump flawlessly convinces, influences, and manipulates the public by employing all these syntax styles.

Style in semantics two sets of data, each with a percentage of one hundred percent. In order to illustrate his point and draw comparisons to other leaders, Donald Trump here makes use of semantic style.

Personality type two sets of data, each with a percentage of 100%, are sorted into one category. Trump's use of a pessimistic vocabulary is indicative of his low opinion of himself. Style of rhetoric with a percentage of 99.9%, three pieces of data were classified into two groups. By presenting facts and urging the audience to agree with him, he employs rhetorical style.

Conclusion

The paper has analyzed Donald Trump's inauguration address for CDA features using Van Dijk's Theory. It has discovered that Trump manipulates his language in a way that both convinces and provokes his audience as an alert to their enemies. Trump frequently uses irony to make his listeners feel something. While discussing the United States' failures in the past, he has a tendency to utilize repetition. He hopes to capture the audiences' attention and persuade them to accept his views by using repetition. Trump consistently employed positive self-descriptions in his arguments, but he often used negative stereotypes to obtain positive views of other groups or individuals. To further emphasize the equality of himself and his citizens, he frequently used the pronoun "us".

The analysis is done owing to the five categories of CDA types illustrated in Trump's inauguration oratory, "thematic, syntactic style, semantics style, stylistic style, and rhetorical style with their subdivision". Data is acquired through a curated collection of excerpts from speeches given by Trump. "Based on these excerpts, this paper seeks to determine what sorts of CDA appear in Donald Trump's inauguration oratory. Following inquiry and analysis, the researcher discovers two main aspects of CDA in Donald Trump's inauguration speech; macrostructure and microstructure.

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تحليل خطابي نقدي لعناصر الدعاية في الخطاب الافتتاحي للرئيس الاميركي

أ.م. أيمن جبر جنام

كلية التربية- ابن رشد - للعلوم الانسانية

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الكلمات المفتاحية: الخطاب. الدعاية. امريكا
الملخص:

يحاول هذا البحث التحقيق في كيفية استخدام الرئيس دونالد ترامب للغة السياسية في خطابه الافتتاحي كمحاولة لعرض خطته السياسية وآرائه حول المشهد السياسي الأمريكي. وبناءً على ذلك، فإن الهدف الرئيسي من هذا البحث هو تحليل الخطاب السياسي الافتتاحي للرئيس الـ 44 للولايات المتحدة، دونالد ترامب، لتحديد أنواع تحليل الخطاب النقدي من أجل الكشف عن كيفية إقناع المتحدث للجمهور بقبول رأيه ونواياه السياسية لدعمه. للقيام بذلك، اعتمد الباحث نموذج تحليل الخطاب النقدي لفان داك (1998) الذي يتضمن الوصف والتفسير والتوضيح لتقديم فهم عميق للهيكل اللغوي وغير اللغوي من جهة، وشرح معانيها الخفية من جهة أخرى. يسعى البحث للإجابة على الأسئلة التالية: ما هي الخصائص اللغوية وغير اللغوية الأكثر صلة التي يستخدمها ترامب في خطابه السياسي الافتتاحي؟ ما هي التداعيات المحتملة لاختيار ترامب لبعض الألفاظ في خطابه الافتتاحي؟ ما هي المواقف الأيديولوجية التي تعكسها استخدامات ترامب لبعض التراكيب النحوية، بما في ذلك الضمائر الشخصية؟ وبالتالي، يتم إجراء التحليل بناءً على الفئات الخمس لعناصر تحليل الخطاب النقدي الموجودة في خطاب ترامب الافتتاحي، وهي "الموضوع، النحو، الدلالة، الأسلوب، والأسلوب البلاغي مع تقسيماتها الفرعية". يتم جمع البيانات بطرق متنوعة، بما في ذلك الفيديوهات والنصوص. وبعد البحث والتحليل، يستنتج البحث أن ترامب استخدم أشكالاً لغوية مختلفة بشكل متكرر لتعزيز سياسات الأيديولوجية وقوة حكومته، خاصة فيما يتعلق بمواقفه العنصرية تجاه الأجانب لجذب مشاعر الجمهور لمتابعة توجهات الحكومة. يكتشف هذا البحث أيضاً جانبين من جوانب تحليل الخطاب النقدي في خطاب دونالد ترامب الافتتاحي، وهما البنية الكلية والبنية الدقيقة.