

Examiner's commentary

Although political speeches represent a popular choice of topic, this investigation is given a sharp focus by the candidate's decision to compare the inaugural addresses of two different presidents. The context for the investigation is thus clearly established in the introduction and the subsequent background chapter, and the essay then moves swiftly into a detailed examination of each of the speeches chosen for study. Essays on media topics often tend to stop short by simply describing content, but here the analysis concentrates carefully on the rhetorical devices used and their persuasive and/or inspirational effect on the audience, aided by an effective use of subject-specific terminology. The word clouds provide a graphic illustration of the main emphases in the message of each president and act as neat conclusions to the respective chapters. There is an attempt to compare and contrast the different oratorical styles, although this could have been taken further in the final paragraph of the essay. The layout conforms to that of a formally presented academic paper; the inclusion of the text of the speeches in the appendices, including the candidate's working notes, is helpful here. The RPPF ("Reflections on Planning and Progress Form" at the bottom of each essay) conveys a fresh and engaged response to the topic with some consideration of how the research evolved.

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How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

Rhetorical Devices in Political Speeches:

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

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Table of Contents

Introduction.....	3
Main Body	3
- Background Information.....	3
- Analysis of Obama’s Inaugural Address	5
- Analysis of Trump’s Inaugural Address	10
Conclusion	16
Works Cited.....	17
Appendices.....	19

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

Introduction

In an increasingly polarizing political climate, how one expresses their political beliefs has become more crucial than ever before. The use of rhetorical devices plays a fundamental role in politics, and the scholarship surrounding it is large. However, despite the scholarship surrounding political speeches being great, the analysis of the inaugural address has gone slightly unnoticed within academia. Since inaugural addresses are purposed to set the tone for the presidency, it begs the question: how are rhetorical devices instrumental in achieving this?

In this essay, the question “How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?” will be explored. This essay aims to dissect the core of a political speech by using the inaugural addresses as a primary source, then the rhetorical devices be analyzed. By looking at the inaugural addresses of Donald Trump, the most recent US President, and Barack Obama, a former US President, the effect of rhetorical devices on establishing tone will be explored.

Background Information

To understand the purpose and effect of employing linguistic features in political speeches – specifically inaugural address; one must first understand the importance of the inaugural address delivered by the president and its purpose. The inauguration of the president marks the initiation of the new president’s term, but the focal point of the inauguration is the inaugural address, a speech delivered by the president that outlines their vision as the nation’s leader. The inauguration ceremony is a tradition entrenched in America’s history. Since the dawn of the United States of America, beginning with George Washington to Donald Trump, presidents have delivered inaugural addresses to outline their administration’s goals.

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

The purpose of the inaugural address is to openly declare to the nation the leader's ambitions as they begin a term or usher in a new administration. Also, the inaugural address also sets the tone for the administration ("Presidential Inaugurations: The Inaugural Address."). The composition of the inaugural address is not uniform in nature but instead is molded by the intentions of the president in question. There are occasions where the inaugural address is meant to be persuasive ("Presidential Inaugurations: The Inaugural Address."), reflective, instructive or even inspirational (Chung and Woo pp. 215-239). Despite the tonal differences, a reoccurring trend among inaugural addresses is the theme of unity and an end to detrimental divisions. Each president's inaugural address is a singular event that is written with ink in history, but there are some that are truly memorable compared to the rest (Modesti). The memorability of an inaugural address can be attributed to the rhetorical devices utilized by the president in their speech. Rhetorical devices are engineered to provide the user the ability to convey their ideas while also being persuasive. Charteris-Black (2005) asserts that political leaders rely on language, particularly rhetoric strategies, to synthesize a persuasive speech that legitimizes an individual's leadership. For instance, John F. Kennedy's inaugural address is widely remembered for these famous words – "And so, my fellow Americans, ask not what your country can do for you; ask what you can do for your country." – a use of antithesis. Hollihan (as cited in Modesti, 2009) noted that "it [inaugural address] really is more a ceremonial speech than a political speech". Extending this notion further highlights the idea that the usage of rhetorical devices is to persuade the American public, while also forming harmony between the two parties so national unity is cultivated (Ball and Peters 81).

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

Barack Obama's Inaugural Address - January 20th, 2009

Barack Obama has always used words to express himself eloquently and effectively. Since his emergence in politics on the national level in 2004, he has been recognized for his rhetorical prowess. So much so, that it has become a critical part of his public image and success in politics (Coe and Reitzes 391-392). Even prior to Obama's victory in the 2008 federal election, he was well known for his rhetorical skills that contributed to his later victory. Charteris-Black argues that although rhetoric and persuasion share a symbiotic relationship in terms of definition, distinct differences exist between the two. While rhetoric is related to communication as perceived by the audience; whereas persuasion refers to the intentions of the speaker and to successful results (9).

As mentioned prior, Obama is widely recognized for his interesting use of rhetorical strategies in his speeches. These rhetorical strategies can be seen in the inaugural address of his first inauguration. Coe and Reitzes' analysis of Obama's rhetorical approaches led them to the idea that speaking context is a critical determinant that influences a politician's rhetoric. Since a politician's primary objective is to have absolute control over their message and how it is relayed (Coe and Reitzes 395), the inaugural address is an interesting speech to analyze as it grants the president exactly what they want: complete creative control with their message. Furthermore, the varying speaking context of a candidate or president will influence the emphasis they place on certain issues they address. In Obama's inaugural address, his skillful ability to combine rhetorical strategies is displayed and its effect in setting the tone of his presidency is noted.

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

Obama's speech begins with, "*My fellow citizens: I stand here today humbled by the task before us, grateful for the trust you've bestowed, mindful of the sacrifices borne by our ancestors.*"¹

From the onset of the speech, Obama already engages in the art of rhetoric by employing several rhetorical devices. Reading the speech out loud to oneself reveals the rhythm as he lists several things and separates them all with a comma. The rhetorical tool that dominates the beginning of Obama's speech is the use of the three-part list (also known as the three-part statement or tricolon). The three-part list is a rhetorical strategy that categorizes ideas or things in groups of three (Wareing and Thomas 44). According to Wareing and Thomas, humans naturally find things grouped in three "aesthetically pleasing". The three-part list capitalizes on this natural occurrence and is employed regularly by political orators across the globe (Wareing and Thomas 44). The rhythm formed by the three-part list provides the point of focus for the audience to be drawn towards; while also emphasizing a certain point. Furthermore, along with the three-part list is the use of asyndeton, the lack of conjunctions (e.g. 'and' or 'but') between consecutive phrases or words. Within the context of the quote, the uses of these rhetorical devices establish a thankful and dutiful tone.

Further in the speech he says, "*The words have been spoken during tides of prosperity and the still waters of peace. Yet, every so often, the oath is taken amidst gathering clouds and raging storms.*" It is important to note that Obama combines several rhetorical devices to synthesize a hopeful outlook on the state of America despite times where the situation was dire. Using a metaphor, he compares the periods of prosperity and stillness to the fluidity of water, but he extends this idea further via an allusion to the Bible. The allusion to the Bible (King James Version, Psalm 23) with the line: "still waters of peace" enhances the discussion by including a

¹ Refer to appendix 1 for complete transcript (annotations included)

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

book founded upon faith. This fluid interpolation emphasizes the idea of Americans remaining faithful during times of crisis. Finally, Obama employs antithesis, the deliberate contrast of opposite ideas in successive sentences, to acknowledge the “gathering clouds and raging storms” that oppose the periods of prosperity and stillness. Charteris-Black argues that within a political speaking context, metaphor on its own is a powerful tool that is a staple of political rhetoric. Nonetheless, metaphor can be even more powerful and effective once interpolated with various figures of speech – all in the event of becoming a “wider system of meaning creation” Charteris-Black asserts that this is especially the case when combined with contrast, as he says that “metaphor combined with antithesis therefore forms its own psychologically based logic” (Charteris-Black 197). Obama accomplishes this in this segment of his speech, thereby displaying his intuitive rhetorical skills while also establishing a hopeful tone.

Subsequently, Obama acknowledges the “crisis” the country is facing in saying, *“That we are in the midst of crisis is now well understood. Our nation is at war against a far-reaching network of violence and hatred. Our economy is badly weakened...”* Obama’s rhetorical use of pronouns and repetition contributes to setting a tone for his presidency. The use of the nouns “we” and “our” provides inclusivity rather than exclusivity; thereby stoking patriotism and a sense of shared responsibility in approaching these issues. Wareing and Thomas claim that the application of pronouns, be it to the speaker, to their allies or to the audience, can be manipulated to “foreground or hide agency” or even responsibility (Wareing and Thomas 45). Within this context, Obama applies the pronoun to address America as a collective in hopes of promoting unity to combat the issue. Furthermore, his use of anaphora in repeating “our” aims to sear in the idea in the audience’s memory that the shared issues will be resolved as a group. Once more, Obama is subtly pushing the theme of unity in his inaugural address via these rhetorical devices.

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

Next, a tonal shift occurs in the address as Obama continues in saying, *“The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift...the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness.”* Obama again employs the three-part list and anaphora, but both are with the purpose of instilling a positive message into the American people. The syntax in this part of the speech especially is strengthened using the three-part list to arrange the ideas in an organized matter; while the anaphora capitalizes on rhythm and emphasis to leave an imprint in the audience’s memory. According to Salkie, as a by-product of repeating key words or ideas, a coherency in the text is achieved (Salkie 3). The consistent pattern in repeating “All are...” emphasizes the American values of equality, equity and liberty (notice the use of the three-part list).

Later, near the middle of his address, Obama invites the rest of the world to be spectator to his inaugural address. In this quote he specifically mentions the Muslims of the world, *“To the Muslim world, we seek a new way forward, based on mutual interest and mutual respect.”* Obama initiates with an address akin to extending the olive branch. His tone towards the “Muslim world” is hopeful and positive. He engages the Muslim world specifically and ends it using parallelism (“mutual interest and mutual respect”). The parallel syntactic positions aid in forming a clear structure (“Deploying Style”), but also communicates that Obama intends for America and the Muslim World to seek new avenues based on both mutual interest and mutual respect. Overall, the tone in this message is friendly but also has a clear agenda. However, he then continues in saying, *“To those leaders around the globe who seek to sow conflict, or blame their society’s ills on the West, know that your people will judge you on what you can build, not what you destroy.”* It is important to note that coinciding with the address to the Muslim world is

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

a clear message to extremists and to those with anti-Western sentiments. Embedding this within the address defines the geopolitical regions of the world explicitly; as Obama made sure not to say both synonymously as if they were one in the same. As a result, he refrains from antagonizing the followers of Islam and the religion, but instead gives a general description that those who claim to subscribe to the religion may fall under.

Next, Obama says *“To those who cling to power through corruption and deceit and the silencing of dissent, know that you are on the wrong side of history, but that we will extend a hand if you are willing to unclench your fist”*. Obama employs a synergy of rhetorical devices once again in this quote. Firstly, he uses polysyndeton (along with a three-part list) to list in quick succession the sources of power in dictatorial nations, and then in a noteworthy line uses antithesis to illustrate the concept of peace as a solution instead of conflict. The metaphor in “extend a hand” as a symbol for peace is directly contrasted by the “unclench your fist” that radiates aggression. In doing so, Obama aims to convey the message that his administration does not have to be inundated with conflict and instead peace can blossom.

Towards the end of his address Obama quotes George Washington, *“Let it be told to the future world...that in the depth of winter, when nothing but hope and virtue could survive...that the city and the country, alarmed at one common danger, came forth to meet [it].”* In quoting George Washington, Obama acknowledges the origins of the country and appeals to the patriotism of his constituents. Then, Obama concludes the address by tying it back to Washington’s quote, *“America: In the face of our common dangers, in this winter of our hardship, let us remember these timeless words. With hope and virtue, let us brave once more the icy currents, and endure what storms may come. Let it be said by our children’s children that when we were tested we refused to let this journey end, that we did not turn back nor did we falter; and with eyes fixed on*

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

Donald Trump's Inaugural Address – January 20th, 2017

Unlike his predecessor and Democratic counterpart, Donald Trump is not as known for his use of rhetorical devices and public speaking skills. Nevertheless, Donald Trump is a politician and it is a staple in politics for rhetorical devices to be used in speeches. Trump's inaugural address shares few similarities with Obama's in that they both aim to use their terms to improve the state of the country. Yet there are stark differences in the tone generated via the usage of rhetorical devices and syntax. Trump repeatedly uses inclusive language, repetition in the form of anaphora, antithesis to highlight his main points, and a conversational tone that reflects a populist approach. While Trump uses these rhetorical devices, he also applies Aristotelian Rhetoric principles to appeal to the emotions of his audience. Via these rhetorical strategies, Trump's inaugural address establishes a reactionary tone that is inundated with nationalism and patriotism.

Trump starts his address saying, "*We, the citizens of America, are now joined in a great national effort to rebuild our country and to restore its promise to all of our people.*"² Immediately, Trump defines the parameters of the pronoun "we" by providing inclusivity under the banner of a shared nationality – American. In using the term "citizens of America", he is appealing to the nationalism and patriotism of the American people. Furthermore, applying the term to himself makes him more relatable to the audience and less elitist; thereby allowing him appeal more to the everyday person. This is a clear example of Trump's populist rhetoric – a type of rhetoric that is deliberately engineered to strike a chord with 'the people' and forge a direct relationship with them (this idea of populism will be further explored later).

² Refer to appendix 2 for complete transcript (annotations included)

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

He then continues, *“Together, we will determine the course of America and the world for years to come. We will face challenges. We will confront hardships. But we will get the job done.”*

Trump, similarly to Obama, synthesizes a persuasive rhetoric through the synergy of several rhetorical devices simultaneously. Firstly, Trump’s use of the three-part list does not only have a nice rhythm (Evans and Mooney), but it is also emphatic as he uses anaphora within to repeat several key ideas. The repetition of “we will…” implies that Trump’s administration will rely on the backing of the American people and be a joint effort (another populist approach), but also emphasizes the vision he has for the country within the next four years.

Trump’s populist rhetoric is illustrated by the following lines that appear later in his speech, *“Washington flourished – but the people did not share in its wealth. Politicians prospered – but the jobs left, and the factories closed. The establishment protected itself, but not the citizens of our country.”* Once again, Trump uses several rhetorical devices consecutively and simultaneously to convey his populist message. Metonymy is a powerful rhetorical tool that involves the replacement of an idea or concept with another word. Metonymies are used commonly in political language (Beard 19), and Beard asserts that the power of metonymy is attributed to its ability to manipulate the audience’s perception or attitude to what is being replaced (26). Trump calling out “Washington” and the “establishment” is meant to give them an unfavourable view among the American people. Colloquially in political contexts, “Washington” is synonymous with the federal government. This negative view is also a by-product of Trump using the three-part list and antithesis to highlight his criticism of the system. The use of antithesis sets up Trump’s argument that the system (i.e. “Washington”, “Politicians” and “the establishment”) have benefitted at the expense of the masses. The focus on the American people

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

is an underlying theme in his inaugural address and his use of pathos is meant to appeal to them even further.

Trump's use of pathos, the art of persuasion that relies on the emotions conveyed or the speaker's emotional connection to the issue (Evans and Mooney), is meant to appeal to his supporters and stoke patriotism. To heighten the pathos, Trump capitalizes on his past campaign rhetoric to fuel the fire within his supports and the American people at large. Later in the address he says, "*Mothers and children are trapped in poverty in our inner cities...an education system, flush with cash, but which leaves our young and beautiful students deprived of knowledge; and the crime and gangs and drugs that have stolen too many lives and robbed our country of so much potential*" By addressing realities that Americans have to endure, Trump triggers latent emotions so that their stance on these issue aligns with his vision of America.

Similarly, Trump simplifies the political issue of terrorism in extremism later in his speech as he says, "*We will reinforce old alliances and form new ones – and untie the civilized world against Radical Islamic Terrorism, which we will eradicate completely from the face of the Earth.*"

Charteris-Black argues that personifying political abstractions (i.e. "civilized world" and "Radical Islamic Terrorism") perpetuates the myth that ideologies can be simply categorized as "good" or "evil". This simplification is reflected in the inherent use of pathos by Trump. As he uses antithesis to illustrate a clear contrast between the civilized world and extremists, but explicitly denounces Islam as the enemy. Capitalizing on the increasingly political climate in modern times, Trump appeals to the emotions of people that have anti-Islam sentiments by specifically mentioning Islam as the threat rather than being vague. As Charteris-Black claims, this tactic relies on triggering pre-existing culturally embedded stereotypes to convey an explicit

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

evaluation of what is good and evil (204). This heightens the pathos and thereby the persuasiveness of Trump's rhetoric, but also establishes a combative tone for his presidency.

Shortly afterwards, Trump elucidates his stance on the discourse within the country in saying,

"We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity." The three-part list emphasizes the idea that there must be an open forum that allows the truth to permeate, but above all else unity is the key. This idea that unity is the key is echoed in the following line, *"When America is united, America is totally unstoppable."* Trump makes it clear that among other things, the tone he intends to set is one of unity. The parallelism of the syntax also supports the emphasis on America and the idea of there being strength in unity.

The final section of the address is of great importance due to the blend of rhetorical devices used, but also because of the implications of his rhetoric. He declares, *"We will be protected by the great men and women of our military and law enforcement, and most importantly, we are protected by God"*. The use of the modal verb "will", is critical as it repeats several times later in the speech. The main use of the verb is when talking the future, and it is most frequently used when promises are made (Tchaparian 112). The frequency of the word and its use in the final part of the address highlights the president's ambitions for the future (Tchaparian 112). The president continues, *"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."* The three-part list supports the syntax of this line, as Trump is reassuring the people that the future will surely be optimistic. The emphasis of the "American destiny" is echoed in the final lines of his address: *"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."* The blend of anaphora and an extension of the three-part list is meant to

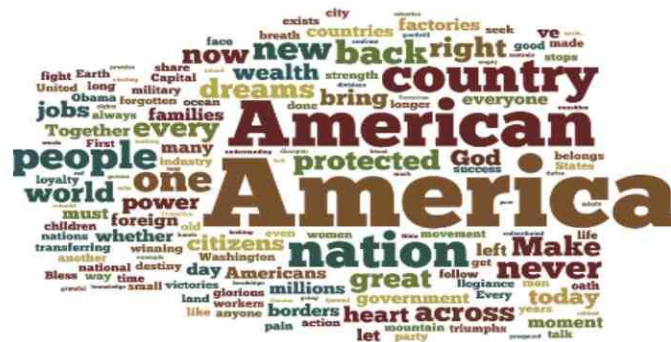
How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

appeal to the American people and leave them with a memorable ending due to its rhythm.

Resultantly, the tone is left with an optimistic ending, but accompanying it is an isolationist message to the globe and an emphasis on the country's self-interest and prosperity.

A Word Cloud produced by inputting Trump's speech shows the words "America", "American" and, "country" being the prominent words and thus the most used. In comparison to Obama, there is a clear difference despite the similarities in position (as president) and circumstance – inauguration ceremony. This may be attributed to political party they adhere to, but due to this the focus is mainly on the country, echoing Trump's appropriated slogan: "America first".

FIGURE 2- INFOGRAPHIC OF TRUMP'S INAUGURAL ADDRESS (LARGER WORDS APPEAR MORE OFTEN)



How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

Conclusion

It has been understood from the analysis of inaugural addresses that rhetorical devices play an instrumental role in setting tone. Specifically, setting the tone for the presidency of the incoming president. Language on its own is simply bones. The simplicity of language is complicated once rhetorical devices are added to the mix. The fusion that occurs once language is complimented by the political rhetoric is a speech with the intention of persuading the audience. The difference in Obama and Trump's political rhetoric becomes increasingly apparent once greater depths are taken to analyze their respective speeches. While Obama's political rhetoric employed a wide array of rhetorical devices to compose a speech intent on progress and hope; Trump's minimal use of rhetorical devices was intentional as he appealed to his audience using the Aristotelian principle of pathos. Each respective president had different subject matter and were elected in different times, but their use of rhetorical devices shared a common effect in establishing a unique tone for their presidencies.

How do Barack Obama and Donald Trump use rhetorical devices to set the tone for their respective presidencies?

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This is historical material "frozen in time". The website is no longer updated and links to external websites and some internal pages may not work.



Appendix 1



President Barack Obama's Inaugural Address

JANUARY 21, 2009 AT 1:27 PM ET BY MACON PHILLIPS



Summary: Yesterday, President Obama delivered his Inaugural Address, calling for a "new era of responsibility."

Yesterday, President Obama delivered his Inaugural Address, calling for a "new era of responsibility." Watch the video here:

[\(download .mp4\)](#)

Inaugural Address

By President Barack Hussein Obama

- Begin of speech → Fellow citizens vs. fellow Americans

My fellow citizens: I stand here today humbled by the task before us, grateful for the trust you've bestowed, mindful of the sacrifices borne by our ancestors. → syndeton

choiced in enclision

→ gives respect regardless of political background

I thank President Bush for his service to our nation -- (applause) -- as well as the generosity and cooperation he has shown throughout this transition.

} thankful
- grateful

Forty-four Americans have now taken the presidential oath. The words have been spoken during rising tides of prosperity and the still waters of peace. Yet, every so often, the oath is taken amidst gathering clouds and raging storms. At these moments, America has carried on not simply because of the skill or vision of those in high office, but because we, the people, have remained faithful to the ideals of our forebears and true to our founding documents.

Biblical allusion - King James Psalm 23

metaphor

contrast

parallelism

So it has been; so it must be with this generation of Americans.

parallelism

That we are in the midst of crisis is now well understood. Our nation is at war against a far-reaching network of violence and hatred. Our economy is badly weakened, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the

asyndeton + tricolon

anaphora

nation for a new age. Homes have been lost, jobs shed, businesses shuttered. Our health care is too costly, our schools fail too many -- and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet.

don't meet

analogy

spring

epitaph

no can

always

scoring

soling

For us

anaphora

action

in 35

These are the indicators of crisis, subject to data and statistics. Less measurable, but no less profound, is a sapping of confidence across our land; a nagging fear that America's decline is inevitable, that the next generation must lower its sights.

economy is addressed

Today I say to you that the challenges we face are real. They are serious and they are many. They will not be met easily or in a short span of time. But know this America: They will be met. (Applause.)

anaphora

theme of hope

On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord.

On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn-out dogmas that for far too long have strangled our politics. We remain a young nation. But in the

Biblical allusion / set aside

tricolon

words of Scripture, the time has come to set aside childish things. The time has come to reaffirm our

enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea passed on

from generation to generation: the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness. (Applause.)

tricolon

In reaffirming the greatness of our nation we understand that greatness is never a given. It must be earned.

line of journey

Our journey has never been one of short-cuts or settling for less. It has not been the path for the faint-

hearted, for those that prefer leisure over work, or seek only the pleasures of riches and fame. Rather, it has been the risk-takers, the doers, the makers of things -- some celebrated, but more often men and women

obscure in their labor -- who have carried us up the long rugged path towards prosperity and freedom.

For us, they packed up their few worldly possessions and traveled across oceans in search of a new life.

For us, they toiled in sweatshops, and settled the West, endured the lash of the whip, and plowed the hard

earth. For us, they fought and died in places like Concord and Gettysburg, Normandy and Khe Sahn.

reference to war & military conflict

past struggles

Time and again these men and women struggled and sacrificed and worked till their hands were raw so that we might live a better life. They saw America as bigger than the sum of our individual ambitions, greater

tricolon + polysyndeton

tricolon + polysyndeton

more significant than "path" or "trip"

Anaphora - or

This is the journey we continue today. We remain the most prosperous, powerful nation on Earth. Our

workers are no less productive than when this crisis began. Our minds are no less inventive, our goods and services no less needed than they were last week, or last month, or last year. Our capacity remains

parallel

undiminished. But our time of standing pat, of protecting narrow interests and putting off unpleasant

decisions -- that time has surely passed. Starting today, we must pick ourselves up, dust ourselves off, and

begin again the work of remaking America. (Applause.)

3

For everywhere we look, there is work to be done. The state of our economy calls for action, bold and swift. And we will act, not only to create new jobs, but to lay a new foundation for growth. We will build the roads

and bridges, the electric grids and digital lines that feed our commerce and bind us together. We'll restore science to its rightful place, and wield technology's wonders to raise health care's quality and lower its cost. We will harness the sun and the winds and the soil to fuel our cars and run our factories. And we will transform our schools and colleges and universities to meet the demands of a new age. All this we can do. All this we will do.

→ anaphora - "all this..."
→ am at Congress?

Now, there are some who question the scale of our ambitions, who suggest that our system cannot tolerate too many big plans. Their memories are short, for they have forgotten what this country has already done, what free men and women can achieve when imagination is joined to common purpose, and necessity to courage. What the cynics fail to understand is that the ground has shifted beneath them, that the stale political arguments that have consumed us for so long no longer apply.

reframes question

reference to Ronald Reagan → govt. is too big

The question we ask today is not whether our government is too big or too small, but whether it works -- whether it helps families find jobs at a decent wage, care they can afford, a retirement that is dignified.

Where the answer is yes, we intend to move forward. Where the answer is no, programs will end. And those of us who manage the public's dollars will be held to account, to spend wisely, reform bad habits, and do our business in the light of day, because only then can we restore the vital trust between a people and their government.

Nor is the question before us whether the market is a force for good or ill. Its power to generate wealth and expand freedom is unmatched. But this crisis has reminded us that without a watchful eye, the market can spin out of control. The nation cannot prosper long when it favors only the prosperous. The success of our economy has always depended not just on the size of our gross domestic product, but on the reach of our prosperity, on the ability to extend opportunity to every willing heart -- not out of charity, but because it is the surest route to our common good. (Applause.)

As for our common defense, we reject as false the choice between our safety and our ideals. Our Founding Fathers -- (applause) -- our Founding Fathers, faced with perils that we can scarcely imagine, drafted a charter to assure the rule of law and the rights of man -- a charter expanded by the blood of generations. Those ideals still light the world, and we will not give them up for expedience sake. (Applause.)

acknowledges the past

And so, to all the other peoples and governments who are watching today, from the grandest capitals to the small village where my father was born, know that America is a friend of each nation, and every man, woman and child who seeks a future of peace and dignity. And we are ready to lead once more.

(Applause.)

antagonizes them

Recall that earlier generations faced down fascism and communism not just with missiles and tanks, but with the sturdy alliances and enduring convictions. They understood that our power alone cannot protect us, nor does it entitle us to do as we please. Instead they knew that our power grows through its prudent use; our security emanates from the justness of our cause, the force of our example, the tempering qualities of humility and restraint.

tricolon

We are the keepers of this legacy. Guided by these principles once more we can meet those new threats that demand even greater effort, even greater cooperation and understanding between nations. We will begin to responsibly leave Iraq to its people and forge a hard-earned peace in Afghanistan. With old friends and former foes, we'll work tirelessly to lessen the nuclear threat, and roll back the specter of a warming planet.

Anaphora

We will not apologize for our way of life, nor will we waver in its defense. And for those who seek to advance their aims by inducing terror and slaughtering innocents, we say to you now that our spirit is stronger and cannot be broken -- you cannot outlast us, and we will defeat you. (Applause.)

For we know that our patchwork heritage is a strength, not a weakness. We are a nation of Christians and Muslims, Jews and Hindus, and non-believers. We are shaped by every language and culture, drawn from every end of this Earth; and because we have tasted the bitter swill of civil war and segregation, and emerged from that dark chapter stronger and more united, we cannot help but believe that the old hatreds shall someday pass; that the lines of tribe shall soon dissolve; that as the world grows smaller, our common humanity shall reveal itself; and that America must play its role in ushering in a new era of peace.

To the Muslim world, we seek a new way forward, based on mutual interest and mutual respect. [To those leaders around the globe who seek to sow conflict, or blame their society's ills on the West, know that your people will judge you on what you can build, not what you destroy.] (Applause.)

To those who cling to power through corruption and deceit and the silencing of dissent, know that you are on the wrong side of history, but that we will extend a hand if you are willing to unclench your fist. (Applause.)

To the people of poor nations, we pledge to work alongside you to make your farms flourish and let clean waters flow; to nourish starved bodies and feed hungry minds. And to those nations like ours that enjoy relative plenty, we say we can no longer afford indifference to the suffering outside our borders, nor can we consume the world's resources without regard to effect. For the world has changed, and we must change with it.

As we consider the role that unfolds before us, we remember with humble gratitude those brave Americans who at this very hour patrol far-off deserts and distant mountains. They have something to tell us, just as the fallen heroes who lie in Arlington whisper through the ages.

We honor them not only because they are the guardians of our liberty, but because they embody the spirit of service -- a willingness to find meaning in something greater than themselves.

And yet at this moment, a moment that will define a generation, it is precisely this spirit that must inhabit us all. For as much as government can do, and must do, it is ultimately the faith and determination of the American people upon which this nation relies. It is the kindness to take in a stranger when the levees

many leads

elaboration of several things

satire

exposition lead to merge

expresses war on terror

Biblical allusion

metaphor

contrast

says right after address to Muslim world

defining allies/foes

subtly emotional

metaphor device

(antithesis) contrast -> highlights concepts (peace vs. war)

feeling of duty

expressed via antithesis

parallel between armed forces and "normal" people

break, the selflessness of workers who would rather cut their hours than see a friend lose their job which sees us through our darkest hours. It is the firefighter's courage to storm a stairway filled with smoke, but also a parent's willingness to nurture a child that finally decides our fate.

OCIS
is
an
entire
people
id
ability

Our challenges may be new. The instruments with which we meet them may be new. But those values upon which our success depends -- honesty and hard work, courage and fair play, tolerance and curiosity, loyalty and patriotism -- these things are old. These things are true. They have been the quiet force of progress throughout our history.

noteworthy line

What is demanded, then, is a return to these truths. What is required of us now is a new era of responsibility -- a recognition on the part of every American that we have duties to ourselves, our nation and the world; duties that we do not grudgingly accept, but rather seize gladly, firm in the knowledge that there is nothing so satisfying to the spirit, so defining of our character than giving our all to a difficult task.

repetition of "this is..." → anaphora

This is the price and the promise of citizenship. This is the source of our confidence -- the knowledge that God calls on us to shape an uncertain destiny. This is the meaning of our liberty and our creed, why men and women and children of every race and every faith can join in celebration across this magnificent mall; and why a man whose father less than 60 years ago might not have been served in a local restaurant can now stand before you to take a most sacred oath. (Applause.)

So let us mark this day with remembrance of who we are and how far we have traveled. In the year of America's birth, in the coldest of months, a small band of patriots huddled by dying campfires on the shores of an icy river. The capital was abandoned. The enemy was advancing. The snow was stained with blood. At the moment when the outcome of our revolution was most in doubt, the father of our nation ordered these words to be read to the people:

parallel

metaphor

"Let it be told to the future world...that in the depth of winter, when nothing but hope and virtue could survive... that the city and the country, alarmed at one common danger, came forth to meet [it]."

quote from a pamphlet once read by George Washington

America: In the face of our common dangers, in this winter of our hardship, let us remember these timeless words. With hope and virtue, let us brave once more the icy currents, and endure what storms may come. Let it be said by our children's children that when we were tested we refused to let this journey end, that we did not turn back nor did we falter; and with eyes fixed on the horizon and God's grace upon us, we carried forth that great gift of freedom and delivered it safely to future generations.

metaphor

idea of overcoming

Biblical allusion

reference to 1965 folk song by Alice Wine

Thank you. God bless you. And God bless the United States of America. (Applause.)

"Keep Your Eyes on the Prize" civil rights movement anthem

Privacy Policy.

Macon Phillips

Appendix 2



REMARKS

The Inaugural Address

Issued on: January 20, 2017



The Inauguration of the 45th President of the United States



REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY

INAUGURAL ADDRESS

FRIDAY, JANUARY 20, 2017

WASHINGTON, D.C.

*-populist approach
-focus is majority in America
-political climate is polarized
-conversational features*

As Prepared for Delivery –

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

*at Obama
3
attention*

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

togetherness

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

We will face challenges. We will confront hardships. But we will get the job done.

renaming his predecessors
↓
only mention of past

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. They have been magnificent.

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 American People.
tricolor → transfer of power

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

criticism of the system

parallelism
↓
three part list

Washington flourished – but the people did not share in its wealth.

antithesis → contrast

Politicians prospered – but the jobs left, and the factories closed. ⇒ *speaks to feelings of those who support him*
populists

antithesis → contrast

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

antithesis → contrast → establishment vs. citizen (everyday person)

parallelism

three part list

Their victories have not been your victories; their triumphs have not been your triumphs; and while they celebrated in our nation's Capital, there was little to celebrate for struggling families all across our land.

That all changes – starting right here, and right now, because this moment is your moment: it belongs to you.

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

anaphora

This is your day. This is your celebration.

emphasis on the American people

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

What truly matters is not which party controls our government, but whether our government is controlled by the people. *antithesis => emphasis due to contrast*

reactionary

January 20th 2017, will be remembered as the day the people became the rulers of this nation again. *past leaders failed in their jobs*

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

Everyone is listening to you now.

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

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 the just and reasonable demands of a righteous public.

paints negative picture

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 knowledge; and the crime and gangs and drugs that have stolen too many lives and robbed our country of so much unrealized potential.

firm stone

This American carnage stops right here and stops right now. *parallelism promises*
the modifier ("American") implies it's an American issue

We are one nation – and their pain is our pain. Their dreams are our dreams; and their success will be our success. We share one heart, one home, and one glorious destiny.

oath

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

For many decades, we've enriched foreign industry at the expense of American industry; *focus on domestic affairs vs- global*

Subsidized the armies of other countries while allowing for the very sad depletion of our military;

We've defended other nation's borders while refusing to defend our own;

And spent 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 disappeared over the horizon.

One by one, the factories shuttered and left our shores, with not even a thought about the millions upon millions of American workers left behind.

The wealth of our middle class has been ripped from their homes and then redistributed across the entire world.

in 1776
before
the
rest
of
the
world

mal
range

But that is the past. And now we are looking only to the future.

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.

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

From this moment on, it's going to be America First.

use of intertextuality
- reference to an isolationist slogan
promoted by anti-war Americans in WW2
emphasis on the nation

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

change
in
the
way
we
do
things

We must protect our borders from the ravages of other countries making our products, stealing our companies, and destroying our jobs. Protection will lead to great prosperity and strength.

choice in language paints it as an us vs. them

I will fight for you with every breath in my body - and I will never, ever let you down.

hyperbole - but stresses his committed duty

America will start winning again, winning like never before.

mal
range

We will bring back our jobs. We will bring back our borders. We will bring back our wealth. And we will bring back our dreams.

repeated use of "we will..."

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

"will" modal verb

We will get our people off of welfare and back to work – rebuilding our country with American hands and American labor.

used to make requests/promises

We will follow two simple rules: Buy American and Hire American.

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 for everyone to follow.

war on terror explicit

We will reinforce old alliances and form new ones – and unite the civilized world against Radical Islamic Terrorism, which we will eradicate completely from the face of the Earth.

contrast → civilization vs radicals

↳ clearly defines perceived threat

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.

reputation of the traditional liberalism and patriotic dissent

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

Biblical allusion → idea of faith

The Bible tells us, "how good and pleasant it is when God's people live together in unity."

↳ many in this due to US extensive history of lies

three parts list

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

power in unity

When America is united, America is totally unstoppable.

united we stand

There should be no fear – we are protected, and we will always be protected.

We will be protected by the great men and women of our military and law enforcement and, most importantly, we are protected by God.

Finally, we must think big and dream even bigger.

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

We will no longer accept politicians who are ^{idiom} all talk and no action - constantly complaining but never doing anything about it.
 matter of timeliness

The time for empty talk is over.

Now arrives the hour of action.

> echoes previous line of "all talk... no action"

Do not let anyone tell you 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 our souls, lift our sights, and heal our divisions.

It is 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, we all enjoy the same glorious freedoms, and we all salute the same great American Flag.

essence of all ↓ focus on morality

And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska, they look up at the same night sky, they fill their heart with the same dreams, and they are infused with the breath of life by the same almighty Creator.

need to unify

So to all Americans, in every city near and far, small and large, from mountain to mountain, and from ocean to ocean, hear these words:

You will never be ignored again.

three part list

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.

anaphora

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.

reactionary tone
-return to status quo

And, Yes, Together, We Will Make America Great Again. Thank you, God Bless You, And God Bless America.

a team effort

use of well and modal verb with

use of well and modal verb with



Extended essay - Reflections on planning and progress form

Candidate: This form is to be completed by the candidate during the course and completion of their EE. This document records reflections on your planning and progress, and the nature of your discussions with your supervisor. You must undertake three formal reflection sessions with your supervisor: The first formal reflection session should focus on your initial ideas and how you plan to undertake your research; the interim reflection session is once a significant amount of your research has been completed, and the final session will be in the form of a viva voce once you have completed and handed in your EE. This document acts as a record in supporting the authenticity of your work. The three reflections combined must amount to no more than 500 words.

The completion of this form is a mandatory requirement of the EE for first assessment May 2018. It must be submitted together with the completed EE for assessment under Criterion E.

Supervisor: You must have three reflection sessions with each candidate, one early on in the process, an interim meeting and then the final viva voce. Other check-in sessions are permitted but do not need to be recorded on this sheet. After each reflection session candidates must record their reflections and as the supervisor you must sign and date this form.

First reflection session

Candidate comments:

I chose to do a Category 3 paper due to my fascination with language and how it can be manipulated to set tone. The initial part of the essay process comprised the analysis and annotation of the transcripts of presidential inaugural speeches from Franklin D. Roosevelt, Donald Trump and Barack Obama. Prior to annotating the speeches, I first had to narrow the scope of my investigation by specifying the rhetorical devices I'd be looking at. Although I already knew most of them, there were a few I needed to educate myself on (i.e. tricolon, parallelism and metonymy). Eventually, I settled on choosing Donald Trump and Barack Obama as the case studies for the paper. I did this because I felt it was necessary to compare contemporary presidents and see how the use of rhetorical devices in their speeches would differ.

Date:

Interim reflection

Candidate comments:

The greatest challenge I had while writing the paper was narrowing the scope of my paper rather than being too broad or general. I had to make decisions that involved specifying the rhetorical devices that I'd analyze in my paper. To do this, I had to inform myself of the use of rhetorical devices in political contexts and what rhetorical devices were prevalent in political speeches. By learning the rhetorical devices that are consistently used (i.e. metonymy, anaphora, parallelism, tricolon, antithesis, asyndeton, polysyndeton and etc). From there, I also had to specify the type of political speech I'd look at in my paper. Since I knew I wanted to investigate the effect rhetorical devices had in setting tone in political speeches, choosing the inaugural address as the political speech of focus became an obvious choice.

My meetings with my supervisor have fostered critical thinking that is essential if I hope to write a paper of good quality. She stressed that it is important to discern what information I need and make maximum use of it.

Date: February 14, 2019

Final reflection - Viva voce

Candidate comments:

I was surprised at how much I enjoyed the whole experience. The main reason I believe that I enjoyed the essay to this extent was due to my fascination with language and rhetoric, but more how it is used to convey meaning and set tone. However, upon reflection I realized that there were several flaws I displayed during the process of writing my EE. Mainly, my lack of time management skills and my inability to be decisive really hindered my progress early on. This delayed my writing time by a great margin and prevented me from having a buffer that'd allow me to do further revision and editing of the paper. Nonetheless, my investigation has been rewarding as it has equipped me with a great deal of knowledge about rhetorical devices and the role it plays within political contexts. In the future, I would hold myself accountable to deadlines and compartmentalize sections into more manageable tasks to make it less daunting.

Date: March 13, 2019