

Comparative Study of Linguistic Features Used in the Inaugural Speeches of American Presidents

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Abstract

Language is a very useful and powerful tool for communication and especially in political discourse it is very significant. During a political speech the leader tries to express, declare, commit, emphasize or motivate the listeners by using one's ideology and power. Political personalities speak in different modes and tones and they announce their planning and aim to keep all aspects under their control and reduce the worry of the people. The aim of this paper is to identify the linguistic features used in the inaugural speeches of selected American Presidents and to analyze their functions using Critical Discourse Analysis theory proposed by Fairclough and the theory of Persuasion postulated by Aristotle. Researchers selected inaugural speeches of George W. Bush and Barack Obama. The study was an attempt to relate the inaugural discourse to the discursive social processes and to find covert ideology and power factors in the speeches. The findings revealed significant differences among the different linguistic features, discursive practices and rhetoric devices used in inaugural speeches of the two US presidents.

Keywords: discourse analysis, inaugural speeches, rhetorical devices, Aristotle theory

1. Introduction

1.1 Introduction

Language is the most important source of communication. People express their ideas, beliefs, ideologies and opinions through it. Language is a tool through which human beings play their roles socially and structure relationship of power in the society. A lot of research has been carried out to undergo linguistic and pragmatic analysis of communication done by celebrities and common masses. Critical Discourse Analysis is also an approach which is being used to study formal and informal aspects of language and their use in society.

1.2 Background of the Study

According to John Fowles (1963) "the meaning of a word in a language depends on the angle at which it is held". Different researcher (White, 2005; Jalilifar & Savaedi, 2012; Helander, 2014) analyzed political speeches for various purposes and perspectives but as per implication of theoretical frameworks and attention to evaluate language of political addresses there are only a few studies in record. Helander (2014) analyzed and compared alignments in the addresses of Churchill (1939) and Blair (2003). He applied Martin and White's (2005) Appraisal Theory to investigate the use of positive and negative judgments in the speeches. Jalilifar & Savaedi (2012), studied the political strategies used by Iranian and American presidential candidates during elections. Applying appraisal framework of Martin and Rose (2003), the researchers examined attitude of candidates in their speeches.

Every four years, millions of Americans elect a new president who takes oath and delivers inaugural speech to give new ideology and policy according to which the scenario of the world agreements and political relationships changes. The study of president's inaugural speech gets the attention of politicians, historians and the interest of linguists. The study selected the first inaugural speeches of President George W. Bush and President Barack Obama. The nature of primary data gave way to structure pertinent research framework. The framework was devised by using Fairclough's model and Aristotle's theory of persuasion.

1.3 Statement of the Problem

United States of America is an important and powerful country which has a huge effect in economic and political changes in the globe. Any American President who is elected by the people every four years gives the policies of how to handle different issues nationally and internationally. They give their policy in their inaugural addresses. They try to show their power and ideology through different linguistic devices and strategies. All the governments and politicians of the world remain conscious about the policy given by the American President. Politicians, scholars, editors, TV anchors and column writers study the linguistic features and linguistic devices used in the American President's speech and interpret them. As USA had a big impact in Pakistan's politics and economy so the researcher was keen to study inaugural speeches delivered by different American Presidents. There were many researches and analysis of discourse done in the past in which the researchers tried to explain the hidden meanings and ideologies. But works on political discourse and especially on inaugural speeches were a few. If we see this situation in Pakistan, here work on inaugural discourse or speech is quite less and only a few linguists have worked on this topic. Some researchers did work on inaugural addresses but not of the presidents of United States of America. This study is an attempt to discuss linguistic and pragmatic features used in the inaugural speeches of US presidents. The world media and statesmen rate and relate inaugural addresses of any US president in their own way to promote their own political agenda. The study underwent the forensic and linguistic analysis of the diction, rhetoric and style used in these inaugural addresses.

1.4 Research Questions

The present study endeavored to answer the questions which were as follows:

- 1) What types of linguistic devices are used in the Inaugural speeches of George Bush and Barak Obama?
- 2) How do the linguistic devices used in American Presidents' Inaugural speeches reflect power and ideology factors?
- 3) What types of linguistic functions are used in the American Presidents' inaugural speeches?
- 4) What is the usefulness of linguistic functions which are used in the American Presidents' inaugural speeches?
- 5) To what extent linguistic and pragmatic markers are similar among different speeches delivered by Republican and Democratic Presidents?

2. Literature Review

Language is an important tool for communication and expression of thoughts. In a successful and effective communication, people use different lexical items and rhetoric devices which make their speech persuasive and meaningful for listeners. When politicians want to convince common masses, they use different linguistic features and rhetorical devices that play vital role in the transfer of message from the speaker to the listener. The main aim of a linguistic study is to study and uncover the intentions of the political personality and to analyze the linguistic features which are used to convey the ideology. The linguistic elements in the political language affect the behavior and attitude of the people. Politico-linguistics consists of sociolinguistics, CDA, textual linguistics, pragmatics and semiotics. Political speech performs many functions as it has its own themes and criteria. Political speeches can be studied through culture and history (Fairclough, 1995).

2.1 Discourse

According to Van Dijk's (1977, p. 3), discourse is text in context, seen as "data that is liable for empiric analysis". Interactions among people enable them to discuss, explain and defend their ideologies and resultantly these can alter or support our social beliefs. Ideologies include beliefs related to the specific traits of any group like identity, social status, wishes and objectives, relationship with other groups and own atmosphere (Van Dijk, 2000). It has already been stated that discourse is vast than "text" (Fairclough, 1989, p. 27). Discourse represents the circumstances, intentions and desires of the speaker, the relation of the speaker and the listener, environment, ideology, context and style of the message. Discourse (ibid) can be poetical, political, pedagogical and scientific. Linguists always take interest in the study of linguistic devices or features which the political speaker uses to

communicate with the audience. The linguistic elements in the political language affect the behavior and attitude of the people (Fairclough, 1995).

2.2 Critical Discourse Analysis

CDA or Critical Discourse Analysis is not homogenous and also it is not a separate school of thought; however it is a perspective for analysis in discourse, linguistics and semiotics. (Van Dijk, 1993) CDA perceives use of language a communication socially. It creates and maintains differences in power relations. Fairclough (1993, p. 9) defines CDA as a discourse analysis to systematically find relationships in discursive work and texts, and in vast cultural and social relations and interactions. It investigates how interactions, texts and events are ideologically shaped by relations of power and struggles over power. Critical means it shows relations and hidden causes.

2.2.1 Principles and Tenets of CDA

Fairclough and Wodak (1997) offer five basic principles of CDA which are as follows:

- 1) Structures which are social or cultural are partially discursive linguistically and describe relationship of domination, power and resistance etc.
- 2) Discourse is constitutive of relationships in the society and is constituted from the social relationships. Linguistic features have purpose and social relations are produced by discourse.
- 3) Use of language must be studied in the social context. Empirical Analysis of discourse shows how language is used in communication in the society.
- 4) The function of discourse is ideological which creates unequal social powers and relationships among groups on various issues like politics, gender and religion.
- 5) Discourse is historical and has an agenda, which is change in society. It helps the weak and downtrodden people.

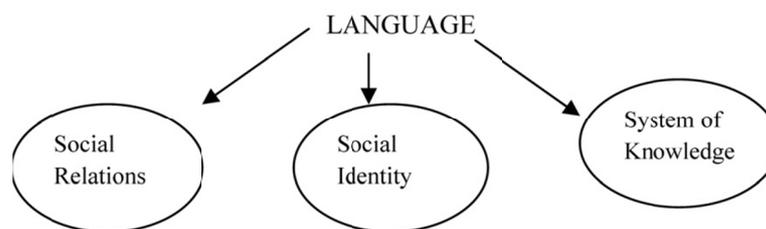


Figure 1. System of language

Language as Fairclough proposed (Ibid, pp. 134-136) is a part of social relations, social identity and a system of belief and knowledge.

2.3 Political Discourse and Its Characteristics

Political Discourse as a sub-category of discourse determines politics socially and historically. Thematically its topics are based on politics e.g. political activities, ideas and political & social relations. The idea of Power is complex and abstract which has an influence on everyone's life. Political speeches are made among public and their study involves a deep study of relationship between the political and linguistic behavior using micro level and macro level analysis. We start studying language at micro-level to see which certain structures like word choice and syntactic structure perform strategic functions. Language usage, verbal interaction, communication and discourse are studied at micro-level in a society. Dominance, inequality, and power relationships are terms which are related to analysis at macro-level.

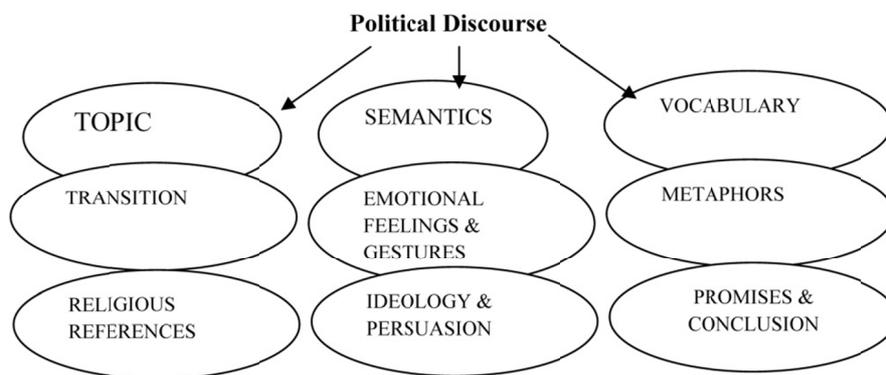


Figure 2. Types of political discourse

2.4 Ideology and Its Expression in the Political Discourse

An important basis which is always attached with political work or active politics is ideology. It is the device through which beliefs, traditions and the system of values are transferred or conveyed. According to Fairclough (2001) ideology has various meanings and also at the same time there is a possibility that we cannot find an exact meaning of it. Ideology can also be called as set of political beliefs and the parties, nations and people take or execute their actions on the basis of these beliefs. There is no country, nation, group or party in any area which does not have a set specific ideology.

2.5 CDA and Concept of Ideology and Power by Fairclough

CDA is a field for analysis of discourse in which the linguists or researchers discuss issues related to society and politics. Language and its relationship with power is the main subject on which Norman Fairclough did a lot of research and proposed theories regarding ideology, power and language. He critically analyzes the political and media discourse and tries to find the acceptance of ideology as a commonly accepted idea or sense. When we cannot guess anything working openly but behind some motivated work, we can say that ideology is playing its role. It can be visible if one senses that a specific factor is getting strong in his or her reason and there is a kind of inequality in the use of language and taking important decisions in daily life. The description and interpretation of the discourse is based on the linguistic features used in the political discourse. Qualitative study does not have statistical methods so it has a limited importance. Therefore it is now a day common to have a combination of qualitative and quantitative methods to analyze linguistic elements in the discourse.

2.5.1 CDA Framework by Fairclough

Fairclough explained the link of language, power and ideology issues and provided an analytical and critical framework which describes, interprets and explains the relationship of discourse, ideology and power. Fairclough (2001) asserts that CDA is used for analysis of spoken and written discourse and it begins with the social problems and issues in a society which affect the life of the people. CDA studies socially, culturally, economically and politically the means which cause inequality among people. Some requirements from critical analysis of discourse for effective results are given as under:

- I. CDA should provide better research for its acceptance.
- II. Political and social problems are focus of CDA.
- III. Practical analysis of issues in a society involves more than one discipline.
- IV. CDA describes structure of discourse and also it explains communication and structure of society as well.
- V. CDA analyzes the ways as the structure of discourse acts, affirms, legitimates and challenges power and hegemony relationship in a society.

Considering the above points, it is clear that CDA explains discourse structure as well as discovers hidden meanings of interaction which is related to the politics and social issues in the community. A speech is a way to deliver solution of some problems or to express power of a person during official events or situations. It shapes the attitudes of the people and represents the speaker as a role model and reliable person for them. CDA is very important in this regard to interpret the political address and to understand power and ideology relationship in the society.

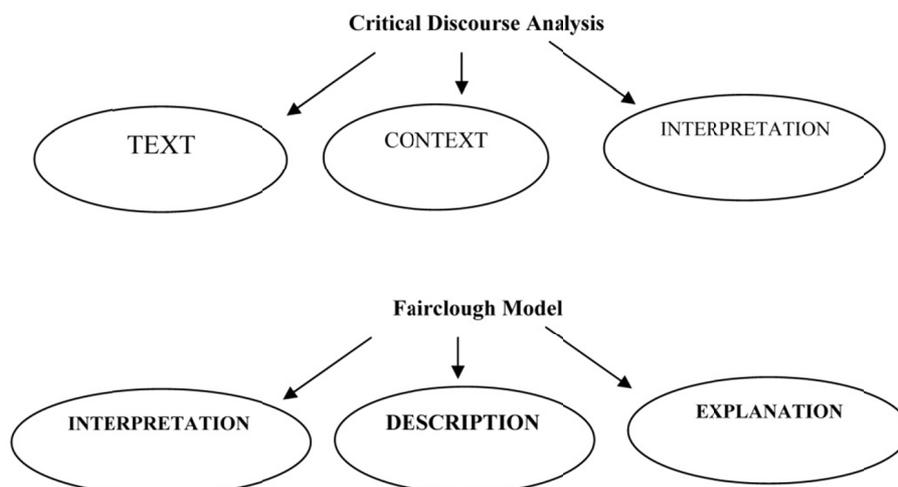


Figure 3. Fairclough model of DA

2.6 Rhetoric and Its Features

Rhetoric is an ancient technique which is used for communication. It was thought that it had association with manipulating, abstract thinking and deceiving others (Cockcroft & Cockcroft, 1992). In the modern times rhetoric became a handy tool to persuade others. We don't have any specific principles related to it and the rhetoricians should know the context and situation of the communication to find out how the persuasion takes place. Speeches on wedding ceremonies are different from the speeches in a sad or crisis situation. It's because the atmosphere of discourse or speech is affecting the rhetoric.

2.6.1 Components of Rhetoric

Rhetoricians study and tell about the situation of the rhetoric in relation with the environment of conversation. This environment of communication has five components:

- i. Thinking or acts which the speaker wishes from the listeners is the purpose.
- ii. The people or listeners are the audience.
- iii. The actual writer has a great influence of his education, social and cultural history.
- iv. Main idea or subject of the analysis or study.
- v. The ongoing events also influence the response of the audience.

According to Aristotle, the modes of persuasion in the spoken word are three. Ethos depends on the own character of speaker. Pathos is related to the audience which depends on making their certain kind of mind and thirdly Logos depends on words delivered in the speech. The speakers personally select proper vocabulary and gestures to prove their credibility (Aristotle, 1941). In an inaugural address all these aspects are used by the orator in an efficient manner.

According to Aristotle rhetoric is an ability or capacity to discover the possibilities and a source to persuade others in any matter. Discovering such faculty is very important and it involves inventing argument in a way which is according to the evidence and principles. He calls these things as proofs which are artistic. These artistic proofs have three types which are related to the morality of speaker, setting a specific thinking basis for the audience or the listeners and the speech which is the third type. The three tools or types of rhetoric are as follows:

- i. Ethos means to achieve persuasion using a person's personality and decision.
- ii. Pathos involves use of emotions for persuasion.
- iii. Logos means using one's thinking and reasoning for the persuasion of the audience.

2.6.1.1 Ethos

Ethos is a word which is related to the moral character of the speaker. It shows virtues and morality of the speaker in the speech. By stance or decision he means how a speaker delivers or transfers his /her arguments and opinions in front of the audience. There are two kinds of rhetoric which are positive and negative. The rhetoric

which is positive is related to the values and it shows or expresses them in the speech. The negative kind is used to keep these values hidden in the speech. It is an important decision which a politician makes that how to express and deliver a sketch or portrait of his / her personality. Although a politician has many means to do this task but everything cannot provide such persuasion as the speaker desires. The speaker or the political leader should have some techniques in his / her mind to get persuasion. The speakers should know how to communicate their ideas about their personality which should prove a true reflection of it. Humor can also be a technique to show one's personality which can be used to reduce tense atmosphere and to provide a positive outlook of one's personality which can impress the audience. Humor expresses the emotions and warm passions which the speaker has in his /her heart and mind. The friends share their laughter and the distance between the audience and the orator decreases if the orator laughs with the audience. But if the speakers want to use humor in the speech as a tool of rhetoric then they should know its management. If the speaker cannot manage it with responsibility, the audience can think that he / she is a non-serious person and they will not have any regard for the speaker. It is also important that the orator should not try to ridicule at them but laugh with the audience or the participants of the rhetoric. If the orator tries to laugh at the listeners then they will feel it as their insult.

2.6.1.2 Pathos

Emotions are index of one's personality. They can also be used for persuasion and as a technique or method of rhetoric. Such rhetorical devices attest the statements and can be regarded as a testimony model. It is mostly thought as expressing pathos and logos also. It depends on the use of such models what effects these models produce. For example people use some products and in advertisements show that the product is giving the intended results and in this way they attest the benefits of the product and presenting a model of attestation for the public. Such techniques and devices are a good way to persuade the people and these give them no chance to suspect the suggestions or prescription. This method or technique manipulates the people and inspires them. However this device is losing the power because it is being used excessively in many areas. So everything should be presented in a way which attracts the emotions of the audience.

2.6.1.3 Logos

It is related to the statements and argument which are used to achieve the goal of persuasion. When the orator tries to tell something to the people or wants to deliver any information then the arguments should be organized in a sequence and their structure is very important if the orator wants to get persuasion through it. Personality, stand point, emotions and passions are important but if convincing arguments are not present in the speech then the goal of persuasion cannot be achieved. These convincing or logical arguments or statements are called logos. Now a day, the politicians use many rhetorical devices and among them ethos is very important. The speaker should be reliable and credible. If he does not have this ability then his oratory or skill of speech is useless. Without character and personality the audience cannot adhere to the arguments or view point of the speaker. If we compare George W. Bush and Al Gore in the elections of 2000, we can see that Al Gore was in better position as he was the vice president of Bill Clinton and their government had good economy, low crime rates and the people were satisfied. Also as a speaker Bush was not so convincing and everyone thought that Al Gore would win easily. Al Gore was a better candidate and stronger on paper than Bush. He had experience and training. But Bush won the election only because of his ethos. He could not deliver good arguments but he expressed his personality well and Al Gore could not do so and his knowledge, authority and experience failed to reach the goal. Bush became more credible than Al Gore in the eyes of the voters. The audience do not trust a candidate if they feel that the speaker is concealing something from them. The more responsible and reliable politician cannot lose trust in the audience and also he presents his personality with sincerity. This sincerity and authentic character is ethos.

2.6.2 Use of Rhetoric for Persuasion in the Political Discourse

In rhetorical analysis, linguists and researchers try to find or recognize the person who is the speaker, the personality, ideology and party etc. Rhetoric also involves the specific tone, words, sentences and style of the speaker. The analysis of rhetoric includes the topic of a discourse, clues in the speech about the topic, and its expression. Every good politician is persuasive and every speech focuses on the nature of the occasion and the level of the audience. Personal pronouns can also be used to express ethos. Significantly, it is the best way to express one's personality to the participants of the discourse (Beard, 2000). "I" and "we" as singular and plural pronouns can help the orator in taking the responsibility and sharing the responsibility with the participants for any argument or statement. Modal auxiliaries help in representing the speaker's personality. If the speakers use such modal auxiliaries which show the difference between them and the audience then the audience will have a bad impact of their personalities.

3. Research Methodology

Politicians use different political strategies and techniques to persuade the audience and they struggle for power to put their social, political and economic ideologies. Furthermore, the role of language in political actions and in modifications of the thinking of the people cannot be falsified. This research is qualitative in approach as qualitative approaches investigate basic things like what, when, where and how the problem is found and why it appears. The researchers analyzed the data using Fairclough's CDA model and Aristotle's Persuasion Theory to study power and ideology relationship in the speech by examining linguistic features in the presidential inaugural addresses.

3.1 Data of Presidential Inaugural Address

Transcriptions of the inaugural speeches of George W. Bush and Barack Obama were downloaded from the official website of the White House. Different articles about these speeches from well reputed media sources like CNN, BBC, The Wall Street Journal, The New York Times of USA, The Dawn and The NEWS of Pakistan were studied to get real understanding and impact of the speech and then the address was analyzed.

3.2 Procedure

The study analyzed and interpreted ideological aspects of American Presidential inaugural addresses and the following procedure has been adopted:

3.2.1 Comparison of Transcripts and Videos

The transcripts of the inaugural addresses were taken from the official website of the White House www.whitehouse.gov/administration/president

3.2.2 Selection of Paragraphs from the Speeches

The speeches were read thoroughly and important paragraphs which were related to the ideology, power and techniques to hold power and to persuade the audience were highlighted and selected.

3.2.3 Analysis of the Data

The sentences, clauses and words are counted and sentence structure was identified and analyzed to uncover the hidden ideology and social functions. Linguistic features were identified and put in the tables and then their social and ideological functions were studied.

3.2.4 Main Features of the Inaugural Addresses

The researchers made a framework on the basis of CDA theory of Fairclough and Aristotle's persuasion theory for description, interpretation and explanation of the inaugural address delivered by the American presidents. The inaugural address was carefully studied and the following items were analyzed.

1). The Main Topic and Title of the Speech

2). Transitions Analysis

Transition is a move or movement in the paragraphs and line or group of lines and it showed different purposes which were described in the lines or paragraphs. These transitions or moves were

i. Salutations

ii. Making promises

iii. Appeals

iv. Religious References

3). Use of Pronouns

4). Modality or Use of Modal Verbs

All the features related to the language like keywords, pronouns and modal verbs were described and analyzed using tables and charts which were created in MS Excel and MS Word.

4. Findings and Conclusion

4.1 Findings and Discussion

Keeping in view the established framework, the findings revealed how American presidents responded to and dealt with the political, financial and economic issues of USA and of the world. Their words and style hovered around the diverse aspects of the political discourse were covered over the crisis and adequate policies aimed to overcome.

4.2 President George W. Bush's Inaugural Address

The first inaugural address was delivered by President George Walker Bush on January 20, 2001. He won a controversial election against Al Gore. During his inaugural address thousands of demonstrators were protesting in Washington DC as they thought the decision of the Supreme Court was unjust. George W. Bush as the 43rd president of the United States of America delivered the inaugural address. The focus of his address was on unity of the nation and civilized behaviour so that the people would be motivated to stand together against the challenges of the time. The inaugural address of President George W. Bush was divided into twenty four sub-sections codified in term paragraph. Each paragraph had different topics and purposes which were deeply studied and analyzed as under.

4.2.1 The Main Topic and Title of the Speech

Paragraph number 6, 12, 15, 16, 18 and 23 were related to the main theme or main topic of the speech. They described the message of duty, civility, unity, justice, responsibility, service, American promise and courage. The main topic of this inaugural address was a call and plea for unity of the nation. Bush called it the greatest thing and used the words as "grandest ideal" which shows his promise to American people. Bush told that they might not vote for him but still he would serve them because he was the president of the whole of the United States of America. He said,

"You may not have voted for me but I intend to serve as your president."

It seemed that the speech was a sermon rather than a political address to the nation. He told in paragraph 6 that whether the people were opponents or his companions they should be united to fulfill the American promise and to achieve American ideal of a civilized world which is based on equality, justice, peace and prosperity for all. In paragraphs 11 and 12 he tried to boost up the moral of the nation saying that Americans had a national courage which they kept during the time of depression and during wars. They should fight against apathy and ignorance by reviewing the schools. He insisted on reforming the social security, health care and tax system which would boost up the economy and the next generation would not struggle against many problems. He said,

"We will reform social security and Medicare..... reduce taxes to recover the momentum of our economy.."

In paragraphs 15 and 16 he urged that Americans should show that they were compassionate and according to their conscience the poverty of the nation was unworthy for them. All the Americans were equally American. No-one was stranger and they should eradicate the suffering and hopelessness of the poor ones because if some people were poor it would diminish all of the American people. He told that the government was aware of its responsibilities regarding safety, health, civil rights and the education system.

He declared that the people who belonged to any religion were safe and free in America. They could freely go to their places of worship. However they should preach humanity. In paragraph 23 which was the second last paragraph of the speech president Bush urged the nation that to fulfill all the promises they should continue persistent efforts to make America generous and just and their lives were having dignity and honour. He said,

"Never untiring..... We renew that purpose today."

4.2.2 Transitions Analysis

Transitivity or transition or move in the lines or paragraphs of the speech was according to the purpose of the speaker. The main transitions or moves in the inaugural address by George W. Bush were as follows:

4.2.2.1 Salutations

As it was the tradition the new president George W. Bush thanked the former president Bill Clinton and his opponent in the presidential election Vice president Al Gore for their decency and services to the nation. He recognized the old and ancient traditions of the United States of America and affirmed them. He started with a happy note that transfer of power and office was not a happy event or occasion in other countries of the world but it was quite pleasant and peaceful in America since its independence. Paragraph 1 was related to the salutations in his speech. He said,

"With a simple oath we affirm old traditions and make new beginnings."

4.2.2.2 Making Promises

George W. Bush made some promises and pledges with the nation using simple and clear vocabulary which represented his patriotism, love for the nation, and enthusiasm to make the nation united, civilized, strong and prosperous. Paragraphs 6, 9, 11, 13, 14, 16, 17 and 19 of the inaugural address described his promises and pledges to the nation. He declared in paragraph 6 that he with the help of the people would not let the opponents

and the people who had hidden enmity and prejudices and tried to increase the differences and distances among the citizens. Everyone who was living in America should know that they were not only sharing the continent but they were also in one country so they were one nation. He said,

“And this is my solemn pledge I will work to build a single nation of justice and opportunity.”

In paragraph 9 he talked about a new commitment to fulfill the American promise using civilized behavior, compassion, character, courage and determination. He gave the principle of civility and characteristics of a civilized society which were good will, forgiveness, fairness and respect for others. In paragraph 12 he talked about national courage and asked the people to incorporate the qualities of good citizenship in the schools and eradicate laziness and ignorance from the society. In paragraph 13 and 14, he declared his resolve that they as a nation would reform important services like social security, medical facilities and restoration of economy by reducing taxes. He promised to recover these things to provide true reward of the efforts to the American people who were working for the prosperity of the country.

In paragraph 14, he talked about the security of the country. He gave the hint that America would fight against Iraq to eliminate its weapon of mass destruction. He called Iran and other rigid thinking countries as enemies of liberty. He affirmed that America remained involved in the world affairs for the balance of power and this favored the freedom in the world. It was an announcement that America would continue to attack other countries for the defense of its interests and allied countries. He pledged that they would fight against aggression and the people who had bad faith like Al Qaeda and other terrorist organizations.

He said, “We will confront weapons of mass destruction..... We will meet aggression and bad faith with resolve and strength”. In paragraph 17 he pledged that he would lead the nation to a goal that they would help the victims of poverty and helpless people.

In paragraph 19, he promised to lead the nation by the principles of civility and he would incorporate the golden values of the past to safeguard the present of the nation.

4.2.2.3 Appeals

Inaugural address by George W. Bush was mostly an appeal to the nation to stand with the government to fight against the challenges of time like poverty, inequality, ignorance and declining values. In paragraph 4 he appealed for the incorporation of equality and respect for others because everyone who was born in America or migrated to it was important for the society. In paragraph 6 he appealed for unity and serious struggle and work for the nation. In paragraph 11 he called for adaptation of the principle of civility. In the following paragraphs till the end of the speech he called the nation for the duty to reclaim schools in America, to make the defense strong and to eradicate poverty. He asked the nation to be responsible citizens and start serving others and began this service from the neighborhood. He appealed them to continue this work along with him without tiring and yielding.

4.2.2.4 Religious References

George W. Bush was a staunch religious person who used religious quotations in his speeches. He also showed his love for religion in his inaugural address by giving reference of God, wounded traveler on the road to Jericho, acts of God from the Bible, saint's quotation for love and sympathy for others and an angel who was directing the riding in the wind and directing the storm. He ended his address on the prayer for the blessings of God to the people and for America. He wanted to show his character and to persuade the people to trust him.

4.2.3 Use of Pronouns

Use of pronouns is very important as it helps in the study of relationship and hidden ideologies in the discourse. Pronouns have a relationship with person, spatial and discourse deixis which represent the function performed by anaphora, personal and demonstrative pronouns in the communication. Use of pronouns tells us about the agents, beneficiaries and the affected ones. Personal pronouns have two types on the basis of number, gender and person. “I” is the subject case of 1st person single pronoun and “me” is its objective case. The use of first person shows that the speaker is excluding others and making a personal statement or point of view. By becoming personal the speaker creates a positive effect and commitment with the goals.

The use of “we” which is plural first person pronoun which is used as subject and its object case is “us”. “We” and “us” both are used to include the recipients in the discourse. “We” pronoun shows authority of the speaker because of his or her status. “You” is used to specify others during the discourse. It can be used to show unity and integrity. “They” and “them” are third person pronouns which are used to show that certain people are not included in the group. “My” and “mine” show personal involvement and commitment.

Table 1. Use of pronouns in Bush speech

PRONOUNS		
Sr. No.	Words	Count
1	we	47
2	I	11
3	our ourselves	49
4	your	3
5	they	4
Total Pronouns		114

George W. Bush used all pronouns superbly; especially “we” has been used more than others to create the impact of unity and integrity. He made the nation believe that they were part and parcel of the American government. He included them in his decisions and policies.

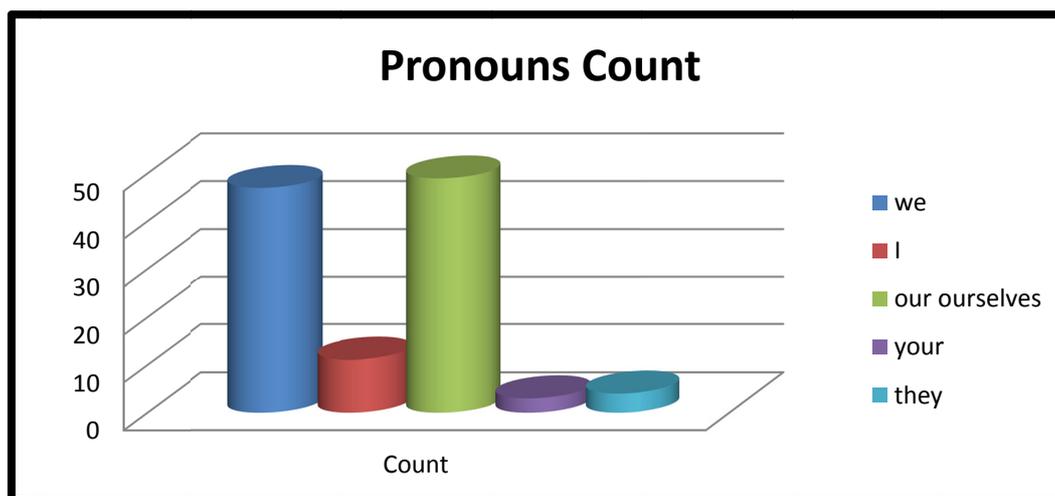


Figure 4. Use of pronouns in Bush speech

He used repetition also in the speech so that the communication of the message became easy and the people infer the goal of his policy. In paragraphs 13 and 14 he showed his commitment to the people when he said,

“We will reclaim America’s schools... We will reform social security and Medicare.... We will reduce taxes..... We will build our defense... and We will confront the weapons of mass destruction.”

It was noted that he tried to impress upon the idea that together they could do anything and he was nothing beyond the nation. Total first person pronouns used by George Bush were 58 (both I and We) out of which first person plural pronoun was used 47 times and first person singular pronoun was used 11 times. Second person pronouns were used 3 times and third person plural pronoun “they” was used 4 times. Possessive pronouns “our” and “ourselves” were used 49 times. President Bush used pronouns to avoid monotony by substituting nouns with pronouns for the persuasion and complete transfer of the ideology. He used personal pronouns for indicating self-responsibility, integrity, solidarity, self-emphasis unity of objective and inclusiveness. He showed that he and his audience were one nation and they had same goals and mission. He used second person pronoun “you to emphasize that he respected the identity of the people and acknowledgement of their role in the nation’s progress. He also wanted to show solidarity and integrity with them. “They” was also used to bridge the gap between the president and the audience. “Our” and “ours” were reducing the distance between the speaker and the audience and creating solidarity among the participants.

4.2.4 Use of Modal Verbs or Modality

Modal verbs or modal auxiliaries add subtlety in the speech. They are used implicitly to show attitude, affect the audience and to uncover the hidden ideology and policy of the speakers. “Can / could” and “may / might” show the ability of something while “will / would” and “should” show commitment. Total 37 modal verbs were used and “will” was used 24 times, “can/could” 6 times, “should” 1 time, “would” 1 time and “must” for 6 times. There was no use of “May” and “Might” which showed the clear thinking of the president that he did not doubt

anything about his plans. He used “Can” and “Could” 6 times which were used to show the possibility and ability.

Table 2. Use of model verbs in Bush speech

MODAL VERBS		
Sr. No	Model Verb	Count
1	Will / would	24
2	May / might	0
3	Can / could	6
4	Shall/ should	1
5	Must	6
Total Modal Verbs		37

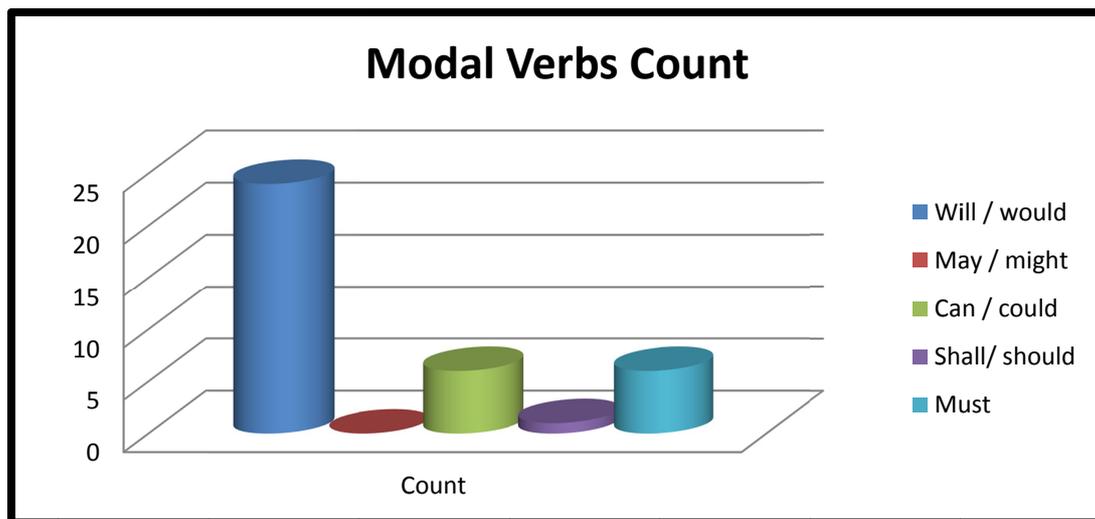


Figure 5. Use of modal verbs in Bush speech

He tried to persuade the audience by showing his commitment that he would definitely change the circumstances. “Must” was used 7 times which represented his resolve for action. He gave the nation some principles for progress, civility and unity and he asked the people to follow these principles. “Will” and “Would” are used 24 times. It shows his intention to do many things for the welfare of the nation. He told in paragraphs 9, 13 and 14 that they would reform Medicare and social security and there would be reduction in the taxes. He used “Should” only one time in paragraph no. 14 to threaten the enemies of the United States of America that they should never even think about making any evil plan against America.

4.3 President Barack Hussein Obama's 1st Inaugural Address

Barack Hussein Obama delivered the inaugural address on January 20, 2009. His address was straight forward and powerful. It focused on the economic crisis in the world which was also affecting people in America. He gave ambitiously an agenda for the reformation of financial terms, alternate energy resources, and schooling and health facilities. He showed his determination to bring down the debts. He asked the people to be ready for a hard struggle because they were facing serious and real challenges which could not be overcome in a short time however they would meet these challenges as they had a history of successful struggle against odd circumstances. The inaugural address of President Barack Hussein Obama was divided into twenty paragraphs which were lengthier than the paragraphs in the inaugural address of George W. Bush. He targeted the opponents for wrong policies and asked the nation to come forward for rebuilding America.

4.3.1 The Main Topic and Title of the Speech

Barack Hussein Obama was the first Afro-American president of America. He wanted to rebuild the country so that it could be more peaceful and prosperous than the previous administration. Rise of a New Era and Birth of Freedom and Peace were the suitable titles for the inaugural address delivered by Obama. He did not care the

arguments about the government and its size and focused on the role of government in service to the nation. He said,

“The question.... Government is big or small whether it works. “

He put a comprehensive plan to change the current state of miserable affairs in America and gave a vision for prosperity and well-being of the nation. He used rhetoric devices very well to persuade the audience and also used metaphors in an excellent manner. He related his vision to the revolutionary spirit which was inherited in the foundation of the country. He motivated the American people by giving reference of the previous history of USA. He told about the ideals and values incorporated in the American Revolution, American dream and hard work which were source of inspiration for the nation. He described that they would reform the system of governance and the government would serve the common man which was according to the ideology of the Democrats.

Barack Obama clearly told the nation that all the people whether destitute, needy or rich had a common creed and blood. He talked with energy and in a loud voice which was showing his deep emotions and force of passions. He told the nation that still they had to continue their journey towards progress and well-being of the people. The nation had to complete the task to reach the goal declared by Jefferson that everyone should have his rights and value. He forced the nation to think that everyone who was living in America was American whether he or she was American by birth or an immigrant. He showed relationship of his oath with the oath taken by the immigrants for citizenship and showing commitment and courage for the rise of the American flag. There was fear of decline of the country but American people were having experience of such odd days and could meet all the issues. He said,

“Today I say.... the challenges we face are real. But know this America, they will be met.”

4.3.2 Transitions Analysis

The president after careful observation of the current scenario of the political situation, problems of the people and his promises which he made during the campaign set his inaugural address. The main transitions or moves in this address were as follows:

4.3.2.1 Salutations

Barack Obama started his speech by saying thank you to the audience. He was really in triumph after a long struggle for this day and looking emotional too. Because the support of the people was his strength so he started with thanking them as it was necessary to show his gratefulness to them. He did not use the words like “fellow Americans” and addressed the nation in an amiable way by saying,

“My fellow Citizens, I stand here today humbled by the task before us, grateful for the trust you’ve bestowed.”

Barack Hussein Obama made the people feel that he was there because of them and he paid his gratitude in an inspiring way by selecting a remarkable phrase which was explaining that Americans were seeing that day after too many sacrifices offered by their ancestors. Then he thanked his predecessor president George W. Bush for his services to the nation and help in smooth transfer of power but after that he criticized him for his policies and wrong decisions again and again in the speech.

4.3.2.2 Making Promises

America was facing hard days because of two ongoing wars and financial crisis. Per capita income was getting low and there was pressure on immigrants to leave the country. Obama did not give straight forward solution of these issues like end of ongoing wars, changes in the climate and economic crisis. During the inaugural address it was not suitable to give detailed statements and administrative arguments so he only pointed out the issues and his goals briefly. He asked the people feel to be ready to fight against the odd circumstances and sacrifices. He tried to inculcate a thinking of inner transition and encouragement in the nation. He said in paragraph 5 that they had chosen hope instead of fear to handle the issues with determination and unity of objectives instead of disintegration. He proclaimed that they would finish inferior jealousy, discrimination and old ideologies of breach which were eating the strands of unity. He affirmed that everyone was free in the country to have a chance to live a happy life.

In paragraph 7 he gave reference to the bitter state of the country and declared that they would take actions for creating job opportunities, growth and development. They would build and improve roads, bridges, digital connections and commerce and electricity distribution grids. He mentioned future improvement in the health and educational institutions. He emotionally declared,

“We will harness the sun and the winds and the soil to fuel our cars and run our factories.”

In paragraph 8 he promised that if the government would not deliver, the programs would be discontinued. He declared that they would follow the foot-steps of their ancestors and American ideals set by them. In paragraphs 11 and 12 he declared that they would leave Iraq and try to reduce nuclear threats and global warming. He challenged the enemies that they could not break their spirit and could not defeat them. He promised a new period of peace in the world. In the last paragraph he promised that they would continue their journey towards prosperity and would keep their eyes fixed on the target.

4.3.2.3 Appeals

The nation was hoping that new administration would give some better plans for the eradication of poverty and to overcome the economic crisis. Barack Obama made it clear that the journey towards progress and prosperity was long and difficult and the people must be ready for sacrifices. In the first two paragraphs he described the grave situation of the economy and other problems in the country like loss of jobs, declining standard of schools and poor health facilities. But he motivated the nation by reminding that they had history of success in hard times by keeping ideals and dreams given in the constitution. In paragraph 4 he said that the difficulties were too many and could not be overcome in a short span of time but they could solve all the issues through determination and courage.

In paragraph 6 he said that Americans were a great nation and their greatness was earned after a long struggle so they must not think for short cuts but they should take risks and have high hopes and big hearts as it was not the way for the weak and faint hearted people. In the next paragraph he mentioned the productive power, inventiveness and capacity of the people and asked them to begin the work of rebuilding a new America. For the defense of the country he appealed to the nation that if the enemy was strong then they should become stronger and show that their spirit could not be broken and defeated. He asked the followers of all the religions that they should promote mutual respect and diffuse the conflicts. He appealed the people in paragraph 17 to meet the challenges through the values like hard work, honesty, patriotism, tolerance and courage.

4.3.2.4 Religious References

Use of religious references was a common tool of rhetoric which was used perfectly in his inaugural address. Barack Obama gave many references from the Biblical stories and to God. He showed himself as more religious than any other of his predecessors. He reminded the people that God bestowed them freedom as a gift. He gave the reference of God and religion to emphasize that Americans were the selected people by God who were living in America. His task was to make them feel united and strong. He started the address with the affirmation that Americans should remember the promise given by God that all were equal, free and had a chance to live happily as they wish. American nationality was based on these principles and he appealed the nation that they had to prove their promise and pay the price of citizenship as the promise was a duty for them and God called them to “shape an uncertain destiny.”

4.3.3 Use of Pronouns

Personal pronouns were used in the speech to enhance the excitement and to motivate and inspire the people.

Table 3. Use of pronouns in Obama speech

Use of PRONOUNS		
Sr. No.	Words	Count
1	We	60
2	I	3
3	our ourselves	70
4	Your	3
5	they / Them	22
Total Pronouns		158

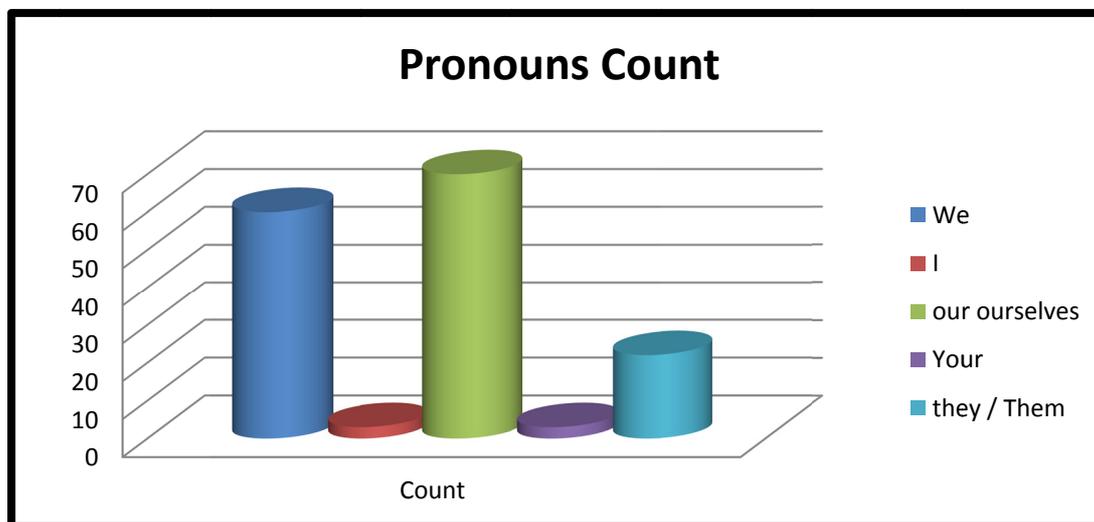


Figure 6. Use of pronouns in Obama's speech

Total 158 pronouns have been used in the inaugural address by Barack Hussein Obama. Out of which sixty times he used “we”, seventy times “our and ourselves “, three times each “I and your” and “they and them” were used twenty two times. “I” and “Me” were giving a relationship and reference to the orator. He used these two pronouns to express his personal views on various issues. He declared that he would serve the nation. “You” and “your” were used to address the audience and also to the opponents who were trying to destroy the peace in the world. He used these as plurals and without specifying any particular person. He wanted to show his solidarity and close relationship with the people. “They” and “them” were used 22 times to represent the opposition and the terrorists. He also used “they” to refer to the pioneers who laid their lives and gave sacrifices for the next generation. He said in paragraph 6,

“They saw America bigger than.... individual ambition.”

“We” and “Our” were used 60 and 70 times respectively. Both were used to include a large audience. It showed close connection of the president with the nation. He used these two pronouns mostly to produce solidarity and sense of pride in the people that they and their president were not separate and they were also a part of the government. He was bridging the gap between him and the people.

4.3.4 Use of Modal Verbs or Modality

Obama deliberately used the modal verbs so that his audience could easily understand his ideology and change their behavior and way of thinking about the problems. “Can”, “could”, “may” and “might” were used to express inner ability and control over the audience. Obama used “may” and “might” for 5 times and “can” and “could” for 15 times which was a proof of his commitment to his purpose and dedication.

Table 4. Use of modal verbs in Obama's speech

MODAL VERBS		
Sr. No.	Model Verb	Count
1	Will / would	20
2	May / might	5
3	Can / could	15
4	Shall/ should	3
5	Must	8
Total Modal Verbs		51

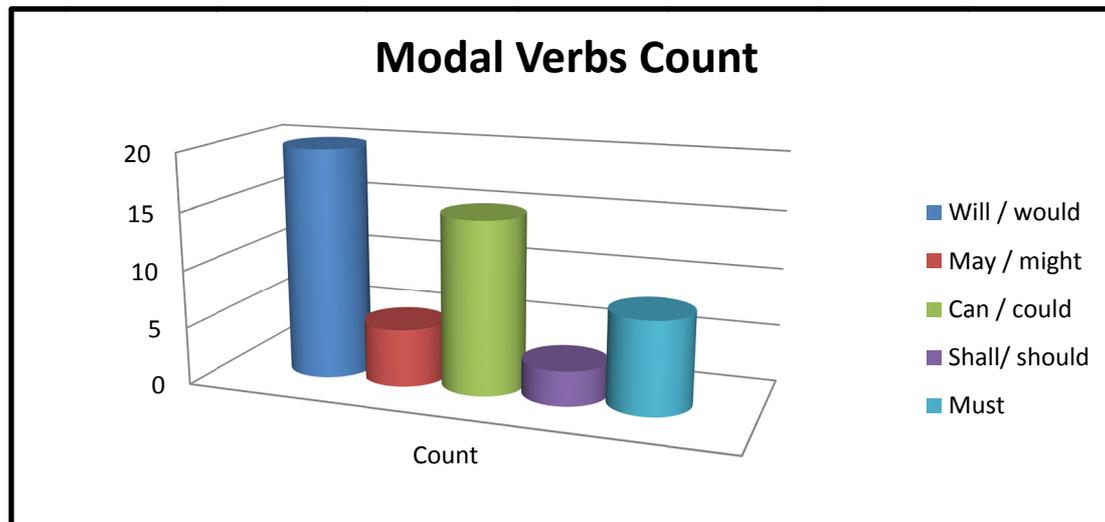


Figure 7. Use of modal verbs in Obama's speech

“Will”, “would”, “shall”, “should” and “must” were used 20, 3 and 8 times respectively which were showing sense of responsibility on the part of the speaker. The use of “shall” and “should” were rare and “will”, “would” and “must” were mostly used in the inaugural address because Obama wanted to persuade the people that they had to defend the American ideal as well as defeat the evil plans of the enemies. Use of auxiliaries gave the nation hope and satisfaction to the nation that they would see some relief after a hard time.

5. Conclusion of the Study

Keeping in view the research questions the researcher tried to find the right angle to analyze the inaugural speeches objectively and linguistically. American Presidents did not use the speech to inform the people or share the facts but they use the language in a way to communicate meaning and persuasion to get their attention. The researcher aimed to examine political strategies of Presidents of USA and their impact on the world by using linguistic analysis. The Presidential speeches had pragmatic and lexical items which focus more on the audience and less on the message. Every president tried to move the audience. During speech the speaker put to table his identity, social ideology, values and beliefs that directly molded his arguments. For this reason it was important to understand the political, social and cultural norms of the country. The audience perceived the message more than it was delivered in the speech. Language played a vital role in the production and keeping the social and political ideology intact. Analysis of ideologies was a complicated work but it was very much suitable for thesis.

Political discourse has many aspects such as to understand the hidden ideologies by studying the linguistic features and functions, grammatical analysis, keywords, speech acts and personality traits which were studied and their impact on the state, people and world was discussed. As a student of the language it was quite interesting and informative work which opened new horizons for the researcher and he felt the vastness of this field which was difficult to analyze in a single research work but by concentrating on the framework the researcher tried to complete it in the limited time. America as a superpower is leading the world and the Presidents of the United States of America showed through their discourse that they were well aware of their authority in the world. They used such pronouns, adjectives, conjunctions, metaphors and references to their history, constitution and religion which made them popular in the eyes of the nation. It was an impressive fact that all the Presidents kept their country and the nation superior than any other thing and they expressed comprehensive plans for the uplift of them. It is a source of inspiration for other political leaders also. Some other researchers also studied the addresses by the American Presidents like Liu (2005), Wang(2010), Horváth (2012), Lausten (2014), Sabry (2015), and McClay (2017) who studied tenses, political genre, moves, description of ideologies and verbs in the speeches but this work is different from them as relatively diverse framework was used to study the main topics, transitions, keywords, pronouns and modal words which gave more in depth analysis of the political discourse.

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