

“An analytical reading in Donald Trump's inauguration speech as president of the United States of America”

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Abstract

The art of rhetoric varies from one speaker to another. This art is considered a linguistic ability by which some speakers exclusively favored it. This is what the researcher has observed from the German leaders Adolf Hitler and Egyptian Jamal Abdul Nasser, who have a great ability to convince their listeners of national messages.

In this context, the speech of US President Donald Trump in his inauguration ceremony of the President of the United States of America comes, where he is very good and sometimes unsuccessful in repeating some vocabulary, pronouns and sentence structures in an emotional style. He also used emotional sentences with a very serious social dimension that no American president had ever preceded, as if he were leading a corrective revolution in American politics after Martin Luther King, who led a revolt against racial discrimination against Negroes in the United States in 1964.

Keywords: leaders, Donald Trump, vocabulary, the pronouns, the structure of the sentence.

Introduction

The art of giving political speeches to presidents and leaders of different countries varies from one leader to another. This art is considered a linguistic ability with whom some leaders have favored it. For example, leaders such as German Chancellor Adolf Hitler and Egyptian President Jamal Abdul Nasser have been able to convince their people of either their righteousness or the fairness of their national causes. Not surprisingly, political discourse is one of the most important elements of leadership locally and internationally. Yet Hitler succeeded in reuniting all the German nation around him, even though his speeches were a kind of arrogance and transcendence. President Nasser also succeeded in inflaming the Egyptian nation with his fiery speeches. So, they rallied around him for their different religious traditions.

In this study, the researcher will analyze the speech of US President Donald Trump, delivered during his inauguration as President of the United States on January 20, 2017. Also, the researcher will analyze the language method and physical language used by President Trump as well as the most important vocabulary, the pronouns and the structure of the sentences that he used. In addition, the researcher will analyze the statement of the president's implications, the meaning of his strengths and the elements of its weakness that are not worthy of a keynote speech for the president of the largest country in the world as well as the most important sentences he stopped at.

The Significance of the study

The importance of the study stems from the importance of President Trump's speech on the American domestic scene. In trying to convince his listeners to include some vocabulary, pronouns and duplicate sentences structures, believing that this repetition may seem useful to attract listeners. The researcher also seeks to present something new to libraries and those interested in the art of political discourse.

Therefore, the study aims to serve those interested in American affairs, particularly in an important issue for researchers related to the analysis of the speeches of international leaders, as well as researchers

in the field of political sciences and international relations in conducting future studies on this important issue.

Problem of the study

As far as we know, there are no academic studies dealing with the analysis of the speech of the US President Trump when he took office in the White House. There were only articles published through the websites, so that the researcher addressed this issue with explanation and analysis.

The problem of the study revolves around: What is the analytical value of US President Donald Trump's inaugural address?

Purposes of the Study

The study seeks to achieve the following aims:

1. Stating of the nature of rhetoric and the definition of political discourse.
2. Analyzing and discussing of President Trump's speech in terms of linguistic style, physical language, and repetition in the use of some vocabulary, pronouns and sentence structures.
3. Analyzing of some sentences contained in the speech.

Methodology of the study

The study relied on two main approaches:

- *Descriptive and analytical approach*, in order to explain and analyze the speech of President Trump at the inauguration of the President of the United States, and demonstrate its importance and scientific value.
- *The method of analyzing speech*, or speech studies, through reading and analyzing President Trump's speech, and transmitting it from the unknown to the known, as the vocabulary, pronouns and sentences obtained from the speech will be examined closely, in order to monitor the use of emotional terms in his speech, The emotional repetition of certain vocabulary, specific pronouns and sentence structures, indicating how such use can have a particular impact on the audience.

First, the definition of political discourse

From the earliest age, after language became spoken and not figurative, human has been interested in rhetoric, which is an integral part of his ordinary speech, or while delivering an important speech in a crowd. Allah has favored some human beings, including some of those leaders with these linguistic elements. Some of these leaders with their linguistic rhetoric have captured the hearts of their listeners. On the contrary, the leaders of other countries do not have the minimum linguistic elements that qualify them to attract the hearts of their nations. There are many examples but the researcher will mention two examples of leaders who managed to attract the ears of their nations and the captured of their hearts: the German Chancellor Hitler and the Egyptian President Abdul Nasser.

Since the 1990s, critical discourse analysis has emerged, as a school of discourse analysis in academia in Western Europe, and by the end of that century was one of the most attractive discourse trends for researchers. Van Dijk, one of the founders of this school, identifies the subject of critical analysis of

discourse as the study of how text and speech codify, produce and resist assaults, domination and inequality of social authority. Critical analysis of the discourse has a general orientation, aimed at educating people about the interrelationships between language and social structures that are often unaware of human beings, and Norman Fairclough, the principal founder of the school, provides more analysis that is detailed. Cash In the introduction to his founding book (*Language and Power*), he defines the objectives of his book in two objectives: first, to help address the common disregard for the importance of language in the production and consolidation of power relations; Humans can understand how their own language depends on common axioms and the ways in which power relations can shape these common axioms. (Vodak; Meyer, 2014)

Critical analysis of the discourse carries risks from its particular European and English Specifically; most of the Writings on it is relevant to the European context and English is a language. The seriousness of this centralization is manifested in the tendency of critical analysis of discourse to deal with its theoretical foundations, and its system of procedures as a universal natural entity, applicable to and used in the analysis of all languages and cultures, which is not true, and involves cognitive and cultural dominance, which in itself is contrary to the claims of critical analysis of discourse. In addition, each discourse analyst has his own ideology, which he seeks to consecrate and defend - consciously or unconsciously - by using critical analysis tools of the discourse itself, which means that the noble slogans raised by his practitioners are constrained by their ideological affiliations. Some practices are encapsulated by such slogans. (Vodak; Meyer, 2014)

In general, rhetoric takes place in two not separate aspects: linguistic and social, and because the linguistic nature of the human being is ultimately strongly linked to its social character, rhetoric is once again linked to speeches with their social reality, through language and persuasive mediation, which seeks support and mental consensus rather than persuasion. Authoritarian proof, this character constitutes the essence of the discourse that was defined by the ancients as the art of talking to the public in a persuasive manner, where spoken language and speech are used in front of a community in a public place, in order to gain support for an issue. The purpose of rhetoric is to seek the support of minds, but this demand through rhetoric began with the Sophists, the disruption of the discourse and deviation through a misguided direction of dialectical dialogues, and this represents in fact the beginnings of revealing the possibilities available within the fabric of language and speech movement. (Nasser, 2009)

Since the public is the target group of political discourse, the term public can be defined as:

The public in language: the majority of all things, and the public: most of them, and the masses of the people: Sheriffs and the people were gathered if you gathered them and the public if you collected them. (Ibn Manzor, no date)

Idiom: The term public first appeared in English, and its use refers to a physical gathering located in a specific place. It is related to listeners who witness an event or speech event. In contexts that communicate face to face. (Silwan, 2016)

Political discourse is an important means of maintaining control over and ownership of power in the political conflict; it is a discourse that is always tied to power, to which political forces resort to decision-making positions. In order to achieve its goal, political discourse must be fully convincing, in order for

the addressee to reach acceptance and acceptance of credibility and belief in legitimacy, Linguistic and logical means collaborate with other expressive components such as image, music and body language. (Shouqer, 20/8/2016)

There are many characteristics of the political discourse, which is based on Complimenting and praise for a particular policy and followed in society, or opposition, protest and criticism of this policy, and defend the programs and tests of a political nature developed by a particular entity, or find alternative programs and methods About existing programs. His aim may be to inspire optimism and hope for the future, or to create a different political vision by seeing the discourse by the majority. Its structure is coherent, interdependent, and based on a specific ideology, and that language tends to form the command. It relies primarily on rhetoric because its primary purpose is to affect emotionally on listeners, and is characterized by its length and repetition of many vocabulary and sentences, in order to reach the idea that aims to communicate to the public. (Taqatqa, 19/1/2019)

Political discourse can also be defined as a complex form of social activity, where the speaker often interacts with the public and tries to become closer to them regardless of their different social groups, cultural backgrounds, races, religions, etc. The politician is not only expected to deliver a speech that answers the questions people ask, and promises to meet their needs, it is also expected to interact with people. However, each politician has his own way of interacting with people and may be limited to certain social groups or groups in society. (Chilton & Schaffner, 1997)

Political discourse can be broadly defined as the language of the media, or other institutions commonly used in social and political communication. The study gives preference to the narrow interpretation of political discourse, defined as a politically constrained species with its own dictionary and specific functions. Political discourse is a political discourse. This means that these speeches cannot be considered as the only policy that occurs in such institutional cases, where the speaker expresses his opinion as a politician such as: government meetings, parliamentary debates, election campaigns, political debates, etc. (Kirvalidze & Samnidze, 2016)

A critical review of private research devoted to the study of political discourse revealed that it could be analyzed from at least four views: (Kirvalidze & Samnidze, 2016)

- A political point of view based on conclusions of a political nature.
- An appropriate linguistic point of view when the researcher analyzes the textual aspect of political discourse, considering it as a major verbal marker in its social, cultural and political context, and function or basic vocabulary.
- A psychological point of view that aims to uncover and identify those strategies used by a politician hidden or public in his speech, to gain political influence on the listener.
- An interpretive individual point of view in which the personal attitudes of the speaker towards the target political situation are revealed.

Since the subject of our study will be President Trump's speech at his inauguration, we will briefly shed light on the rhetoric of two 20th-century leaders to show their rhetorical ability, German Chancellor Hitler and Egyptian President Abdul Nasser.

Hitler knew how to use the talent of rhetoric to woo the entire German people, and to get them behind him. He was one of the most influential preachers in the crowd, and during his political career. Hitler delivered more than 5,000 speeches that enabled him to control thousands of people, so his rhetorical success was made possible by the charm of his personality. He knew how to use the art of rhetoric and magic to control others. Hitler was known to write his own speeches, then correct them and sometimes rewrite them five times. The amazing thing is that one felt that Hitler's body almost came out of the radio; one feels able to follow the movements of his body accompanying his words. He also created a kind of rhetorical authority in German, combining very abstract concepts with politics and physical violence in a completely unfamiliar way. ([Hitler used rhetoric to influence his supporters](#), 26/10/2015)

And trying to convince his listeners, Hitler says in his book "My Struggle": "Our task was very difficult. The study knew that researchers were going to people whose minds were saturated with ideas and opinions contrary to our views. The researchers had to stand before the masses and give them a speech for an hour or two, trying to blow up the foundations on which they were based. Then, researchers try to convince them of the validity of our principles and invite them to embrace them". ([Hitler](#), no date)

One of his most famous words in a speech where he addressed the German nation amid the loud cheers: "You must be civilized and obey, and you have to achieve that goal. He wants people to be peaceful and courageous, and to be brave you must be peaceful" ([Hitler used rhetoric to influence his supporters](#), 26/10/2015). As well as saying in another speech: "Long live the great system: now only the great time has started and Germany has awakened, and because we won and became the head of power in Germany, now we must win the German people, and I know my comrades that they face difficulties at times. You want the change that has come now, so repeatedly, the call is coming to continue the struggle. You must not behave yourself, you must obey, as you must give, and you must present this overwhelming need to obey". ([Hitler most famous speech translated](#))

As for Egyptian President Abdul Nasser, he was able to attract the ears of his listeners and inflame their hearts, for example, in his speech to more than twenty thousand peasants in celebration of the Declaration of the People's Constitution in Cairo on January 17, 1956, he said: "Citizens; You have the right to be happy, to feel proud, to feel dignified after your victory in your long struggle for your right to life The truth for which your fathers and ancestors struggled for thousands of years". ([Jamal Abdul Nasser speeches](#)). In another speech to the Egyptian people, he said in stern language, "We have moved forward to build a strong and solid Egypt, moving forward towards political and economic independence. We are moving forward towards a national economy for the sake of this whole people. Because we make up for what has been lost, when we build today the edifice of dignity, we feel that this edifice cannot be built or completed completely, unless we eliminate the edifices of tyranny and humiliation". ([Excerpts from the speeches of Jamal Abdul Nasser](#))

From the above, it is clear that the speeches of the leaders "Hitler" and Nasser were strong, through which they were able to bring their people around them on the issues faced. Although Hitler's speeches were a kind of arrogance and superiority to his people, he was able to attract the Germans to rally around him. In his speeches, President Nasser played two important factors: invoking Egyptian nationalism and Arab nationalism, which led the masses to rally around him. What distinguishes the speeches of these two leaders is that they have come together in common ways, such as: their ability in the art of rhetoric

and speech, and their proficiency in the use of strong language expressions, and their participation in the use of body language, which was helping them to communicate what they want to their listeners easily, and the masses of cheers for them during their speeches, a situation They are not confined to a particular people, but are present among all the peoples of the world when their leaders tickle their feelings, a situation not enjoyed by all leaders, as well as enable them to deliver their speeches improvised.

Second: discuss the speech of President Trump (President Trump's full, blistering inaugural speech, attacking Washington, promising 'America first'", 20/1/2017)

A. Linguistic style and physical language

The researcher has already mentioned that the charisma who gives the speech varies from one to another. The researcher mentioned that some leaders were using body language, which helped them to communicate what they wanted to say easily to their listeners, and finally enable them to deliver their speeches improvised.

The researcher drops the above to President Trump's inaugural address and the researcher finds the following:

1. In terms of artistic rhetoric, his linguistic style is mediocre, not strong enough; for not doing political work before; but dominated his speeches on the economic side. It is known that President Trump did not have a national consensus after his election, despite being democratically elected, as evidence that after taking office there were massive protests against him.
2. He is not one of the leaders who use body language while delivering sermons, including the inauguration of his president; it is noticeable that he uses only the movement of his face without his body completely, unlike what was the leaders Hitler and Nasser of using all parts of their body. Trump, using his face movement, focuses only on his incomplete eyes, showing a kind of overstatement and political arrogance, As well as opening his mouth somewhat cynically, unlike his predecessor in the US, such as President Obama, who was - if not He uses body language - balanced, sober, and convincing to his listeners.
3. He does not use written papers for his sermon and is not reviewed by his assistants; in addition to that, he was speaking in a more popular, rather than official, manner, not in line with that of the president of the world's largest country. He was improvised while delivering his speech, which is good, especially since he is not primarily a politician, but a businessman who came from the world of economics, his political experience before taking office was almost non-existent, and It lacks the charisma of former US presidents.

B. Emotional repetition of some vocabulary, pronouns, sentences structures and their meanings

The emotional repetition in the political discourse of some leaders is linked to three factors: the intent of the speaker in his speech, the context in which the words are used, and the audience they will receive. Consequently, these repetitions are emotional messages that are used appropriately and in a particular context, and are directed towards specific reactions from the public.

As mentioned earlier, the emotional repetition of certain vocabulary or phrases can have a significant impact on some recipients. However, there were three types of repetition observed in President Trump's

speech: repetition of vocabulary, pronouns, and sentence structure. It is a repetition that arouses the emotion of the American people, although it is a multiethnic and multicultural society, and since the discourse was primarily an economic dimension, the goal was to concern Americans with how to improve their standard of living.

First, repeat the vocabulary

After reading President Trump's speech, a careful examination of his speech is precisely that. The vocabulary was emotionally repeated throughout the speech, and may be due to:

1. Stirring American nationalism among the American people, and reviving it again.
2. Highlight his victory in the presidential election a turning point in American history.
3. Trying to convince the Americans that it is their savior them from the injustice that happened to them.
4. Bring the Americans together.
5. Highlight his personality.

President Trump's repeated use of vocabulary was quite clear in his speech, including but not limited to:

- (Citizens of America or Americans)

It has been used eight times, and it seems he was aiming intended to stir nationalism among the American people, and suggest through such repetition of the importance of love among Americans, as well as bring them together. As an example, he says, "We, the citizens of America, are now joined in a great national effort to rebuild our country and restore its promise for all of our people". As well as saying, "The oath of office I take today is an oath of allegiance to all Americans".

- (Our country or your country)

It was used in the speech ten times, during which he was trying to elicit the sympathy and feelings of American citizens on the one hand, and that his election victory was a watershed in American history on the other hand, as a savior and sincere to Americans from the injustice suffered before his election, because of the wrong policies adopted Some presidents before him. As an example, he says, "The establishment protected itself, but not the citizens of our country".

- (Our nation)

It has been used four times, and the repetition of the word "our nation" frequently in the speech is interesting because it arouses deep emotions among Americans, suggesting that they needed to be reminded of their pride as a nation just because they belonged to their country (the United States). For example, saying, "We are one nation", saying, "For too long, a small group in our nation's capital has reaped the rewards of government while the people have bore the cost", as well as saying, "And while they celebrated in our nation's capital".

- (America and United States of America)

The speech was used sixteen times, most of the word was intended to be firm and rigorous in both US domestic and foreign policies on the one hand, and the United States must always stay ahead of other nations on the other hand, saying, "This is your celebration. And this, the United States of America, is your country". "Together, we will determine the course of America and the world for many, many years to come", he said. "From this day forward, it's going to be only America first, America first", He said.

- ("Will" function on the future)

Forty-two times were used in the speech, indicating the future, and the measures he will take to improve the situation of the American citizen, or strengthen American influence abroad. As if, he wants to tell Americans in an emotional way: that my victory in the elections came to your advantage and the interest of the United States. As an example, he said, "I will fight for you with every breath in my body". "We will get our people off welfare and back to work, rebuilding our country with American hands and American labor", he said.

Second: the recurrence of pronouns

It seems that President Trump wanted to assure all Americans that they need to come together, by using excessive pronouns. The researcher thinks it used:

A. Pronoun Part Of Speech (Personal Pronoun)

- personal Pronoun "we", Forty-seven times were used in the speech, he is one of the most commonly used pronouns in the speech, and Trump has tried to project his character vigorously, It is also important as evidence that he would like to send a message to the American people that he is part of the people he addresses. For example, saying, "We assembled here today are issuing a new decree to be heard in every city, in every foreign capital and in every hall of power. Finally saying, "Together we will make America strong again".

B. Possessive pronouns

President Trump used the Possessive pronouns in his speech several times, including "my", which was used only once, "your", which was used eleven times, and "our". Which was used forty-seven times.

- President Trump used the Possessive pronoun "my" as saying, "I will fight for you with every breath in my body". The aim was to emphasize what he was saying, that it should be implemented, and that he considered himself part of the recipients.
- The use of "your" own conscience is also emotional in such a way that the recipient of his words knows that he is addressing him in particular. As if he was drawing his attention to an important issue, For example, he said, "The establishment protected itself ... Their victories have not been your victories. Their triumphs have not been your triumphs". As well as saying, "This is your day. This is your celebration. And this, the United States of America, is your country".

- Regarding "our" conscience, his over-emotional use of President Trump's speech was exaggerated. It was largely overshadowed by the economic dimension. On the one hand, he wanted to convince his listeners that he would improve their standard of living and improve their state for the better. He said, "The forgotten men and women of our country will be forgotten no longer". As well as, "But for too many of our citizens, a different reality exists. Mothers and children trapped in poverty in our inner cities, rusted out factories scattered like tombstones across the landscape of our nation. An education system flush with cash but which leaves our young and beautiful students deprived of all knowledge", he said. On the other hand, his overwhelming desire for his citizens is that they are the owners of everything in the United States, and should not be shared by any foreigners, and he said, "We've made other countries rich while the wealth, strength and confidence of our country has dissipated over the horizon". The aim was to emphasize what he was saying, that it should be implemented, and that he considered himself part of the recipients.

Third: Repeating sentences structures

It was noted in President Trump's speech that it was used for repeated sentence structures, such as:

- "We, the citizens of America, are now joined in a great national effort to rebuild our country and restore its promise for all of our people ... We will face challenges. We will confront hardships. But we will get the job done". In this example, President Trump chooses in an emotional sequence the repetition of the same sentence structure, in an attempt to emphasize the importance of the event on one hand, to clarify the seriousness of the American internal situation on the other, and to bring together the entire American people in one melting pot on the third. That is, it does not distinguish between the different components of the American people.
- "That all changes starting right here and right now, because this moment is your moment. It belongs to you ... This is your day. This is your celebration. And this, the United States of America, is your country". In this example, Trump wants to reassure Americans emotionally that they have contributed significantly to his victory in the presidential election, and that he is an integral part of them, and thus wants to make an emotional impact on his recipients.
- "We are one nation, and their pain is our pain. Their dreams are our dreams, and their success will be our success. We share one heart, one home and one glorious destiny". In this example, Trump repeated the syntax of the sentence beginning with "us", leaving a positive emotional impact on his listeners that one of them was suffering and shared their suffering, that is, he tried to be at the same distance with all the American people without discrimination.
- "Together we will make America strong again, we will make America wealthy again, we will make America proud again, and we will make America safe again. And, yes, together we will make America great again". In this example, it is a provocative but praiseworthy emotional repetition, in which he wishes to mobilize the Americans to restore the glories of the United States as before, and to urge them to work diligently to serve their country, and to restore the lost elements of power due to the weakness of some presidents who preceded him in power, in a veiled way. Without mentioning their names on the other.

C. Analysis of important sentences in President Trump's speech

If the emotional repetition of some vocabulary, pronouns, and sentence structure in President Trump's speech is helpful, the analysis of the important paragraphs and their implications in his speech was more important, such as:

President Trump used sentences with an emotional dimension that he wanted to tickle the feelings of Americans and attract their emotions towards him, and the reference is that the people are the source of authority, and that he has the final say in governing the country. This is new in American political concepts, as if the United States is no longer an oasis of democracy in the world, as he wanted to appear as a national hero, save his nation from the injustice, and that he will not repeat it, He will restore democratic rule to his country after losing it before his reign, such as saying: "because today we are not merely transferring power from one administration to another or from one party to another, but we are transferring power from Washington, D.C., and giving it back to you, the people". "Washington flourished, but the people did not share in its wealth. Politicians prospered but the jobs left and the factories closed", he said.

As well as saying, "The establishment protected itself, but not the citizens of our country. Their victories have not been your victories. Their triumphs have not been your triumphs". "What truly matters is not which party controls our government, but whether our government is controlled by the people", he said. "January 20th, 2017, will be remembered as the day the people became the rulers of this nation again", he said. "We will no longer accept politicians who are all talk and no action, constantly complaining but never doing anything about it", he said. But it seems that saying one thing and executing is something else. After nearly three years in office, we have never heard of any change in the behavior of American rule. We did not hear that President "Trump" has invoked the referendum on the fundamental issues of concern to the US home.

Trump, in all of the examples mentioned above, defames not only American politicians, but also those who preceded him in office of presidents for their failure to perform their duties.

Unlike former President Barack Obama, who seemed calm and sober in his speeches, for example, there is a glow that ignited the eyes of the American people who listened to his speech, and in Philadelphia, he announced his support for the presidential candidate, Hillary Clinton. In his moving words, he remembers his tenure and the audience raises his thanks, but they cries because he reminded them that they are the force, that they will create the future, acknowledging that not everything has been fixed but will continue, and all this comes within a coherent context derived from a firm ideology, in a language reminiscent of the positives. (Shouqer, 20/8/2016)

Trump used emotional sentences with a very serious social dimension that no American president had ever preceded, as if he were leading a corrective revolution in American politics after Martin Luther King, who led a revolution against racial discrimination against blacks in the United States in 1964. "... Is a crucial conviction that a nation exists to serve its citizens. Americans want great schools for their children, safe neighborhoods for their families and good jobs for themselves. These are just and reasonable demands of righteous people and a righteous public", Trump said. "Mothers and children

trapped in poverty in our inner cities, rusted out factories scattered like tombstones across the landscape of our nation. An education system flush with cash but which leaves our young and beautiful students deprived of all knowledge. And the crime and the gangs and the drugs that have stolen too many lives and robbed our country of so much unrealized potential. This American carnage stops right here and stops right now", He said.

Trump touched on domestic issues that are related to US foreign policy, but he put it in an emotional dimension to attract the sympathy of his listeners and tickle their national feelings. For example, he said, "For many decades we've enriched foreign industry at the expense of American industry, subsidized the armies of other countries while allowing for the very sad depletion of our military. We have defended other nations' borders while refusing to defend our own. And we have spent trillions and trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay. We've made other countries rich while the wealth, strength and confidence of our country has dissipated over the horizon".

Through this important sentence, Trump wanted to say that the United States is no longer as strong as before, and that foreign industrial sectors have benefited at the expense of American industry, which is undeniable. However, saying that the US military defended the borders of foreign countries, while failing to protect the US borders, this is unsubstantiated. The United States has protected some foreign countries for two reasons. The first is its protection for poor but strategically located countries for the United States, such as Panama, because of a naval channel linking the Atlantic Ocean to the Pacific Ocean, Instead of turning around the Magellan Strait on the far south of the continent of America. The second is that the US protection of the Arab Gulf states, for example, is not completely free, as these countries contribute to the expenses of the presence of US forces on their territory in one way or another; Such countries are obliged to buy vast quantities of American weapons that do not fit its geographical areas and its demographic capabilities, most recently the purchase of Saudi Arabia weapons worth \$ 450 billion. "We've made other countries rich while the wealth, strength and confidence of our country has dissipated over the horizon", he said. It is incomprehensible in political language and unacceptable as well. Are there countries that have received American aid and then become wealthy? Of course, this did not happen. But he was supposed to say, "It is because of our assistance to other countries, the wealth, strength and confidence of our country have been lost on the horizon".

In other words, President Trump, as soon as he took office, took advantage of Arab and Islamic weakness, with young rulers created by former US administrations to serve in Riyadh and Abu Dhabi, and had the opportunity to invest them appropriately, with the support of senior Jewish advisers such as his son-in-law, Jared Kushner. J. Kouchner.

In his speech, Trump used an emotional approach that could be described as arrogant, political pride, and self-confident, insisting that the United States be at the forefront; He said, "From this day forward, it's going to be only America first, America first ... on foreign affairs will be made to benefit American workers and American families". As well as said, "America will start winning again, winning like never before".

In the foregoing, Trump openly senses the erosion of American power and is committed to restoring it, but he did not outline in his speech the mechanisms he will adopt to restore it, in light of the international trend to change the world order - which made the United States a unipolar - after the collapse The Soviet Union and the socialist system, towards a new system that the return of the

international multipolar system after the restoration of the Russian Federation to the former power, and its rival Washington in several geographical areas such as the Middle East, and after the American involvement in the Iraqi quagmire, which prompted Washington to withdraw from Iraq, as well as the emergence of Iran as a significant regional reckoned with, both by the United States on the one hand, and Israel and the Gulf states on the other hand, knowing that those countries are under the effective protection of America.

During Trump's approach to US foreign policy; he used an emotional approach to his listeners, playing on the religion after he created an enemy of his own country, represented by Islam alone. "We will reinforce old alliances and form new ones and unite the civilized world against radical Islamic terrorism, which we will eradicate completely from the face of the earth". He said. Why did Trump choose the Islamic model specifically to set an example in terrorism?

Trump seems to have been wise to choose this model, given its importance both domestically and abroad. He and his predecessors, George W. Bush, and Barack Obama, in an attempt, have found inevitable US hegemony in the Middle East by creating a new enemy for Washington that will help them achieve their goal as ISIS. After the defeat of the organization in Iraq and Syria, the facts revealed the Washington's assistance to this organization and other extremist Islamic organizations such as Jabhat al-Nusra, What we saw later in President Trump's attempts to obtain Arab Gulf funds in one way or another on the one hand, and an attempt to impose a peaceful deal for the Palestinian-Israeli conflict called the deal of the century at the expense of the just rights of the Palestinian people on the other hand, that is, Washington has developed a virtual enemy to achieve its objectives Expansionism in the Middle East, and to serve the plans of its ally Israel.

Trump also played on ethnic minorities in the United States, when he said, "A new national pride will stir ourselves, lift our sights and heal our divisions. It's time to remember that old wisdom our soldiers will never forget, that whether we are black or brown or white, we all bleed the same red blood of patriots". "And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska, they look up at the same night sky", he said.

The United States is a country with vast areas and many ethnic races and multiple religious denominations. Why did Trump choose the Negro minority model in his country, for example? Black Negroes are the largest minority population in the United States, Despite the poverty of quite a few of them, but it cannot be surpassed as on their shoulders flourished American civilization since before the Declaration of American independence, especially in the agricultural aspect. We cannot deny the truth if we say that he wants to win them to his side in any future elections if he decides to run again.

Trump did not forget to use the religious term "God's people", which he quoted from the Old Testament, in an emotional attempt to attract the attention of his listeners: "The Bible tells us how good and pleasant it is when God's people live together in unity". Although this quotation is old and belongs to the children of Israel, President Trump, a Protestant Christian, is a firm believer in the Old Testament, and he understands the importance of quoting the Bible to convince his listeners of what he wants to convey to them.

President Trump apparently later included in some of his sermons to quote a biblical term from the Bible. In a speech on August 21, 2019, he declared that the US trade war against China was not his war,

and that other presidents had preceded him to the White House. They should have been engaged, but chosen by God to perform this task. He added, "No one had to do this task before looking at the sky and open his arms", saying, "I am the chosen". (US President: God chose me for the Task, 22/8/2019)

However, it is noted on President Trump's speech that he did not address the Palestinian cause, or the Palestinian-Israeli conflict, which is not usual in the speeches of American presidents about their assumption of the presidency in the White House.

Conclusion

The study reached a number of results, including:

- The art of giving political speeches varies from one speaker or leader to another, this art is considered a linguistic ability, Allah blessed by some speakers and leaders only others.
- Often highlights in the speech of any speaker or leader of his linguistic style, and physical language, and the repetition of vocabulary, pronouns and sentence structures used to persuade his listeners.
- President Trump's speech dominated the economic dimension, it can be said: that his speech was an economic speech par excellence, wanted behind him to show the Americans that he will work hard to get rid of their economic problems.
- President Trump sought to repeat some vocabulary to arouse American nationalism among his people, and to revive it. And highlight his victory in the presidential election, as a turning point in American history. To try to convince Americans that he is savior from the injustice that happened to them. And bring the Americans together, as well as highlight his personality.
- President Trump has repeated many vocabulary, pronouns and sentence structures in an emotional context to gain the sympathy of the American people.
- President Trump sometimes did not improve when repeated some of the structures of the sentences, it was characterized by arrogance and political pride and excessive self-confidence.
- President Trump was not successful when he addressed his predecessors of some American politicians and presidents without mentioning their names, in order to win the American public opinion.
- President Trump tried to play in his speech on the Islamic religion exclusively by creating a new enemy for his country on the one hand, and the racial sex represented by the Negroes of the United States, in order to win their friendliness in any presidential elections coming on the other.

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الملخص

يتباين فن الإلقاء الخطابي من متحدثٍ لآخر، فهذا الفن يُعتبر مَلَكَةً لُغويَةً حابى الله بها بعض المتحدثين دون غيرهم، وهذا ما لاحظناه من تمتع الزعيمين الألماني "أدولف هتلر"، والمصري "جمال عبد الناصر" من قدرة فائقة على إقناع مستمعيهم بما يريدان توصيله لهم من رسائلٍ وطنيةٍ.

وفي هذا السياق يأتي خطاب الرئيس الأمريكي "دونالد ترامب" في حفل تنصيبه رئيساً للولايات المتحدة الأمريكية، حيث أجاد كثيراً ولم يحالفه الصواب أحياناً في تكراره لبعض المفردات والضمائر وتراكيب الجمل بأسلوبٍ عاطفيٍّ انفعاليٍّ.

كما أنه استخدم جملاً عاطفيةً ذات بُعْدٍ اجتماعيٍّ خطيرٍ للغاية لم يسبقه فيها أيُّ رئيسٍ أمريكيٍّ، وكأنه يقود ثورةً تصحيحيةً في السياسة الأمريكية بعد "مارتن لوثر كنج" الذي قاد ثورةً ضد التمييز العنصري ضد الزواج في الولايات المتحدة عام 1964.

الكلمات المفتاحية: الزعماء، دونالد ترامب، المفردات، الضمائر، تراكيب الجمل.