

Appraisal Devices Realizing Attitudes in Donald Trump's Inaugural Speech: America First

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Abstract

This study analyzes President Trump's inaugural speech (2017) based on the principles of Appraisal Theory (Martin & Rose, 2007). Appraisal/ Evaluation of Systematic Functional Linguistics (SFL) is a framework used for analyzing evaluative language that focuses on how people explicitly or implicitly show their feelings, how they take positions, and how they align or misalign themselves with social issues. Martin and Rose (2007) classified Appraisal System into three distinct subsystems: Source, Amplification, and Attitude. This paper mainly focuses on analyzing the Attitude of Trump's Inaugural Address. I conclude that Trump employed three types of Attitudes in his speech: Affect, Judgement, and Appreciation. I found 90 clauses of Attitudes: 45 stances of Affect, 31 Judgement, and 14 Appreciation. Findings indicate that: Trump, in his Inaugural Address, used positive Attitudes more than negative Attitudes; Affect dominated the sources of Attitude, and positive Security has the highest frequency among the Attitude sub-types. Moreover, the study shows that Trump used metaphors, idioms, and simple words to convey his message throughout the speech.

Keywords: Appraisal theory, Attitudes, Trump, Inaugural address, SFL

1. Introduction

Brown (2000) argues that language is a system comprising vocal, written, or gestural symbols that allow people to communicate clearly. The English language's rapid evolution constantly requires trained analytic eyes with a deep understanding of its textual and linguistic operations (Hadidi & Khodadadi, 2018). Language in itself has no power unless it is effectively employed or articulated by influential speakers or politicians who employ it to affect and motivate the intended audience to the desired purposes and meanings (Foucault,

1982; Woods, 2006). The power associated with language is demonstrated clearly in democratic countries where citizens mostly decide whom to vote for based on their campaign speeches.

Political discourse is identified as “the text and talk of professional politicians or political institutions, such as presidents and prime ministers and other members of government...” (Kitaeva & Ozerova, 2019, p.170). Politics is a strongly ideological social field; ideology is acquired, articulated, enacted, and represented in the language (Fairclough, 1989). Political speech includes a plethora of rhetorical schemes, tactics, and language devices, all of which are goal-directed and rely on the specific purpose that a politician decides to seek. As a result, linguists and scholars who study and evaluate political speech have typically focused on the complexity and multiplicity of discursive methods (Kitaeva & Ozerova, 2019).

Van Dijk (1997) stated that the analysis of political discourse “should be able to answer genuine and relevant political questions and deal with issues that are discussed in political science” (pp. 11-12). Political discourse can be analyzed using critical discourse analysis’s (CDA) principles. CDA was developed in 1979 to uncover the hidden relationships between language, power, and ideology (Tenorio, 2011). CDA has drawn the attention of linguists as an interdisciplinary field investigating the relationship between language, authority, and culture. It can be used to study language features in various social and cultural contexts (Chen, 2018).

CDA is founded on Halliday’s systematic functional grammar (SFL). Hart (2014) stated that SFL is “concerned with what speakers are doing when they use language and why on particular occasions of use, they formulate their utterances in the way they do” (p. 20). In SFG, Halliday divides the systems of choices available to a speaker into ideational, interpersonal, and textual (Hart, 2014).

Emerging within the interpersonal social metafunction of language, Appraisal System is the foundation of the present study. Martin and Rose (2007) classified the Appraisal System into three subsystems: Source (Engagement), Amplification (Graduation), and Attitude. To this end, the present study analyzes former President Donald Trump’s Attitude and the feelings adjusted with the audience (Judgement and Appreciation) for his Inauguration Address in 2017.

1.1 Background of the Study

An inauguration is an event that signifies the commencement of a new administration of a public office holder. American presidential inaugural speech is a type of political rhetoric given by the newly elected president in the event of an inauguration (Yang, 2017). The American Presidential Inaugural Addresses “are commonly recognized as representative of English political speaking” (Liu, 2012, p. 2047). Likewise, Kaufer et al. demonstrated that the presidential Inaugural Addresses are “one of the most carefully crafted textual genres in politics” (2004, p. 221).

Donald John Trump is the 45th president of the United States, who took office on January 20th, 2017. Trump started his political career by running for the Reform Party presidential

nomination in the 2000 election, but he withdrew; then, he announced his intention to run for president again in the 2012 election (Nasution, 2018). However, it was not until the 2016 election that Trump became the official Republican presidential candidate, defying polling and media predictions and winning the bulk of electoral votes in a surprising victory on November 8th, 2016 (Dickerson, 2019). Despite losing the public votes by almost 3 million to Hillary Clinton, Trump's electoral victory, 306 votes to Clinton's 232 votes, ensured his election as the 45th president of the United States (Dickerson, 2019).

Based on the above, it can be suggested that Trump is an unfavored figure among many Americans as he lost the popular vote by the widest margin of any United States President in American history (Kentish, 2016). This incident may have left many people thinking that Trump had not righteously acquired his position in the office. Further, many political observers anticipated a victory by Trump's Democratic rival, former secretary of state Hillary Clinton (Sides et al., 2017).

Trump's Inauguration Address was mainly intended to accomplish political objectives (Chen, 2018). Trump uses words deftly to attract popularity and persuade the American nation to accept his new agenda (Chen, 2018). Although Trump's wealth was verily unique, the absence of his political experience became an anomaly (Hall et al., 2016). That is, Trump became a candidate when the country was in the middle of negative politics and political shifts (Kreis, 2017). Kreis (2017) suggests that Trump might have contributed to the divisiveness during that period. Trump's language choices in his Inaugural Address, as in most of his speeches, were not unifying and deviated from the traditional nature of the Inaugural Addresses (Dickerson, 2019). In this regard, Dickerson (2019) stated that Trump has "used language that continued the acrimonious culture in our nation (Trump, 2017), not only setting one party against another but alluding to the divide between the government and its citizens" (p.7).

However, Trump has reached an enormous audience while concurrently connecting to them, ultimately permitting the audience to feel close to him (Kreis, 2017). In his Inaugural Address, Trump negotiated current— at that period— national crises and global situations and elaborated on his core political principles and specific political strategies for the next four years on this occasion.

1.2 Significance of the Study

Since the speech of the American president is a speech that attracts people around the world, it is valuable to analyze it critically. In the United States, the 2016 presidential campaign was a period of profound cultural and political importance (Dickerson, 2019). The 2016 election was a stellar cultural and political moment for many Americans, from social media platforms, e.g., Facebook and Twitter, to send messages to voters about the deep divide between the radical right and the liberal left (Terrill, 2017).

Former President Trump has reached wide popularity worldwide; his spontaneous tweets and controversial statements have attracted many worldwide. Trump was Twitter's most-followed

world leader during his presidential term, with 39 million followers (Fair, 2017). During Trump's term, even those with no political interests have shown interest in American politics.

Despite Trump's popularity, his speeches have not been widely investigated linguistically compared to his counterpart, President Barack Obama. Therefore, this study seeks to fill this gap partly. Besides, the present study aims to contribute some significant aspects to the body of literature on Attitude analysis. Furthermore, it aims at contributing to educational practitioners, theoretically, practically, and pedagogically for those who relate to the Appraisal resources. This study enriches the research of the American president's political speeches and provides some implications for political discourse analysis.

1.3 Research Questions

After an extensive review of the body of literature on the Appraisal theory of SFL and Inaugural Addresses in general and Trump's Inaugural Address in particular, this study aims at answering the following questions:

- 1- How is the Appraisal System used to express Donald Trump's Attitudes in his inaugural speech?
- 2- What are the president's evaluative strategies by which he presents himself in the Inaugural Address?

1.4 Review of Literature

1.4.1 Theoretical Framework

1.4.1.1 Systemic Functional Linguistics (SFL)

SFL concerns how people use language to perform everyday social life and how social contexts are formed in and by language in return. Despite the complexities of social communication, the fundamental concepts of SFL are straightforward and have been devised to manage its complexities (Martin & Rose, 2007).

As mentioned above, Halliday categorizes the systems of choices available to a speaker into ideational, interpersonal, and textual (Hart, 2004). Martin and White (2005) stated that

Ideational resources are concerned with construing experience: what is going on, including who is doing what to whom, where, when, why, and how and the logical relation of one going on to another. Interpersonal resources are concerned with negotiating social relations: how people interact, including the feelings they try to share. Textual resources are concerned with information flow: how ideational and interpersonal meanings are distributed in waves of semiosis, including interconnections among waves and between language and attendant modalities (action, image, music, etc.). (p.7)

1.4.1.2 Appraisal

Appraisal/Evaluation within Systemic Functional Linguistics (SFL) is a relatively new framework for analyzing evaluative language. It concentrates on how human beings disclose their feelings directly or implicitly, take sides, and align or dis-align themselves with social

topics (Hadidi & Khodadadi, 2018). This discourse system allows us to see in-depth the presentation of interpersonal meanings (Rohmawati, 2016). Moreover, this system connects the wording choices in a text/speech to the ideological bases used in the text/speech. The potential to choose an appropriate expression of a word instead of the other options (expression of words) allows readers/hearer to anticipate the writer/speaker's Attitudes toward the phenomenon being discussed (Rohmawati, 2016).

Appraisal originated from a study of narrative genres conducted in the late 1980s. The system was created due to the work of functional linguistics researchers headed by Professor James Martin of the University of Sydney. As stated above, regarding the kinds of Appraisal systems, Martin and Rose (2007) divide them into three distinct subsystems: Source (Engagement), Amplification, and Attitude.

Attitude is the focus of the present study. Martin and Rose (2007) define Attitude as "something to do with evaluating things, people's character, and their feelings" (p.22). Attitudes can be more or less extreme, i.e., more or less amplified. Whether voicing people's feelings, judging people's character, or appreciating objects, the Attitude can be the speaker's own or attributed to another resource (Rohmawati, 2016). This means that a speaker could convey those Attitudes by utilizing his/her own words or referring to someone else's words (Rohmawati, 2016). It is divided into three subsystems: Affect, Judgement, and Appreciation.

Affect is concerned with conveying feelings. According to Martin and Rose (2007), there are two general ways to express emotions. First, people can have bad or good emotions; therefore, Affect can be positive or negative. Second, people can directly or indirectly express their feelings; therefore, Affect can be direct or implied from their conduct.

Judgment is concerned with the act of judging people's character in discourse. Using the system of Judgment, speakers often express moral assessments of other peoples' character or conduct. This system is sub-categorized into two significant categories: Social Esteem and Social Sanction. These two are also divided into negative and positive. The difference between them is that the former involves admiration and criticism (without any legal implication); in contrast, the latter requires praise and condemnation and is often associated with legal implications (Martin & Rose, 2007).

Appreciation resources express our Attitudes toward things. It is associated with valuations, which are concerned with the positive and negative assessment of things, artifacts (which include not only material objects produced by human industry but also works of art, books, buildings, and so forth), procedures, and states of affairs rather than human actions (White, 2001, as cited in Rohmawati, 2016). According to Martin and White (2005), "Appreciation involves evaluations of semiotic and natural phenomena, according to how they are valued or not in any given field" (p. 43).

Appraisal is a theory that Systemic Functionalists are still developing, especially in the context. This research is intended to identify the arrangement of Appraisal Devices realizing Attitudes in Trump's Inaugural Address. Specifically, this study investigates Trump's

Attitudes—the feelings and values he negotiated with the audience (Affect, Judgement, and Appreciation)—expressed in his Inaugural speech.

1.4.2 Related Studies

Several studies have employed Appraisal devices to realize the Attitude of various genres. For instance, Fitriati et al. (2018) analyzed the Attitudes of five EFL university students' narrative writings to examine how students manipulate linguistic choices in the Attitude across their narratives. The study revealed that Affect is the most dominant subsystem of Attitude used by the students in their narrative writing to express feelings about characters and events. The study's main result indicates that most students repeatedly used Attitudinal expressions that belong to simple English words. Consequently, English language teachers and lecturers should pay more attention to explicitly teaching Attitudinal word use in writing, especially in the narrative essay.

The analysis of Attitude representations in any spoken or written texts can be a strong indicator of the constructed ideologies within those texts (Martin & White, 2005). For instance, Almayouf (2021) analyzed the Attitudinal representations in two reports published in the New York Times and the Washington Post about the Muslim ban incident during Trump's presidency of the United States based on Martin and Rose's (2007) SFL approach. Using the attitudinal analysis, Almayouf revealed the ideological differences between both newspapers. The findings demonstrated that both newspapers employed negative Appreciation resources more than any other Attitudinal resource, which indicates their strong condemnation of Trump's administration in general and the travel ban in particular. The ideological differences between the two newspapers have been demonstrated in which potential adverse impact of the decision they focus upon in their reports. New York Times's report involves a variety of negative Security instances to express their concerns about the implications of the travel ban on national security and diplomatic relations. On the other hand, Washington Post concentrated on the ban's influence on the refugee and their social relationships, so they used Affect resources to express empathy.

Rohmawati (2016) used the Appraisal system to investigate President Barack Obama's Attitudes, emotions, and beliefs as negotiated with the audience during his Inaugural Address. The findings of this research demonstrate that positive Attitudes in the speech were used more than negative Attitudes, which elucidate Obama's positive feelings toward the country's future, i.e., toward the obstacles in his country that his administration would overcome, and that America's situation would prosper. The findings have also shown Obama to be an exceptional orator with a unique way of thinking.

Munday (2018) employed Martin and Rose's (2007) framework for the analysis of President Trump's 2017 inauguration speech by using the Appraisal theory tools, precisely Attitude, to analyze the critical points in Donald Trump's speech and how they were rendered into Spanish for five quite different media. Over and above, the translations of Donald Trump's address were compared to those of President Obama's inaugural speeches. Munday (2018) concluded that statements of Attitude seldom change; however, shifts in graduation are less

common in Trump's speech, presumably because of the lowered pace of delivery, which forces the interpreter to make fewer omissions.

Hadidi and Khodadadi (2018) conducted an Attitude analysis on the Affect system used in Obama's and Trump's inaugural speeches. They offered the analyses to enlighten English as a foreign language (EFL) and English as a second language (ESL) teachers with the possible employment of Appraisal system and motivate them to align themselves with the need to preserve a critical pedagogical environment in foreign language literacy and education. They propose that ESL/EFL teachers must be familiar with the interpersonally oriented models of discourse analysis. Appraisal/Evaluation is one of the most effective models, especially in teaching high-order and reflective/critical reading and writing levels.

Chen (2018) analyzed Donald Trump's inauguration speech primarily from the perspectives of transitivity, modality, personal pronoun, and coherence to expose Trump's political purpose and assist readers in understanding the nature of discourse, cultivating their critical consciousness and analytical capacity. The study results reveal that Trump's speech combines material and relational processes that show his determination to change the immediate situation. In addition, Trump employs first-person pronouns and high modality to establish close relations with his audiences. To achieve his political goals, Trump uses simple words, short sentences, and a declarative tone understandable to everyone.

2. Methodology

Based on the characteristics of the present study, it is a qualitative and descriptive approach in nature. A qualitative approach was used to explore the Attitudes realized in Trump's speech. It is descriptive as this study aims to describe interpersonal meaning in the Inaugural Address following the Appraisal systems introduced by Martin and Rose (2007).

2.1 Data

This research data involves the presidential Inaugural Address of the 45th president of the USA, Donald J. Trump, which was given on January 20th, 2017, in Washington, DC. The source of both video and transcript of the speech was taken from <http://edition.cnn.com/2017/01/20/politics/trump-inaugural-address/>.

3. Analytical Framework

I followed Martin and Rose's (2007) analysis to analyze the data. Few steps were undertaken in doing the analysis: (1) I listened to and watched a recorded video of Trump's inaugural address; (2) I downloaded a written copy of Trump's inaugural speech from the internet; (3) the speech was set out in its entry for comprehending the text as a whole; (4) I cautiously read the speech several times to ensure optimum comprehension; (5) the speech was divided into manageable clauses. Then, there was a general analysis for each clause. At the final stage, each clause was analyzed on the ground of Appraisal Devices realizing Attitudes in Trump's Inaugural Address.

I distinguish the Attitudinal resources within the whole address, their form (e.g., Affect, Judgment, or Appreciation), the technique in their consciousness (Explicit or Implicit), and

their Polarity (positive or negative). As a means to make the analysis more comprehensible, Attitude resources were underlined. Implied resources were underlined and bolded. Here I provide an example:

Affect

Excerpt (1)

1- “This is your day. This is your celebration”.

In Excerpt (1), the positive Affect, i.e., Happiness, is realized through the Noun “celebration”. Trump here is speaking to the American nation, encouraging them to celebrate this day with him as it is the day of their victory too.

4. Findings and Discussion

In this section, I combine the presentation of the analysis results with related discussions. After the speech was divided into clauses, which were then analyzed to determine the types of Attitudes used in each clause, I analyzed them to decide what kinds of Attitudes were included in each clause and the quality of feeling, i.e., positive or negative.

The next phase was to categorize and count the various sorts of Attitudes used in the speech. One thousand four hundred seventy-one words were found. Trump’s address has 142 (non-embedded) finite clauses. Trump has used simple structured sentences. The total number of Attitude stances in the whole speech is 90. I found 45 instances of Affect (50%), 31 instances of Judgement (34%), and 14 instances of Appreciation (16%).

4.1 The Realization of Affect Resources in Trump’s Inaugural Address

Martin and White (2005) subcategorized Affect three main sets having to do with positive or negative Happiness, Security, and Satisfaction. However, regarding the implicit and direct representation of emotions, we can notice that Trump expresses his feelings differently. For more understanding, see the stances below:

4.1.1 Positive Affect

Martin and White (2005) subcategorized Affect three main sets having to do with positive or negative Happiness, Security, and Satisfaction. However, regarding the implicit and direct representation of emotions, we can notice that Trump expresses his feelings differently. For more understanding, see the stances below:

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

In the example above, Affect is realized through the emotional Verb “thank”. This word presents Affect Happiness. The sentence means that Trump is expressing his gratitude to all those who hear him around the world, and he specified his special Appreciation for the American citizens, former presidents, President Carter, President Clinton, President Bush, President Obama, and the presiding judge in a supreme court; Chief Justice Roberts.

2- “We are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition.”

In this stance, Affect is realized through the Adjective “grateful”. This word presents Affect as Satisfaction. To be grateful to someone means that you appreciate something he\she has done. The sentence implies that Trump appreciates what Former President Obama and his wife, First Lady Michelle, have done to ensure the orderly and peaceful transfer of power and their support and decency during the process.

3- “So to all Americans, in every city near and far, small and large... **You will never be ignored again**”.

In the above example, Affect is realized through implicit Security. By saying, “you will never be ignored again”, Trump implicitly ensures that during his presidency, he will consider the American citizens’ voices first, and all their demands will be heard, respected, and considered.

4- “We will make America proud again. We will make America safe again”.

Affect of Satisfaction and Happiness in the above example is realized through the Adjectives “proud” and “safe”. Trump here is promising American citizens a stable and admirable country; they will be satisfied with their country’s accomplishments and be protected from terrorism or economic crisis.

4.1.2 Negative Affect

1- “**We will no longer accept politicians who are all talk and no action constantly complaining but never doing anything about it**”.

In the above sentence, Trump implicitly expresses his disappointment with the previous politicians who continuously talked and took no action. He sharply criticized Washington’s power elite. To achieve this end, Trump used resources of Dissatisfaction to attack the last government for his benefit.

2- “**And spent trillions and trillions of dollars overseas, while America’s infrastructure has fallen into disrepair and decay**”.

Like the previous example, Trump implicitly criticizes the last government by conveying his Dissatisfaction with the administration’s earlier policies in handling interior affairs. In his argument, Trump uses the strategy of contrastive analysis as he compares how the previous U.S. government has contributed to the prosperity and well fare of other countries and forgot all about their nation.

3- “But for too many of our citizens, a different reality exists: Mothers and children **trapped in poverty** in our inner cities”.

Trump, in this sentence, mentions a disgraceful issue in American society. Here, Trump uses the Metaphor “trapped” to create the picture of weakness and lack of resourcefulness for those deprived women and children. He is expressing how those underprivileged people are out of

any solution and cannot do anything that helps them in escaping poverty. The metaphor here is a resource for Insecurity.

4- “An education system flush with cash, but which leaves our young and beautiful students deprived”.

Negative Affect in this sentence is realized through the Adjective “deprived”, which is an Insecurity resource. In the above Excerpt, Trump provides another issue of the wrongs in American society. Trump is questioning where the educational fund goes; as Trump argues, this well-funded school system fails to provide a more effective educational environment for the students.

4.2 The Realization of Judgement Resources in Trump’s Inaugural Address

The act of judging or evaluating an individual’s Attitudes is known as Judgment. Stances of Judgment can be both positive and negative. As mentioned above, Martin and Rose (2007) divided Judgement into two types: Social Esteem and Social Sanction. Social Esteem involves admiration and critique. Admiration and critique involve Normality, how special someone is, Capacity, how capable an individual is, and Tenacity, how dependable they are, all sub-types of Social Esteem. On the other hand, Social Sanction requires praise and criticism (i.e., concerned with Veracity, or how honest or genuine someone is, and Propriety, or how ethical someone is. For more understanding, notice the instances below:

4.2.1 Positive Judgement

The act of judging or evaluating an individual’s Attitudes is known as Judgment. Stances of Judgment can be both positive and negative. As mentioned above, Martin and Rose (2007) divided Judgement into two types: Social Esteem and Social Sanction. Social Esteem involves admiration and critique. Admiration and critique involve Normality, how special someone is, Capacity, how capable an individual is, and Tenacity, how dependable they are, all sub-types of Social Esteem. On the other hand, Social Sanction requires praise and criticism (i.e., concerned with Veracity, or how honest or genuine someone is, and Propriety, or how ethical someone is. For more understanding, notice the positive instances below:

1- “Fellow Americans”.

The above Excerpt represents the instance of Judgement (admiring), i.e., Normality. I can notice that Trump greeted the audience and Americans worldwide before beginning the speech by regarding his citizen as his fellow. The sentence indicates that Trump regarded all American citizens as his friend. Trump used the word “fellow” to connect to the American audience, making them feel like, instead of just seeing him as a President, an equal friend who can understand their hopes and demands.

1- “When America is united, America is totally unstoppable”.

Affect is realized here through the Adjectives “united” and “unstoppable”, which are recourses of Judgement (admiration), i.e., Tenacity and Capacity, respectively. As indicated above, the 2016 elections exposed many American political, cultural, and racial divides. Therefore,

Trump here is requesting the American nation to stop this division. He is promising that once the nation is united, no one can stop the Americans from achieving anything.

2- “We will reinforce old alliances and form new ones and unite the civilized world against radical Islamic terrorism”.

In the above Excerpt, through admiration, i.e., Normality, Trump ensures that he will seek to strengthen the current alliances as a foreign policy. This was realized through the Adjective “old”. Over and above, Trump will do whatever it takes to eliminate radical “Islamic terrorism”. Trump used ambiguous language; it is not clear whether he is willing to involve military action or an ideological battle that he may form a new alliance with countries that share a history of a strained relationship with America, e.g., Russia. Furthermore, the Adjective “civilized” represents the stance of Judgement (praise), i.e., Propriety refers to countries with enlightened nations and governments.

4.2.2 Negative Judgement

1- “We must protect our borders from the ravages of other countries making our products, stealing our companies, and destroying our jobs”.

Trump uses Negative Judgment (condemn) resources, i.e., Propriety, to describe the immigrants. This was realized through the nouns: “ravages”, “stealing”, and “destroying”. He is accusing immigrants of stealing American jobs and demolishing the country. Throughout his Inaugural Address, Trump mentioned the immigrants’ cause and border protection three times. This indicates that immigration cause and border Security are a priority as he tried to implement the drastic immigration changes, he promised during the campaign.

2- “The forgotten men and women of our country will be forgotten no longer”.

In the above Excerpt, Judgement (criticism), i.e., Capacity, is realized through the Adjective “forgotten”, The word forgotten is usually used to describe those who are neglected or not cared about. Thus, Trump here is claiming to represent those people as their savior. Despite what I have noticed in the rest of the speech, I believe here that Trump is sending a different message from the rest of the speech messages. While he called for American unity throughout his victory speech, Trump seemed to favor one nation over the rest of the American nation.

3- “We will make America proud again. We will make America safe again”.

In example (3), the implicit negative Judgment (condemn), i.e., Propriety, is realized through the Noun “again”. By repeating the word “again”; Trump blames the previous administration for destroying the old impressive safe America.

4.3 The Realization of Appreciation Resources in Trump’s Inaugural Address

Appreciation system is subdivided into three variables: Reaction, Composition, and Valuation. Reaction to things did it draw my attention? (i.e., impact), and are we pleased by it? (i.e., impact), Composition deals with the balance and complexity of things; Value deals with the item's uniqueness. Appreciation can be realized through Adverbs, Nouns, Adjectives, and Verbs. For more understanding, notice the excerpts below.

4.3.1 Positive Appreciation

1- “Today’s ceremony, however, has a very special meaning”.

In the above example, Trump uses Appreciation resources of Valuation to express the importance of the inauguration ceremony and that this particular inauguration is distinct from the previous inauguration ceremonies since, as Trump claims, the power this time is being transferred from Washington, D.C., to the American citizens.

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

The Appreciation in Excerpt (2) is realized through resources of Valuation. Trump spoke to the “forgotten men and women”, telling them they are witnessing a movement that will be remembered for many years. This is realized through the adjective “historic”.

3- “These are just and reasonable demands of righteous people”.

In Excerpt (3), Trump describes the Americans’ demands for excellent schools, safer neighborhoods, and better jobs as fair and rational. This is realized through the Adjective “reasonable”, which represents the resource of Judgement, i.e., Composition (balance).

4.3.2 Negative Appreciation

1- “**Rusted-out factories scattered like tombstones across** the landscape of our nation”.

The Appreciation here is realized through implicit Valuation (metaphor). As you can see in Excerpt (1), Trump employs a rhetorical figure to describe the situation of factories around America. To this end, Trump created an image of an empty graveyard filled with old and damaged gravestones covered with dirt to the extent that no one can see the names or recognize whose grave this is. This represents the disastrous situation in the country.

2- “The time for empty talk is over”.

In Excerpt (2), Trump has chosen to use Appreciation resources of Valuation, which is realized through the Adjective “empty”. Here, Trump is describing the talk of politicians who all talk with no action.

Long story short, each clause was classified into positive and negative based on the subtypes of the Attitude classification—Chick-Figure (1).

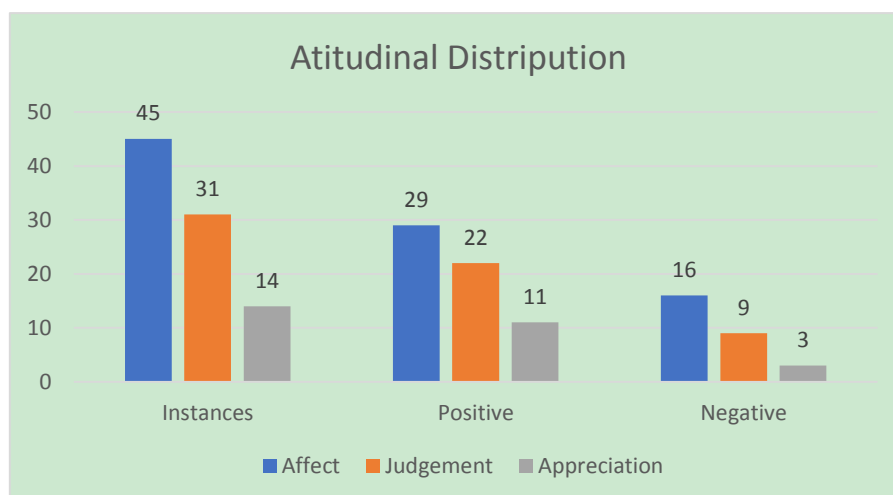


Figure 1. Distribution of Attitudinal Choices in the Whole Address

Based on the chart, it was found that the percentage of Attitudes varied among Affect, Judgement, and Appreciation. It is clearly shown that Trump prioritized positive Attitudes in presenting his speech which may indicate that he was primarily optimistic about the country's future under his rule.

Firstly, from an Affect perspective, Trump reflected himself through 45 clauses of Affect. It involves 29 positive Affects and 16 negative Affects. It is shown that Affect dominates the Attitudes in Trump's speech. However, within the subtypes of Affect, positive Security in the address has the highest rank among other Affect even other Attitudes by 15 instances. This indicates that Trump was aware of what his audience needed to hear, as he provided several remedies to what he called the "American carnage" to make the audience feel safe. Positive Happiness, within Affect, has the second-highest number of instances by ten, followed by negative Security and Happiness by 8 and 5, respectively. Positive and negative Satisfaction instances have the lowest frequency. However, it is worth noting that Trump used negative Security resources to describe the current social crises, e.g., unemployment, weak school, and poverty. Negative Satisfaction was used to express his Dissatisfaction with the previous government.

Secondly, from a Judgement perspective, Trump reflected himself through 31 clauses of Judgement, which equals 34%. It consists of 22 positive instances and nine negative instances. Judgment is the second-highest rank after Affect. Nevertheless, regarding Judgment's subtypes, Trump employed positive Normality resources more than any other Judgement resource by 11 instances. This indicates how precious the American nation is to Trump, as he mainly used Judgement of Normality to express his admiration toward them. Normality is followed by positive Capacity by 6 to express how capable the American nation is. It is worth noting that Trump has used Propriety instances to condemn the previous government in a way that benefits himself.

The third is from Appreciation perspective. Figure (1) shows that Trump appreciated things in 14 clauses, which equals 16%. It is in the last rank after Judgement. However, regarding the sub-types of Appreciations, positive Reaction has the highest rank of instances by five. It is

followed by Composition and Valuation as they share the same number of instances. Negative Valuation was the only employed negative Appreciation. For detailed analyses, see Table A1 and A2, and A3.

In an attempt to provide an answer to the second question, “What are the president’s evaluative strategies by which he presents himself in the Inaugural Address?”, I can conclude that Trump has a unique style of oratory (McMurry, 2019) that is not similar to any other politician (Jordan et al., 2019). That can be attributed to his background as a man of business and his limited political experience. However, Trump’s speech succeeded in convincing voters in a democracy. He was direct and simple in expressing his thoughts and this could justify his popularity worldwide (Ahmadian et al., 2019). Moreover, Trump’s high self-confidence was distinctive and apparent in his speech.

I believe that Trump delivered his intended message clearly; by uttering simple-structured sentences and employing idioms and metaphors. In his inaugural speech, Trump used inclusive pronouns, i.e., we and us, to emphasize his solidarity with the American people.

5. Conclusion

Based on the results, I conclude that Trump used three kinds of Attitudes: Affect, Judgement, and Appreciation. Trump’s speech includes 142 (non-embedded) finite clauses. Trump’s address consists of simple words and simple structured sentences. The complete number of Attitudes resources throughout the address is 90, consisting of 45 instances of Affect (50%), 31 instances of Judgement (34%), and 14 instances of Appreciation (16%). Affect resources dominate the use of Attitudes. It is justified as Trump is trying to influence the audience’s feelings by stating examples of the wrongs within American society caused by previous administrations, then presenting himself as a savior who can eliminate that deviant within the community. Judgment is recorded as the second highest frequency. Trump employed resources of condemning, i.e., Propriety, to criticize the previous government, and used instances of Normality to Admire the American citizen. Appreciation has the lowest frequency. Trump used Valuation cases to emphasize the importance of that day’s ceremony.

5.1 Limitations

Since this is a qualitative study, and the analysis was performed manually by a human researcher, the categorization of Attitudes classification will inevitably involve some subjectivity. Moreover, the lack of pragmatic knowledge may influence the study’s accuracy.

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Appendix
Table 1. The Realization of Affect Resources in Trump's Inaugural Address

Positive	Negative
Happiness: celebrated, celebration, friendship, goodwill, enjoy, Love, I will fight for you with every breath in my body... I will never let you down, winning, freedoms, thank you.	pain, depletion, Sad, ignored, miseries of disease.
Security: prosperity, protected, Safe, rebuilding our country with American hands and American labor (implied), we will shine for everyone to follow (implied), we will not fail, rebuild our country, restore its promise for all of our people, that all change, will be forgotten no longer (implied), bring back our jobs, bring back our borders, bring back our wealth, great prosperity, together.	deprived, the crime, gangs, drugs that have stolen too many lives, ripped from their homes, American carnage, robbed our country. trapped in poverty (Implied).
Satisfaction: grateful, Good, pleasant, proud.	complaining, we will no longer accept politicians who are all talk and no action, the establishment protected itself, but not the citizens of our country.

Table 2. The Realization of Judgement Resources in Trump's Inaugural Speech

Positive	Negative
<p>Normality: fellow Americans, young and beautiful, old alliances, magnificent, old wisdom, wonderful nation, new national pride, new vision, new decree, great men and women.</p> <p>Capacity: great strength, strong, wealthy, our country will thrive and prosper, courage.</p> <p>Tenacity: united, total allegiance</p> <p>Propriety: righteous people and righteous public, civilized world, goodness.</p>	<p>struggling, forgotten men and women.</p> <p>all talk and no action. politicians prospered, but the jobs left (implied), radical Islamic terrorism, stealing, destroying our jobs, ravages of other...</p>

Table 3. The Realization of Appreciation Resources in Trump's Inaugural Speech

Positive	Negative
<p>Reaction: magnificent, glorious destiny, great schools, glorious freedoms, peaceful.</p> <p>Composition: two simple rules, orderly, reasonable.</p> <p>Valuation: crucial, very special meaning, historic movement, great American flag.</p>	<p>unrealized potential, rusted out factories (implicit), empty.</p>

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