

A Critical Discourse Analysis of the Inaugural Speech of Trump and its Perception by the American SocietyAdnane Yousfi^{1*}, Noredine Mouhadjer²¹Abou bekr Belkaid University (Algeria), adnane.yousfi@univ-tlemcen.dz² Abou bekr Belkaid University (Algeria), teflist@yahoo.com³<https://orcid.org/0009-0004-0801-4770>⁴<https://orcid.org/0000-0002-0070-9111>

Date of send: 03 / 05 / 2024	date of acceptance: 02 / 06 /2024	Date of Publication: 30/06/2024
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Abstract

This article provides an analysis of Donald Trump's inauguration speech in 2017, employing an approach of critical discourse. Applying Critical Discourse Analysis (CDA) as a theoretical foundation, this analysis investigates the linguistic features, discourse strategies, and thematic elements manifested in the given speech. The article posits that the speech delivered by Trump served as a potent instrument for attacking the entirety of the political establishment within the United States. This exemplifies the various methods by which language can be employed to sway and exert influence over the general populace, as well as to contest prevailing power dynamics. The analysis further emphasizes the need to employ critical discourse analysis as a means of comprehending the manners in which language is employed to influence power dynamics and social change.

Keywords: Critical discourse analysis (CDA), President Donald Trump, power, language, political rhetoric.

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Introduction

The interplay between language, politics, and crisis is significant, particularly among politicians who prioritize persuading their audience or gaining the support of the general public. Politics is a strategic effort aimed at attaining and exercising power, wherein specific political and social ideologies are implemented. Nevertheless, the attainment of this objective is typically achieved through the use of language that is both effective and proficient. Politics extends beyond the mere establishment of regulations and legislation inside a nation-state, encompassing a sophisticated methodology aimed at persuading and exerting influence over a targeted audience or the general population. Hence, persuasive political discourse holds considerable importance as a strategy¹.

Donald Trump is widely regarded as one of the most, if not the most, controversial presidents in the history of the United States, attracting attention and generating debate not only within the United States but also globally. The presence of this controversy is obvious and evident in his discourse. Furthermore, despite the contentious nature of his talks, Trump has effectively garnered support from a significant number of American citizens.

In his public addresses, President Trump addressed a diverse array of subjects that were strategically tailored to appeal to various segments of the American populace. The most prominent speeches encompass his inaugural address, the establishment of the US-Mexico border wall, the prohibition of Muslim immigration, the handling of the Coronavirus pandemic, and his address preceding the attack on the US Capitol. In his discourse, Trump utilizes different techniques to transmit different messages to the American public.

This paper aims to examine Donald Trump's inaugural speech, emphasizing the language methods he employs to exert influence and persuade the American public. Moreover, this study aims to show how President Trump, through his inaugural address, challenges the established order and the wide political system. This study aims to examine how President Trump shows his vision and strategies for addressing past experiences in order to improve the United States and its society. Moreover, the examination of Trump's inaugural speech using critical discourse will serve as an appealing illustration of the impact of language in shaping public opinion as well as achieving social transformation.

This analysis examines the multifaceted perception of Trump's inaugural speech within American society, considering the different responses among

different demographic groups, political affiliations, and ideological orientations. The reaction to Trump's inaugural address was highly diverse, with supporters praising his commitments to economic and national revival, while critics adhered his divisive rhetoric and exclusionary outlook. The different response illustrate the profound polarization and ideological rifts that characterized his time in office.

This study aims to enhance comprehension of the relationship between language, politics, and society by investigating the complex dynamics of Trump's inaugural speech and its perception by American society. Through examining the way political identity is formed through language and how society interprets it, our goal is to clarify the broader consequences of Trump's discourse on American democracy, public conversation, and civic participation.

Research Questions

The paper attempts to address the subsequent questions:

- 1- What discourse techniques and topics did Donald Trump employ in his inaugural speech?
- 2- In what manner does language serve as a tool in President Trump's inaugural address to challenge the established order and shape public opinion toward achieving social change?
- 3- What was the perception of Donald Trump's inaugural speech within American society?

Methodology

The research is conducted using data derived from Donald Trump's address given on January 20th, 2017. The complete Speech can be accessed on the following [website:](https://ssu.elearning.unipd.it/pluginfile.php/192247/mod_resource/content/1/Donald%20Trump's%20full%20inauguration%20speech%20transcript,%20annotated%20-%20The%20Washington%20P.pdf)
https://ssu.elearning.unipd.it/pluginfile.php/192247/mod_resource/content/1/Donald%20Trump's%20full%20inauguration%20speech%20transcript,%20annotated%20-%20The%20Washington%20P.pdf

To examine Trump's speech, the study used a qualitative research approach. The analysis's principal goal was to highlight the speech's discourse strategies and themes. The next step is to examine the findings, paying close attention to how language plays a role in influencing public sentiment and propelling societal transformation.

Theoretical Framework

Discourse

Discourse is a general concept that has had different definitions and interpretations in many fields such as linguistics, philosophy, sociology, and many other fields². Discourse includes the utilization of spoken or written language to articulate ideas that are deemed coherent, yet may not necessarily conform to a singular grammatically accurate sentence or cluster of words. He asserts that discourse does not inherently require accurate written expression. The essential element of communication resides in its coherence and the capacity of the listeners to perceive it as such, rather than its strict conformity to rules³. The term "discourse" describes any and all interactions that make use of language⁴. In other words, discourse is not isolated in the sense that it stands alone; it exists in social situations. Teun Van Dijk regards discourse as an activity and progression, highlighting its textual essence within a particular framework. In addition, he regards discourse as information that can be examined using empirical techniques. Discourse encompasses a broader spectrum of communication modalities than just text⁵. The mentioned definitions align in the sense that discourse is strictly related to society and context.

In general, political discourse, among other spoken discourse, is performed by an efficient speaker. Efficient speakers possess a range of positives, including exceptional vocal techniques, expressive facial expressions, and synchronized posture and gestures. Compared to written discourse, spoken discourse places higher demands on the speakers. In addition to being spontaneous, speakers ought to pay much attention to what they recently uttered and prepare their subsequent statements. Moreover, speakers must pay attention to their interlocutors, adjust their discourse appropriately, and keep an eye on their listeners' reactions⁶.

Discourse Analysis

Analyzing language in context, rather than sentence by sentence, is the goal of discourse analysis. Occasionally, "text" is taken for "discourse." A key component of discourse analysis is looking at how language is used within cultural and social settings, in addition to its structural components. Language and its context are the primary foci of discourse analysis, which examines oral, written, and structured modes of communication⁷.

In the 1970s and 1980s, discourse analysis became an increasingly prevalent subject in academia. Because of this, anthropological research,

psychology, sociology, literature, and semiotics were among the many disciplines that investigated it. However, there are a plethora of formulations in the linguistic literature on the subject of discourse due to the fact that the concept varies across disciplines⁸. It is fair to say that discourse, throughout the years, has been defined in multiple ways depending on the discipline in which it is incorporated. However, Jaworski and Copland affirmed that, despite significant disagreements among researchers over what discourse analysis is, discourse is an essential idea for comprehending society, human responses to it, and language itself⁹.

Critical theories focus on societal issues pertaining to power dynamics, racism, and abuse, while discourse analysis in linguistic studies centers on the examination of language in practical contexts. In this context, "discourse" encompasses a wide range of social behaviors and ideological assumptions, both language and non-linguistic, that together shape power dynamics, instances of abuse, and manifestations of racism¹⁰. This emerging school of thought in discourse studies is presently known as Critical Discourse Analysis¹¹.

Critical Discourse Analysis

Most researchers concur that social issues are CDA's main focus. More precisely, CDA illuminates the connection between social inequality and power as it is mediated by language or speech¹². Evidently, Language is not considered as separate from societal studies in CDA. It does, however, consider language to be a social practice. In other words, language users operate inside a variety of cultural, social, and psychological frameworks rather than independently. Consequently, context is crucial in analyzing discourse¹³.

To identify the presence of power, dominance, and inequality in spoken or written material, critical discourse analysis examines and analyses text. It looks at the maintenance and replication of existence within a social, political, and historical context. Additionally, CDA seeks to clarify for many people the relations between discourse, societal practices, and social structure¹⁴.

CDA investigates the construction and examination of power hierarchies by taking into account the societal context and socio-political circumstances that impact language use. As a result, it also has additional applications in describing, understanding, examining, and assessing social existence as it is represented in spoken communication. Critical Discourse Analysis (CDA) examines the interconnections among discursive practices, texts, and events, as well as their

associations with broader social and cultural structures, connections, and mechanisms¹⁵.

Van Dijk claims that analyzing the ways in which language and communication are utilized in political as well as social settings to express, uphold, and combat issues of social power abuse, domination, and disparity is the primary interest of Critical Discourse Analysis (CDA). Critical discourse analysts assert their unique stance by actively engaging in research that questions dominant perspectives. Their objective is to understand, uncover, and thereby confront social inequity¹⁶.

CDA is a technique to research that aims at understand the workings of language and the broader cultural and social settings in which language is used and its texts. Understanding the impacts of the dynamics of authoritative positions and conflicts for authoritative positions on these actions, occurrences, and writings is the aim. Furthermore, it seeks to reveal the essential role that the absence of transparency in these connections between society and language plays in upholding power and control within cultures¹⁷.

It can be deduced that critical discourse analysis aims mainly to investigate and uncover the hidden and buried relationships between discourse and society. Indeed, Bouferrouk states that Van Dijk's assertion that CDA is a subset of DA with distinct objectives is corroborated by Fairclough. The objective of CDA is to reveal the complex and concealed connections that exist between two primary elements: (a) discursive practices, events, and texts, encompassing sign language, images, graphs, and language, and (b) the broader cultural and social structures and processes that exert an influence on and are reciprocated by these communication modalities. This principle underscores the importance of understanding the dialectical relationships between determination and influence among these components. CDA examines the ways in which ideology and power dynamics exert an impact on the written and spoken language employed by organizations and individuals. This analysis centers on the nuanced manners in which these elements influence discourse and the manner in which this opaqueness aids in the formation and sustenance of power structures. The definitions that Van Dijk and Fairclough have provided above succinctly capture the foundational assumptions that underpin Critical Discourse Analysis (CDA)¹⁸.

Principles of Critical Discourse Analysis

Principles that underpin CDA are presented below¹⁹:

1-Power relations are constructed through discourse.

2-Discourse has a fundamental role in forming and defining society and culture.

3-Discourse operates ideologically.

4-Discourse is inherently influenced by historical context.

5-The connection between text and society is influenced or moderated.

6- Discourse analysis is a method of interpretation and explanation.

7-Discourse is a type of social behavior.

Similarly, Van Dijk identifies a number of requirements for CDA to be effectively aimful²⁰:

- The selected approach should prioritize the resolution of particular problems or concerns and should integrate a variety of conceptual and empirical perspectives to thoroughly examine pertinent social issues, such as discrimination based on race, sexism, and other manifestations of social disparity.

- CDA frequently use a multifaceted or cross-disciplinary strategy to comprehensively examine social issues or challenges.

- The word CDA is not exclusive to any one educational institution, academic subject, or sub-discipline within the discipline of discourse analysis. Instead, it denotes an exceptional and extremely important perspective, position, or method of examining written and spoken language;

- Domination, disparity, and authority dynamics within and between social groups are the primary emphases of critical race analysis (CDA). Finding out how members of these groups use language in both written and spoken forms to support or oppose these tendencies is the main objective.

- Critical Discourse Analysis (CDA) primarily aims to scrutinize the underlying assumptions that support or challenge existing power structures and inequalities.

- CDA studies aim to analyze and reveal hidden or less obvious aspects within dominant discourses and the underlying ideologies behind them. Critical Discourse Analysis (CDA) focuses on the strategies used to manipulate, justify, gain consent, and employ other methods of communication to exert influence over others' thoughts (and consequently their behaviors) in support of those in positions of authority;

This analysis is designed to clarify the linguistic strategies employed to manipulate thinking and influence society. The text offers a critical and dissenting viewpoint towards persons who have the authority and entitlement, especially persons who abuse their positions.

- In contrast, Critical Discourse Analysis's (CDA) principal goal is to build and uphold an integrative viewpoint that is in solidarity with oppressed communities. To accomplish this, we must devise plans of action for resisting and implementing counter-power and counter-ideologies.

Political Discourse Analysis

It is crucial to offer an in-depth clarification of political speech and conduct an examination of how political discourses may be analyzed. Political discourse alludes to the usage of language, spoken as well as written, along with non-verbal elements, to influence the attitudes and perspectives of a specific audience within the realm of politics. This form of discourse is distinguished by its instructive nature towards a particular audience, its utilitarian purpose, its meticulously organized structure, and its extensive utilization of figurative language, such as metaphors and similes²¹.

Political discourse has a critical role in influencing individuals' cognitive processes and opinions. Politicians frequently employ their persuasive abilities to influence and manipulate individuals' thoughts and attitudes. Fluency in public speaking is an essential skill for achieving success in politics. This skill enables the proficient control of the emotions, focus, and cognitive processes of the audience. Politics may be defined as a contest between individuals or groups who pursue to establish and uphold authority, and those who pursue to oppose or weaken such authority²².

Political Discourse Analysis specifically investigates and evaluates political communication. Within the domain of contemporary CDA, critical-political discourse analysis focuses on examining how political power is maintained, manipulated, or regulated through political rhetoric. This approach would encompass the linguistic aspects and outcomes of social and political disparity that arise from the exercise of such authority. Furthermore, it is essential to recognize that political discourse should not be seen as a singular category, but rather as a collection of categories that are differentiated by their association with the social sphere of politics. Hence, the domain of politics encompasses diverse

forms such as parliamentary discussions, party manifestos, and orations delivered by statesmen²³.

Donald Trump

Donald Trump was born into a family of considerable affluence. The individual in question pursued higher education at the esteemed School of Wharton, located at Pennsylvania University, and successfully obtained a bachelor's degree in the field of economics. Hence, his prior experiences and educational background have facilitated the acquisition of his commercial acumen, thereby shaping his current status as a successful entrepreneur²⁴. Trump is also known for being a master in dealing with the media as well as his criticism of others, taking advantage of his “know it all” persona.

Trump's rhetoric can be situated within a historical lineage of populism, wherein the concept of "the people" is juxtaposed against that of the establishment²⁵. In a more specific context, the term "the American people" is juxtaposed with both domestic and foreign adversaries. The former group consists of a class of politics, which is portrayed as existing in cahoots with the latter group that encompasses criminals, governments, and migrants. The aforementioned concept is exemplified in Trump's 'Argument for America', the televised advertisement that marked the conclusion of his triumphant 2016 Presidential campaign. Commencing with the assertion that the movement aims to supplant an ineffectual and morally compromised political establishment with a novel administration governed by the collective will of the American populace²⁶.

Trump strategically employs rhetorical tactics to portray himself as a common individual hailing from a disadvantaged background who, through unwavering diligence, has attained the American Dream by saying that he did not acquire knowledge from individuals with MBAs; rather, his learning stemmed from individuals possessing doctorates in common sense²⁷.

Trump presents a discourse that might be interpreted as a distorted form of Jeremiad, which combines the original principles with the notion of enmity. This discourse redirects attention away from individual self-improvement towards the objective of overcoming or annihilating adversaries. The focus lies more on the lack of empathy towards individuals who have experienced mistreatment, rather than on the resentment felt towards those who have acquired what is perceived as rightfully "ours"²⁸.

The Discourse Strategies in Trump's Inaugural Speech

The inaugural address of President Trump is a perfect example of using language to persuade, manipulate, or influence an audience. Trump uses different strategies in his speech with the purpose of gaining support, defying the government as well as eliciting profound emotional reactions.

One of the strategies that Trump uses is simplicity and directness. The speech delivered by President Trump exhibited a direct and uncomplicated style, employing terminology that was easily comprehensible. The individual frequently employed concise and assertive statements as a means of effectively conveying his ideas, prioritizing clarity over subtlety. Evidently, Trump portrays his proposals as pragmatic resolutions to intricate issues, frequently without diving into the technicalities of implementation. Furthermore, Trump employs imperative language in his address, urging the American populace to actively engage in efforts to restore the nation's greatness under the slogan "Make America Great Again."

Trump also makes use of repetition. He frequently uses repetition to emphasize his points. For example, the phrase "America First" is used many times to emphasize his commitment and willingness to function with the premise of making America first. Repetition is also used to motivate the audience.

Moreover, Trump uses contrast and opposition. Trump constantly contrasted the perceived issues associated with the present state of affairs with his envisioned future. This phenomenon engendered a perception of hostility and discord.

In addition, Trump employs language that is imbued with deep emotional content in order to build an interrelation with the audience and evoke intense emotional responses. This encompasses the utilization of fear and fury as rhetorical strategies to address concerns pertaining to crime and economic deterioration. This can be linked with the use of populist rhetoric, in which Trump strategically presents himself as a proponent of the marginalized or underrepresented American people, consequently putting himself in opposition to the established political order.

The speech incorporates symbolic representations of patriotism and evokes a collective sentiment of nationalistic pride, thereby appealing to a collective feeling of shared identity. Trump employs concise and memorable expressions that facilitate their campaign's messaging by enabling easy repetition and retention. The speech was customized to suit the particular demographic of his

listeners, encompassing the worries and concerns of his supporters and pledging to address them.

The Themes addressed in the Speech

The inaugural speech of Trump includes many themes, for he addressed different issues and solutions.

America First

Trump underscores his dedication to prioritizing the welfare of the United States above all else in several domains of policy, encompassing economics, trade, and international relations.

Economic Nationalism

President Trump addresses the revitalization of American businesses, safeguarding employment opportunities, and the restoration of manufacturing jobs in the nation. This was in line with his "Buy American, Hire American" initiative.

Anti-Establishment

Donald Trump claimed himself as a political outsider who was determined to challenge and confront a perceived political elite that he believed had not effectively served the interests of the American society.

Law and Order

President Trump committed to restore law and order, a repetitive subject that resonated with concerns about criminal behavior and the protection of public safety.

Nationalism

Donald Trump emphasized the importance of nationalism, promoting the unity of all Americans regardless of their racial or ethnic backgrounds.

Infrastructure

President Trump expressed his plans to renew the infrastructure of the United States, which includes improving roadways, bridges, and airports.

Foreign Policy

Trump prioritized the principle of "America First" but at the same time expressed willingness and desire to develop friendly relationships and cooperate with other countries, as long as both parties benefit from such interactions.

Dismantling Bureaucracy

Trump discussed the idea of weakening the influence of the political entity in Washington, with the purpose of returning it to the American citizens.

Analysis and Discussion

“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.” (Trump)

Donald Trump’s inaugural speech contains an introductory declaration that functions as a compelling illustration of political rhetoric. The text employs language that is inclusive in nature, showing emotions of patriotism and nationalism, while also successfully delivering a sense of determination. The tone of the speech is set forth by this statement, which emphasizes the challenges that the US is encountering and stresses the significance of collective endeavors and unity Americans.

“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..... For too long, a small group in our nation's capital has reaped the rewards of government while the people have borne the cost.” (Trump)

This line emphasizes the extraordinary and symbolic character of the inaugural address, highlighting the fact that, unlike traditional political transitions, it signifies a distinct transfer of power. This proposition implies a prioritization of power redistribution from the central governing body in Washington, D.C. back to the general population. This statement is frequently linked to the concept of democratic governance and the significance of citizen participation in the political sphere. Moreover, This utterance seems to be just a portion of a broader analysis of the prevailing political and economic framework. The text highlights concerns pertaining to economic disparity, unemployment, and the perceived prioritization of personal gain by politicians and the current system. The objective is to establish a connection with individuals who perceive

themselves as not having derived advantages from the existing state of affairs, thereby indicating a yearning for transformative measures.

“At the center of this movement is a crucial conviction, that a nation exists to serve its citizens. Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves. These are just and reasonable demands of righteous people and a righteous public. 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. This American carnage stops right here and stops right now.” (Trump)

In general, this statement emphasizes the fundamental principle that a nation ought to prioritize the welfare of its people and fulfill their legitimate and rational requests. Furthermore, it recognizes the existing inequalities and obstacles encountered by certain individuals within the population and advocates for prompt measures to tackle these concerns. This is exemplified through the use of the phrase "American carnage," which highlights the gravity and urgency of the circumstances. This remark can be seen as an expression of commitment to prioritize the well-being of individuals and tackle societal concerns.

“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. We've defended other nations' borders while refusing to defend our own. And spent trillions and trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay. We've made other countries rich, while the wealth, strength and confidence of our country has dissipated over the horizon. 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. The wealth of our middle class has been ripped from their homes and then redistributed all across the world. But that is the past. And now, we are looking only to the future.” (Trump)

This statement illustrates a critical view of the United States' foreign policy and its impact domestically. Trump mentioned that the US foreign policy has negatively influenced the interests of the US internally. Donald Trump discussed

some points related to domestic enterprises, the military, and the country's border security. This, according to this claim, has put foreign interests before the US interests. This discourse technique is frequently used by the speaker with the intention of making a shift in focus. In this case, Trump wanted to prioritize domestic policies rather than foreign ones. Moreover, Trump noted that there was a deterioration in the country's infrastructure as well as the wellbeing and the security of American workers.

“Every decision on trade, on taxes, on immigration, on foreign affairs will be made to benefit American workers and American families. We must protect our borders from the ravages of other countries making our products, stealing our companies and destroying our jobs.” (Trump)

This statement shows the commitment of Trump to rethink many policies with the sole purpose of improving American families and workers wellbeing. Furthermore, Trumps, in this statement, expressed some concerns about the impact of global competition on the American businesses and industries and jobs. This suggests the implementation of several protective procedures in order to guarantee economic and job security for Americans. Using this discourse suggests the preference of economic protectionism and the reduction of imported goods and services dependence.

“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. 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.” (Trump)

In this statement, Trump asserts the autonomy and sovereignty of all nations with no exceptions. Trump acknowledges that all nations have the right to preserve and think about their own interests. He also makes the point that the US will establish and foster amicable relations with other nations. This statement stresses a strong conviction in the power of making a perfect model for others to follow.

“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... We must think big and dream even bigger. In America, we understand that a nation is only living as long as it is striving.” (Trump)

This statement delineates a foreign policy approach that places emphasis on the reduction of radical Islamic terrorism through the reinforcement of alliances, utilization of assertive language to convey resolve, and multilateral cooperation. The application of these linguistic expressions showcases a commitment to efficiently and comprehensively resolving a perceived security issue. It also effectively communicates themes of ambition, transformation, and responsibility within the realm of politics. The statement fosters a mentality that emphasizes the pursuit of substantial objectives and suggests that Trump's administration will prioritize proactive measures and fulfillment of commitments, rather than indulging in mere rhetorical discourse.

“Do not allow anyone to tell you that it cannot be done. No challenge can match the heart and fight and spirit of America. We will not fail. Our country will thrive and prosper again. 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. A new national pride will stir ourselves, lift our sights and heal our divisions. 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.” (Trump)

This statement can be characterized as a motivational and hopeful declaration that fosters a collective sense of national pride and a shared sense of purpose. The statement emphasizes the robustness and perseverance of the United States and its citizens, while also stressing a forward-looking perspective and the significance of cohesion and inclusiveness in attaining collective objectives. This rhetorical strategy is frequently employed to motivate and mobilize individuals in favor of a shared objective or collective aspiration.

“So to all Americans in every city near and far, small and large, from mountain to mountain, from ocean to ocean, hear these words: You will never be ignored again. Your voice, your hopes, and your dreams will define our American destiny. And your courage and goodness and love will forever guide us along the way. Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And yes, together we will make America great again.” (Trump)

This statement serves as a cohesive and motivational declaration with the intention of inspiring and mobilizing individuals inside the United States. It

achieves this by highlighting their significance, principles, and collective capacity to influence the trajectory of the country's forthcoming developments. Additionally, it outlines the primary policy objectives that President Trump plans to pursue. The utilization of the campaign slogan strengthens the notion of a collective vision and objective for the future of the nation.

Based on the CDA conducted on The inaugural speech of Trump, it is fair to conclude that Trump's primary objective was to offer a substantial critique of the political system, highlighting its inherent deficiencies. Furthermore, he had the intention to dedicate himself as well as taking action to the construction of a novel American society.

The linguistic strategies employed by Trump, including simplicity, directness, contrasts, repetition, and the use of strong emotive language, exhibit his aptitude and skill in effectively influencing and rallying the public, thereby conveying his capability to restore and advance the United States. Trump's approach involves challenging the political establishment in Washington D.C. and the broader political system, with a particular emphasis on highlighting the hardships faced by the American people and the inadequacies in infrastructure.

Trump pledges and promotes an administration that is characterized by more progressive policies and initiatives. He is dedicated to improving all facets of the United States. Trump stress that the US has to go through a deep and radical domestic transformation in order to help Americans' prosperity. Furthermore, it appears that Trump is a strong believer in the significance of harmonious coexistence. Trump's inaugural speech impacted public opinion and society both negatively and positively

The Effect of Trump's Inaugural Speech and Presidency on Society

An increased lack of harmony and agreement among people took place in terms of politics, policy, and foreign relations as a result to Trump's inaugural speech. This split has had a deep influence on the American society.

Trump's supporters and followers liked and appreciated Trump's inaugural speech due to its straightforwardness and emphasis on American interests. They appreciated the fact that Trump promised to commit to improve the lives of average Americans in terms of job opportunities as well as providing a sense of security. A large portion of voters liked the fact that Trump was straightforward and charismatic in his statements against the political sphere at that time.

Additionally, the “make America great again” slogan was widely respected because Trump’s supporters considered it as a way to unite the US again.

However, there was a feeling among Trump’s critics that, during his speech, Trump was too nationalistic and divisive. Critics also claimed that Trump was conveying a pessimistic and negative message and image of the United States, which critics believed it would potentially deepen and enlarge social divisions and further marginalize minorities in the United States. Moreover, Trump’s critics highlighted the fact that he sounded hateful for those who did not support and endorse him during his campaign. These factors led critics to state that Trump was completely uninspiring and uncoordinated in his speech.

According to neutrals, Trump’s inaugural address was not at all similar to previous presidents’ inaugural speeches. They highlighted that there was an absence of pompous language and ambitious subjects in Trump’s speech unlike previous inaugural speeches. On the contrary, the speech solely focused on Trump’s honest evaluations of the country’s problems, challenges, and solutions. Some people actually had some concerns about the practicality of Trump’s rather ambitious plans, emphasizing that his speech was short in details about specific policies and procedures.

Political experts and historians believed that Trump’s inaugural speech and the slogan “America first” was quite similar to the early American politics of isolationism. Their evidence is that Trump employed some parallels to ideologies from the past.

The general public's perception of Trump's association with white nationalist organizations remained a controversial matter throughout his presidency. The 2019 statistics indicate that a substantial proportion of adults believed that Trump had not sufficiently distanced himself from these groups, reflecting widespread apprehension regarding his position on matters pertaining to race and identity. Furthermore, the fact that these opinions have remained unchanged over time, as evidenced by their similarities to those expressed before Trump took office in December 2016, highlights the long-lasting nature of these perceptions and the difficulties Trump encountered in dealing with them. This social phenomenon emphasizes the entrenched divisions and tensions related to race, identity, and political leadership in American society, emphasizing the necessity for ongoing conversation and initiatives to foster inclusivity and social unity.

Domestic policies that specifically target minority groups and immigrants have a direct impact on America's global reputation and its international relations. Trump's initial executive order implemented a ban on the entry of immigrants from seven Muslim-majority countries, with the intention of prohibiting both refugees and immigrants. Trump's ostentatious act of signing the initial executive order rapidly disseminated through national and international news outlets, as well as social media platforms. The original and revised versions of the Muslim Ban suggest that Islam is incompatible with American values, and individuals from Muslim or Arab countries are automatically considered not American. Trump's advocacy for constructing a barrier and his derogatory comments about Mexicans have also incited animosity from our neighboring countries. His irresponsible rhetoric has not only fueled an increase in animosity towards Hispanics throughout the country, but it has also damaged diplomatic ties between the United States and Mexico. A significant portion of the American population was deeply angered by the boldness displayed by an individual, particularly a candidate for the Presidency, who had the impudence to initiate a fresh surge of animosity aimed at entire communities (Maali).

The enactment of domestic policies aimed at minority groups and immigrants during Trump's presidency had significant social and global consequences. The initial executive order, known as the Muslim Ban, received extensive criticism both domestically and internationally, shedding light on America's treatment of marginalized communities and impacting its global standing. The executive order's depiction of Islam as incongruous with American values and its implicit categorization of individuals from Muslim-majority countries as inherently suspicious intensified tensions within American society and strained diplomatic relations with the nations affected. Trump's discourse on immigration, which involved making derogatory remarks about Mexicans and promoting the construction of a border wall, not only intensified hostility towards Hispanics but also strained diplomatic ties with neighboring countries such as Mexico. Trump's audacity in advocating for these policies and using such rhetoric, especially during his presidential campaign, provoked intense anger and resentment among a substantial portion of the American population. This emphasized the divisive character of his leadership and its effects on social unity, both domestically and internationally.

The domestic impacts of Trump's inaugural address were amplified due to the fact that they enlarged the political divisions that already existed before in the American society. Even though his critics considered his speech as a chance to

sow discord, his supporters perceived it positively. Many of President Trump's supporters considered his speech as a powerful and unwavering commitment to his campaign promises. Trump's actions invigorated and galvanized his steadfast supporters, resulting in heightened ardor for his presidency. Conversely, the discussion intensified the fears and anxiety of individuals with divergent viewpoints on Trump. The utilization of the "America First" ideology and nationalist discourse, together with his critical evaluation of the establishment, generated unease among certain sectors of the population.

The inaugural address delivered by President Trump, in conjunction with his following actions and policies, exerted a durable influence on the political landscape and dialogue within the United States. The aforementioned phenomenon exerted a significant impact on the political stances of the two primary parties and is essential in shaping contemporary political discourse and electoral contests.

It is evident that Trump was causing a sort of polarization among the two parties, which by extension, spread to the American society depending to citizens' individual perceptions and political identities.

The presidency of Trump sparked a profound examination of the principles that support American democracy, as his disregard for established conventions and traditional presidential conduct led to vigorous social debate and division. While certain proponents perceived his unusual methodology as a rejuvenating divergence from the political establishment, numerous detractors, especially those who did not endorse him, regarded his actions as a menace to democratic integrity. Trump's inclination to openly defy established conventions generated ambiguity and unease, intensifying pre-existing societal rifts and fostering polarization. His presidency sparked a wider examination of society, highlighting the significance of engaged civic involvement and the protection of democratic principles in the midst of unprecedented difficulties, ultimately making a lasting impact on American society.

The statistics demonstrate a substantial societal consequence of the political polarization that occurred during the Trump era. A considerable number of Americans experienced unease when engaging in conversations about Trump or politics with unfamiliar individuals, and almost half of them refrained from discussing politics altogether due to offensive comments. These findings emphasize the profound societal divisions and the difficulty of maintaining productive communication and relationships during times of increased political

tensions. It is essential to make deliberate efforts to cultivate empathy and comprehension among people with different ideologies in order to enhance social unity and encourage active participation in democratic processes.

Conclusion

The inaugural speech of Trump exemplifies the influential role of language in molding public sentiment and effecting societal transformation. Within his rhetoric, President Trump presents a comprehensive critique of the established order while concurrently advocating for a transformative vision of the United States. He achieved all of those outcomes through the implementation of various discourse strategies.

The research highlights the purposeful utilization of lucid and straightforward language, emotive appeals, repetition, and memorable slogans within the speech. These elements collectively enhanced its efficacy in establishing a connection with the audience and influencing public perception. The running theme during Trump's presidency was the narrative of crisis and renewal, which portrayed him as the catalyst for change.

The inaugural address delivered by Donald Trump was a pivotal juncture in the realm of American political discourse, effectively establishing the foundation for his term as President through the use of unique rhetorical strategies and the delineation of key policy objectives. The aforementioned period was characterized by the presence of themes such as nationalism, populism, and economic protectionism, which were effectively expressed. The influence of the speech went beyond its first presentation, significantly influencing the course of both domestic and foreign policy in the United States throughout the following years

Hence, it can be argued that the application of CDA to The inaugural speech of Trump highlights the importance of language in questioning the spread circumstances and shaping alternative scenarios that ultimately lead to social shifts.

Furthermore, the varied perceptions and responses to Trump's inaugural speech highlighted the deep polarization and ideological conflicts within American society throughout Trump's presidency. Trump's supporters praised his commitment to enact change and restore the country, considering his language as a break from the established political system and an advocacy of their own interests. Nevertheless, critics criticized his language for being divisive,

expressing doubts about its alignment with democratic principles and its ability to worsen social conflicts.

This study has contributed to our understanding of the complex connection between language, politics, and society in the United States by examining how political identity is built through discourse and how social interpretation influences this process. The analysis has focused on the significance of thoroughly investigating political discourse and its societal consequences, especially during periods of increased polarization and ideological conflict.

Additional research is required to investigate the long-term impacts of Trump's inaugural address on American politics and society, as well as its wider implications for democratic governance, public discourse, and civic participation.

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Footnotes:

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