

Rhetorical Discursive Moves in Trump's Inaugural Speech : A Genre Analysis

Asst. Lect.

Hassan Wyrawish Marai

General Directorate of Education in Najaf

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Zainab Khudhair Abbas al_Mansoori

General Directorate of Education in Najaf



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الحركات الخطابية التداوילية في خطاب تنصيب ترامب: تحليل نوعي

Asst. Lect.

Hassan Wyrawish Marai

General Directorate of Education in Najaf wyrwish@gmail.com

Asst. Lect.

Zainab Khudhair Abbas al_Mansoori

General Directorate of Education in Najaf zainabkhudairabbas@gmail.com

المدرس المساعد

حسن وريوش مرعي

وزارة التربية / مديرية تربية النجف الاشرف

المدرس المساعد

زينب خضير عباس المنصوري

وزارة التربية / مديرية تربية النجف الاشرف

Abstract

This study explores the rhetorical and discursive moves in President Donald Trump's 2017 inaugural address via the use of genre analysis. Drawing on Swales' (1990) model of rhetorical moves and the framework of Critical Discourse Analysis (Fairclough, 1995; van Dijk, 1998), the study identifies how Trump structures his speech to construct national identity, power relations, and ideological unity. The analysis highlights Trump's strategic use of personalization, repetition,

contrastive framing, and populist rhetoric to evoke solidarity and patriotism. Findings reveal that Trump's inaugural speech departs from traditional presidential rhetoric. It combines populist discourse with nationalist and revivalist tones, emphasizing "the people" as the legitimate holders of political power. The study contributes to the field of discourse studies and genre analysis. It demonstrates how rhetorical patterns function as ideological tools in political communication, which are utilized to shape public

perception through persuasive linguistic strategies.

Keywords: rhetoric, discourse analysis, genre analysis, inaugural

الجمهور. كما تكشف النتائج عن أن خطاب ترامب الافتتاحي يختلف عن الخطابات الرئاسية التقليدية من حيث دمجه بين الخطاب الشعبي والزعنة القومية ونبرة الإحياء الوطني، مؤكداً على فكرة أن "الشعب" هو صاحب السلطة السياسية الشرعية. تُسهم هذه الدراسة في إثراء مجال دراسات الخطاب وتحليل الأنواع الخطابية من خلال توضيح كيفية توظيف الأنماط البلاغية كأدوات أيديولوجية في الخطاب السياسي، والتي تستخدم لتشكيل الوعي الجماهيري من خلال استراتيجيات لغوية إقناعية **الكلمات المفتاحية :** البلاغة، تحليل الخطاب، تحليل الأنواع الخطابية، الخطاب الافتتاحي، التواصل السياسي، ترامب.

1. Introduction

Presidential inaugural speeches have a central place in political communication as ceremonial genres. Newly elected leaders utilize such speeches to define their vision, values, and relationship with the nation (Campbell & Jamieson, 2008). They are not merely celebratory rituals. They are carefully crafted rhetorical performances to construct

address, political communication, Trump

المستخلص:

تناول هذه الدراسة التحليل البلاغي والخطابي لخطاب التنصيب الذي ألقاه الرئيس دونالد ترامب عام ٢٠١٧، مستندةً إلى منهج تحليل الأنواع الخطابية. وبالاعتماد على نموذج الحركات البلاغية الذي وضعه سوبلز وإطار التحليل النقدي للخطاب كما حدّده فيركلوف وفان دايك، تسعى هذه الدراسة إلى الكشف عن الكيفية التي بنى بها ترامب خطابه لتشكيل الهوية الوطنية وال العلاقات السلطوية والوحدة الأيديولوجية. تُبرز نتائج التحليل الاستخدام الاستراتيجي لترامب لأساليب التخصيص ، والتكرار ، والتقابل الزمني والدلالي ، والخطاب الشعبي بهدف إثارة روح التضامن والوطنية بين

legitimacy, identity, and authority through language (Charteris-Black, 2011). The inaugural address of President Trump, delivered on January 20, 2017, offers a particularly rich site for linguistic and rhetorical analysis. It has a distinct populist framing and confrontational stance toward political elites and globalization. Rhetoric plays an essential role in constructing ideological narratives.

As Fairclough (1995) asserts, discourse is a social practice shaped by power relations. It can shape social reality. Likewise, van Dijk (1998) explains that political discourse functions as a tool for elite groups to influence cognition and maintain dominance. However, in populist discourse, such function may be reversed as language serves as an instrument to appeal to "the people" against perceived elites. Trump's speech embodies this reversal via shifting from the unifying, diplomatic tone of previous presidents to a populist rhetoric centered on reclaiming power for the ordinary citizen.

Inaugural speeches also represent a distinct communicative genre (Swales, 1990), with identifiable rhetorical moves such as salutation, acknowledgment of predecessors, articulation of collective identity, declaration of goals, and invocation of divine guidance. Analyzing these moves allows us to understand not only the structure of political discourse but also the persuasive strategies that make it effective. As Bhatia (1993) emphasizes, genre analysis reveals how communicative purposes are realized through specific linguistic and rhetorical patterns.

This study is inspired by the rising academic focus on how modern political discourse has changed through populist and media-driven

communication. Trump's inaugural speech serves as a key example for exploring how language and rhetoric reshape conventional political expression.

1.1 Research Problem and Significance

Despite extensive attention given to Trump's language use, few studies have systematically analyzed his inaugural address as a rhetorical genre within the framework of discourse analysis. This study seeks to fill that gap by examining how rhetorical moves operate to construct ideological meaning.

1.2 Research Objectives

The main objectives of this study are:

1. To identify the rhetorical discursive moves in Trump's inaugural speech.
2. To analyze how these moves function to construct meaning, ideology, and audience alignment.
3. To discuss how Trump's rhetorical style conforms to or diverges from the traditional genre of presidential inaugural speeches.

1.3 Research Questions

1. What rhetorical and discursive moves are evident in Trump's inaugural speech?
2. How do these moves reflect populist and nationalist ideologies?
3. In what ways does the speech align with or deviate from the traditional genre conventions of inaugural addresses?

2. Review of Related Literature

The study of political discourse has been central to fields like linguistics, communication studies, and rhetoric. Scholars such as Fairclough (1995), van Dijk (1998), and Wodak (2001) paved the way for understanding language as a form of social practice that both mirrors and shapes power relations, ideology, and identity. Within this tradition, presidential inaugural addresses have been recognized as a distinct genre that blends ceremonial, persuasive, and ideological purposes (Campbell & Jamieson, 2008; Charteris-Black, 2011). These speeches are often meant to unify a nation, reinforce shared values, and legitimize authority through strategic use of rhetoric and discourse.

Critical Discourse Analysis (CDA) provides a foundation for exploring how language serves as an instrument of ideology and power. Fairclough (1992, 1995) views discourse as a practice that both reflects and sustains social structures, while Wodak (2001) highlights the importance of historical context in shaping meaning. Van Dijk (1998, 2006) links discourse to social cognition, showing how linguistic patterns reinforce ideological beliefs. Alongside CDA, genre analysis offers insights into how texts are organized and function rhetorically. Swales (1990, 2004) introduced the

concept of rhetorical moves, as functional sections within texts that serve particular communicative goals. While Bhatia (1993, 2004) expanded this framework to show how institutional genres blend convention with innovation. Viewed this way, inaugural addresses are hybrid texts that perform ceremonial, persuasive, and performative roles. As Jamieson and Campbell (2008) note, these speeches typically involve structured "moves" such as greetings, acknowledgments, invocations, policy statements, and calls for unity (Lim, 2002; Liu, 2012).

Earlier studies have examined the rhetorical traditions of American presidents. For example, Campbell and Jamieson (1990, 2008) described inaugurations as a genre that blends continuity and renewal. They allow presidents to reaffirm civic faith while establishing their leadership ethos. Charteris-Black (2011) used metaphor analysis to show how political language builds moral authority. On the other hand, Chilton (2004) examined how rhetorical tools like metaphor, deixis, and modality serve persuasion and control. Together, these studies offer valuable tools for interpreting how Trump's rhetoric constructs ideological meaning through linguistic strategies.

Studies of Trump's discourse highlight his distinctive populist

style. Musolff (2018) identifies recurring metaphors of crisis that justify his populist agenda. While, Bonikowski (2017) notes Trump breaks from traditional decorum and prefers direct and confrontational communication.

Finally, research applying Swales' rhetorical move model to political texts shows that such speeches mix predictable and flexible structures. Liu (2012) identified six key moves in Obama's inaugural address, ranging from salutation to closure. Yet, Bhatia (2017) argued that political rhetoric often merges ceremonial and promotional discourse.

In conclusion, the reviewed studies highlight several important insights. First, presidential inaugurations as a genre follow identifiable rhetorical conventions that balance continuity and change. Second, Trump's discourse is widely recognized for its populist, nationalist, and revivalist rhetoric. Third, few studies, however, have conducted a detailed rhetorical move analysis of Trump's inaugural speech specifically through the combined lens of genre theory and critical discourse analysis.

Therefore, this study tackles this gap by applying Swales' (1990) move analysis and Fairclough's (1995) CDA framework to examine how Trump's speech constructs ideological meanings through

rhetorical organization. The next section will outline the methodological framework and analytical procedures adopted for this investigation.

3. Methodology

3.1 Research Framework

This study adopts a qualitative research framework with a discourse-analytic approach to examine rhetorical discursive moves in President Donald Trump's inaugural speech. The research is descriptive-analytical in nature. It aims to uncover how the speech employs rhetorical strategies, structures moves, and conveys ideological meanings. By applying genre analysis alongside critical discourse analysis, the study focuses not only on the formal organization of the speech but also on its social, political, and ideological implications.

The study combines Swales' (1990) move analysis and Fairclough's (1995) CDA framework. Together, they allow for the identification of functional rhetorical units and the ideological patterns they express. The reasoning for this combined approach lies in the need to understand both what Trump says (move structure, content, and rhetoric) and how he constructs meaning (ideology, populist appeals, and national identity).

3.2 Data Source

The primary data for this study consists of Donald Trump's inaugural address delivered on January 20, 2017. For analytical purposes, the speech has been segmented into numbered clauses (1–99) to allow for precise identification and categorization of rhetorical moves. These segments correspond to discrete statements, phrases, or sentences that function as communicative units within the speech.

3.3 Analytical Framework

The analytical framework integrates rhetorical move analysis and critical discourse analysis:

3.3.1 Rhetorical Move Analysis

This study uses Swales' (1990, 2004) move structure approach to identify the functional units within the speech. In this context, a move is defined as a segment of discourse that performs a specific communicative function. Moves in presidential inaugural speeches typically include:

1. Salutation and

acknowledgment: Addressing dignitaries, former presidents, and the public.

2. Statement of purpose or national vision: Declaring the objectives of the presidency and the political program.

3. Populist appeals:

Highlighting the needs, grievances, and aspirations of the people.

4. Problem identification:

Pointing out challenges or crises facing the nation.

5. Policy pledges: Announcing actions or promises to address national issues.

6. Call for unity and patriotism: Encouraging collective responsibility, national pride, and solidarity.

7. Closure: Ending the speech with ceremonial or religious invocations and motivational statements.

Each move is examined for frequency, placement, linguistic markers, and discursive strategies (e.g., repetition, parallelism, modality).

3.3.2 Critical Discourse Analysis

The CDA framework (Fairclough, 1995) complements move analysis by focusing on ideology, power, and social context. The analysis examines:

1. Textual features: Lexical choices, syntax, and rhetorical devices.

2. Discursive practice: How the speech is produced and intended to be interpreted.

3. Social practice: How the speech reflects and shapes social structures, values, and political ideology.

Particular attention is given to:

• Us vs. Them dichotomies: Distinguishing the people from the political elite.

- **Repetition and parallelism:**

Reinforcing key messages.

- **Emotive and evaluative language:**

Strengthening the populist appeal.

- **Appeals to national identity and religion:**

Legitimizing political authority and moral responsibility.

3.4 Data Analysis Procedure

The analysis was conducted in three stages:

Stage 1: Segmentation and Move Identification

The speech was segmented into numbered units (1–99) based on syntactic and semantic completeness. Then, following Swales' move categories, each segment was analyzed to determine its primary rhetorical function.

Stage 2: Categorization

Each move was categorized to reflect both move types and discursive strategies. Categories included:

- **Salutation/Acknowledgment**
- **National Vision/Statement of Purpose**

- **Problem**

Identification/“American Carnage”

- **Populist Appeals**
- **Policy/Action Promises**
- **Call for Unity/Patriotism**
- **Closure/Religious**

Invocations

Stage 3: Ideological and Rhetorical Interpretation

Following categorizing, each move was interpreted in terms of its rhetorical and ideological significance. CDA principles guided this interpretation, focusing on:

- How Trump positions the people as central actors.
- How he constructs the elite as antagonists.
- The use of temporal markers to contrast past failure with future success.
- Persuasive strategies to evoke emotions and national pride.

This stage ensured that move analysis was not purely formal but also accounted for context, power relations, and social implications.

4. Data Analysis and Discussion

This section presents a detailed analysis of rhetorical discursive moves in Trump's inaugural speech. The analysis is organized according to the move categories identified in the methodology. It highlights the functions, linguistic strategies, and ideological significance of each move. The discussion also integrates insights from critical discourse analysis to interpret how the speech constructs power, identity, and populist appeals.

4.1 Salutation and Acknowledgment

Segments 1–7 serve the function of salutation and acknowledgment. Trump begins his speech by recognizing dignitaries and key figures:

"Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans and people of the world, thank you" (Segment 1).

This move is ceremonial and aligns with traditional inaugural speech conventions. Trump adheres to the expected politeness by acknowledging former presidents, symbolizing respect for institutional continuity. However, even in this seemingly neutral segment, his rhetorical style already signals a shift from tradition to populism: by including "people of the world," he positions his audience beyond just Washington elites, foreshadowing his later emphasis on ordinary citizens.

Linguistic strategies include:

- Direct address using titles and names to convey formality and respect.
- Inclusion of "fellow Americans and people of the world" to broaden the audience and prefigure the populist-nationalist theme.

The ideological function of this move is twofold:

1. **Legitimacy:** Acknowledging predecessors reinforces the legitimacy of his presidency.
2. **Inclusive populism:** Expands the audience to ordinary citizens, setting the stage for his "power to the people" narrative.

4.2 Statement of Purpose / National Vision

Segments 2–3, 8–11, 16–22 outline the statement of purpose or national vision, declaring the goals of the Trump administration. Examples include:

"We, the citizens of America, are now joined in a great national effort to rebuild our country and restore its promise for all of our people" (Segment 2).

"Together, we will determine the course of America and the world for many, many years to come" (Segment 3).

Trump's rhetoric in these moves is directive and inclusive, using first-person plural pronouns ("we," "our") to establish collective ownership of national goals. These statements also frame the speech as a call to action, emphasizing agency of the citizens rather than the political elite.

Discursive strategies:

- **Repetition of "we" and "our"** to foster unity and solidarity.
- **Temporal markers** ("now," "for many, many years") signal urgency and long-term vision.
- **Contrastive framing:** Later moves juxtapose the failures of Washington elites with the promise of a citizen-led future (Segments 8–11).

Ideological implications:

- Reasserts populist ideology by positioning ordinary Americans as the true sovereigns of the nation.

- Constructs a dichotomy between "the people" and "the elite," which recurs throughout the speech.

4.3 Problem Identification

("American Carnage")

Segments 9–15, 29–31, 36–41

articulate problems, often referred to as "American carnage". Trump uses vivid imagery to emphasize national decay and injustice:

"Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation" (Segment 29).

"One by one, the factories shuttered and left our shores, with not even a thought about the millions and millions of American workers that were left behind" (Segment 40).

Linguistic strategies include:

- **Metaphor:** "tombstones" for closed factories evokes emotional impact.

Parallelism and listing:

Multiple social issues are listed sequentially to heighten rhetorical effect.

Contrastive phrases:

Juxtaposition of elite prosperity vs. public suffering (Segments 10–12).

Ideological significance:

- Frames the political elite as antagonists, responsible for economic and social decay.
- Strengthens populist appeal by highlighting grievances of ordinary Americans.

- Creates moral urgency: the audience is emotionally aligned with the need for immediate action.

4.4 Populist Appeals

Populist moves are present throughout the speech, especially in **Segments 16–26, 44–46, 87–94**.

Key elements include:

"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" (Segments 16–19). Trump employs direct address and repetition to cultivate a sense of ownership among the public. By reiterating "your" and "we", he reinforces collective empowerment and positions himself as the voice of ordinary citizens.

Rhetorical strategies:

- **Repetition:** Emphasizes empowerment and national pride.

- **Inclusive language:** First- and second-person pronouns create intimacy.

- **Temporal markers:** "Starting right here and right now" signals urgency.

Ideological implications:

- Consolidates Trump's populist identity.
- Establishes citizen sovereignty as the moral foundation of his presidency.
- Positions himself as the protector and advocate of "forgotten men and women" (Segment 23).

4.5 Policy Pledges / Action Promises

Segments 36–49, 51–59, 74–76 contain explicit policy pledges. Trump promises to prioritize national interest, infrastructure, economic growth, and security: “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 American workers and American families” (Segments 46–47).

“We will build new roads and highways and bridges and airports and tunnels and railways all across our wonderful nation” (Segment 56).

Rhetorical strategies:

- **Repetition of key slogans:** “America first” reinforces the central message.
- **Enumerations and parallelism:** Concrete pledges create clarity and persuasiveness.
- **Future-oriented verbs:** “will” indicates certainty and commitment.

Ideological implications:

- Positions Trump as a decisive and action-oriented leader.
- Appeals to nationalist and protectionist sentiments.
- Reinforces populist framing by presenting policies as direct responses to citizen needs.

4.6 Call for Unity and Patriotism

Segments 31–35, 63–71, 83–85 emphasize national unity and patriotism:

“We share one heart, one home, and one glorious destiny” (Segment 34). “When America is united, America is totally unstoppable” (Segment 67).

Linguistic strategies:

- **Metaphor and symbolic language:** “one heart, one home” evokes emotional solidarity.

- **Appeals to religion and morality:** References to God (Segments 71, 85) legitimize authority and encourage moral alignment.

• **Contrastive structure:** Overcoming internal divisions to achieve national strength.

Ideological implications:

- Promotes national cohesion as a moral imperative.
- Legitimizes political authority through religious and patriotic appeals.
- Aligns populist ideology with traditional American values.

4.7 Closure / Religious Invocations

Segments 95–99 function as ceremonial closure, combining religion, patriotism, and motivational rhetoric:

“God bless you. And God bless America. Thank you. God bless America” (Segments 96–99).

Strategies employed:

- **Repetition for emphasis:** Reinforces the message of divine favor and national unity.

- **Ceremonial tone:** Reflects traditional inaugural speech conventions while aligning with Trump's populist style.

Ideological implications:

- Establishes a moral and spiritual dimension to political leadership.
- Provides a reassuring conclusion that echoes the themes of unity, empowerment, and national pride.

4.8 Patterns Across the Speech

1. **Frequent use of repetition:** Key phrases such as "America first," "we will," and "your moment" recur throughout, emphasizing both populist and nationalist **themes**.
2. **Contrastive framing:** The speech repeatedly contrasts past failures of elites with future achievements of ordinary Americans.
3. **Temporal markers:** Moves are often structured around past–present–future sequences, creating a narrative of national decline and renewal.
4. **Pronoun patterns:** The speech alternates between "we," "you," and "I," balancing collective empowerment with personal responsibility and leadership.
5. **Combination of genres:** The speech blends ceremonial, persuasive, and ideological moves, reflecting a hybrid genre of political rhetoric.

4.9 Integration with Previous Studies

Previous studies on inaugural speeches (Hart, 2013; Enos, 2015) emphasize that presidential rhetoric often combines ceremonial acknowledgment, visionary statements, and ideological framing. Trump's speech aligns with these patterns but intensifies the populist and nationalist dimensions. Hart (2013) notes that inaugural speeches commonly employ unity appeals. Trump expands this by including nationalist and religious elements. Enos (2015) highlights problem-solution structuring, which Trump follows by identifying economic and social problems before offering specific policy pledges.

Thus, Trump's speech can be seen as both conforming to and innovating within traditional inaugural genres, particularly by foregrounding populist discourse and nationalist ideology.

4.10 Findings

The study has exhibited the following moves.

- **Salutation moves** respect ceremonial norms while signaling populist inclusivity.
- **Statement of purpose moves** emphasize citizen agency and collective vision.
- **Problem identification moves** dramatize social and economic crises to mobilize support.

- **Populist appeals** dominate the speech, reinforcing “the people vs. the elite” dichotomy.
- **Policy pledges** provide concrete commitments while reinforcing nationalist ideology.
- **Unity and patriotic moves** integrate emotional, moral, and religious appeals.
- **Closure moves** consolidate themes and leave a memorable ceremonial impression.

Overall, the speech exemplifies a genre hybrid. It combines ceremonial, persuasive, and populist discourse. It demonstrates the strategic deployment of rhetorical moves to assert authority, mobilize citizens, and communicate ideology.

5. Conclusion

Through the application of genre analysis and rhetorical discourse theory, the study uncovers how Trump's address operates simultaneously as a formal state ritual and a persuasive ideological instrument. It aims at redefining the relationship between leadership and the public.

The speech's rhetorical structure reveals a hybrid genre. Traditional features such as formal salutations, acknowledgments, and invocations of God coexist with persuasive discursive moves like problem identification, promises of renewal, and populist appeals. This combination enables the speech to maintain political decorum while

appealing directly to public sentiment. It transforms the inaugural address from a moment of unity into a platform for ideological reinforcement.

Ideologically, the speech positions the American people as the legitimate sovereigns of the nation. At the same time, it portrays the political elite as responsible for national decline. Religious and patriotic references are woven throughout the text to sustain moral unity and collective purpose. These elements not only solidify the populist stance of the address but also illustrate how language serves as a tool for legitimizing authority and constructing shared identity.

The findings contribute significantly to genre and rhetorical studies. The research demonstrates that populist discourse can be seamlessly integrated within ceremonial genres without violating their conventional structure. By highlighting moves such as citizen empowerment, moral alignment, and collective agency, the study provides a linguistic and ideological framework for examining how power and solidarity are discursively constructed.

Moreover, it emphasizes that inaugural speeches carry substantial ideological weight. They are capable of shaping public consciousness and redefining national narratives.

In essence, Trump's inaugural speech exemplifies the modern

evolution of political communication. It shows ceremonial tradition intertwines with persuasive populism to create a powerful rhetorical hybrid. Its strategic utilization of repetition, pronouns, and temporal sequencing enhances its emotional impact. It also highlights the performative nature of political discourse in constructing

authority and belonging. Ultimately, the study reaffirms that political speeches are more than symbolic rituals. They are deliberate acts of persuasion that shape ideology. They influence collective identity and reflect the shifting relationships between leaders and the societies they aim to represent.

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Rhetorical Discursive Moves in Trump's Inaugural Speech: A Genre Analysis

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Appendix

President Donald Trump's Inaugural Address

[1] Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans and people of the world, thank you.

[2] We, the citizens of America, are now joined in a great national effort to rebuild our country and restore its promise for all of our people.

[3] Together, we will determine the course of America and the world for many, many years to come.

[4] We will face challenges, we will confront hardships, but we will get the job done.

[5] Every four years, we gather on these steps to carry out the orderly and peaceful transfer of power, and we are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition.

[6] They have been magnificent.

[7] Thank you.

[8] Today's ceremony, however, has very special meaning because today, 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.

[9] For too long, a small group in our nation's capital has reaped the rewards of government while the people have borne the cost.

[10] Washington flourished, but the people did not share in its wealth.

[11] Politicians prospered, but the jobs left and the factories closed.

[12] The establishment protected itself, but not the citizens of our country.

[13] Their victories have not been your victories.

[14] Their triumphs have not been your triumphs.

[15] And while they celebrated in our nation's capital, there was little to celebrate for struggling families all across our land.

[16] That all changes starting right here and right now because this moment is your moment, it belongs to you.

[17] It belongs to everyone gathered here today and everyone watching all across America.

[18] This is your day.

[19] This is your celebration.

[20] And this, the United States of America, is your country.

[21] What truly matters is not which party controls our government, but whether our government is controlled by the people.

[22] January 20th, 2017, will be remembered as the day the people became the rulers of this nation again.

[23] The forgotten men and women of our country will be forgotten no longer.

[24] Everyone is listening to you now.

[25] You came by the tens of millions to become part of a historic movement, the likes of which the world has never seen before.

[26] At the center of this movement is a crucial conviction that a nation exists to serve its citizens.

[27] Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves.

[28] These are just and reasonable demands of righteous people and a righteous public.

[29] 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.

[30] This American carnage stops right here and stops right now.

[31] We are one nation and their pain is our pain.

[32] Their dreams are our dreams.

[33] And their success will be our success.

[34] We share one heart, one home, and one glorious destiny.

[35] The oath of office I take today is an oath of allegiance to all Americans.

[36] For many decades, we've enriched foreign industry at the expense of American industry; subsidized the armies of other countries, while allowing for the very sad depletion of our military.

Rhetorical Discursive Moves in Trump's Inaugural Speech: A Genre Analysis

[37] We've defended other nations' borders while refusing to defend our own.

[38] And spent trillions and trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay.

[39] We've made other countries rich, while the wealth, strength and confidence of our country has dissipated over the horizon.

[40] One by one, the factories shuttered and left our shores, with not even a thought about the millions and millions of American workers that were left behind.

[41] The wealth of our middle class has been ripped from their homes and then redistributed all across the world.

[42] But that is the past.

[43] And now, we are looking only to the future.

[44] We assembled here today are issuing a new decree to be heard in every city, in every foreign capital, and in every hall of power.

[45] From this day forward, a new vision will govern our land.

[46] From this day forward, it's going to be only America first, America first.

[47] Every decision on trade, on taxes, on immigration, on foreign affairs will be made to benefit American workers and American families.

[48] We must protect our borders from the ravages of other countries making our products, stealing our companies and destroying our jobs.

[49] Protection will lead to great prosperity and strength.

[50] I will fight for you with every breath in my body and I will never ever let you down.

[51] America will start winning again, winning like never before.

[52] We will bring back our jobs.

[53] We will bring back our borders.

[54] We will bring back our wealth.

[55] And we will bring back our dreams.

[56] We will build new roads and highways and bridges and airports and tunnels and railways all across our wonderful nation.

Rhetorical Discursive Moves in Trump's Inaugural Speech: A Genre Analysis

[57] We will get our people off of welfare and back to work, rebuilding our country with American hands and American labor.

[58] We will follow two simple rules; buy American and hire American.

[59] We will seek friendship and goodwill with the nations of the world, but we do so with the understanding that it is the right of all nations to put their own interests first.

[60] We do not seek to impose our way of life on anyone, but rather to let it shine as an example.

[61] We will shine for everyone to follow.

[62] We will reinforce old alliances and form new ones and unite the civilized world against radical Islamic terrorism, which we will eradicate from the face of the Earth.

[63] At the bedrock of our politics will be a total allegiance to the United States of America, and through our loyalty to our country, we will rediscover our loyalty to each other.

[64] When you open your heart to patriotism, there is no room for prejudice.

[65] The bible tells us how good and pleasant it is when God's people live together in unity.

[66] We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity.

[67] When America is united, America is totally unstoppable.

[68] There should be no fear.

[69] We are protected and we will always be protected.

[70] We will be protected by the great men and women of our military and law enforcement.

[71] And most importantly, we will be protected by God.

[72] Finally, we must think big and dream even bigger.

[73] In America, we understand that a nation is only living as long as it is striving.

[74] We will no longer accept politicians who are all talk and no action, constantly complaining, but never doing anything about it.

[75] The time for empty talk is over.

[76] Now arrives the hour of action.

[77] Do not allow anyone to tell you that it cannot be done.

[78] No challenge can match the heart and fight and spirit of America.

[79] We will not fail.

[80] Our country will thrive and prosper again.

[81] We 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, industries and technologies of tomorrow.

[82] A new national pride will stir ourselves, lift our sights and heal our divisions.

[83] It's time to remember that old wisdom our soldiers will never forget, that whether we are black or brown or white, we all bleed the same red blood of patriots.

[84] We all enjoy the same glorious freedoms and we all salute the same great American flag.

[85] And whether a child is born in the urban sprawl of Detroit or the wind-swept plains of Nebraska, they look up at the same night sky, they will their heart with the same dreams, and they are infused with the breath of life by the same almighty creator.

[86] So to all Americans in every city near and far, small and large, from mountain to mountain, from ocean to ocean, hear these words.

[87] You will never be ignored again.

[88] Your voice, your hopes, and your dreams will define our American destiny.

[89] And your courage and goodness and love will forever guide us along the way.

[90] Together, we will make America strong again.

[91] We will make America wealthy again.

[92] We will make America proud again.

[93] We will make America safe again.

[94] And yes, together we will make America great again.

[95] Thank you.

[96] God bless you.

[97] And God bless America.

[98] Thank you.

[99] God bless America