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## Conceptual Metaphors in Trump's Inaugural Address *Trump'ın Başkanlık Konuşmasındaki Kavramsal Metaforlar*

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#### Abstract

This study investigates how some conceptual metaphors in Trump's inauguration speech delivered in 2017, contributed to the formation of political discourse. As is often the case, by these speeches, the elected presidents reveal their goals and explain their visions in the national and international arenas. Such presidential speeches aim to persuade people and convey targeted messages and ideologies, using various linguistic tools to impact the masses substantially. Therefore, such speeches are political discourses with implicit and explicit meanings, and in this language, the unique words are meticulously chosen, and all the possibilities of the language are utilized. Accordingly, various linguistic methods and strategies are developed by each speaker, and these strategies are required to be examined.

Some studies have been carried out to investigate the connection between language, power, and ideology through linguistic devices. Although various studies deal with the stylistic features of presidential speeches from many aspects, the number of related studies on conceptual metaphors is limited. This study will help us better understand the stylistic features of speech and the use of metaphors persuasively. The study was conducted pragmatically with Critical Discourse Analysis (CDA) and Lakoff and Johnson's Conceptual Metaphor Theory (CMT). As a result of the study, it is clear that the speech was prepared skilfully to persuade the voters, and the conceptual metaphors used in this direction are distinctive cognitive devices for creating discourse strategies.

**Keywords:** Political Discourse, Metaphor, Conceptual Metaphor Theory, Immigrants, Immigration

#### Öz

*Bu çalışmada, Trump'ın 2017'de yaptığı göreve başlama konuşmasındaki bazı kavramsal metaforların siyasi söylemin oluşumuna nasıl katkıda bulunduğu araştırılmaktadır. Çoğu zaman olduğu gibi, seçilen başkanlar bu konuşma aracılığıyla ulusal ve de uluslararası alanlarda hedeflerini ortaya koymakta ve vizyonlarını açıklamaktadır. Bu tür başkanlık konuşmalarında, kitleler üzerinde güçlü bir etki sağlamak için çeşitli dilsel araçlar kullanılarak insanları ikna etmek ve hedeflenen mesaj ve ideolojileri iletmek amaçlanır. Dolayısıyla bu tür konuşmalar üstü kapalı ve belirgin siyasi söylemlerdir ve bu dilde kendine özgü kelimeler titizlikle seçilir, dilin tüm olanaklarından istifade edilir. Bu doğrultuda, her konuşmacı tarafından çeşitli dilsel yöntemler ve stratejiler geliştirilir. Dolayısıyla siyasi söylemde kullanılan bu stratejilerin araştırılması gerekmektedir.*

*Dil, iktidar ve ideoloji arasındaki bağlantıyı dilsel araçlar aracılığıyla araştırmak için bazı çalışmalar yapılmıştır. Başkanlık konuşmalarının üslup özelliklerini birçok açıdan ele alan çeşitli çalışmalar olmasına rağmen, konuya dair kavramsal metaforlarla ilgili yeterince çalışma söz konusu değildir. Bu çalışma, konuşmanın üslup özelliğini ve ikna edici bir şekilde metafor kullanımını daha iyi anlamamıza yardımcı olacaktır. Bu araştırma, Eleştirel Söylem Analizi (CDA) ve Lakoff ve Johnson Kavramsal Metafor Teorisi (CMT) ile edimsel çerçevede yürütülmüştür. Çalışma sonucunda, yapılan konuşmanın seçmenleri ikna etmek amacıyla ustalıkla hazırlandığı ve bu doğrultuda kullanılan kavramsal metaforların, söylem stratejileri oluşturmak için ayırt edici bilişsel araçlar olduğu görülmektedir.*

**Anahtar Kelimeler:** *Siyasi söylem, Metaphor, Kavramsal Metafor Teorisi, Göçmenler, Göç*

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*Language is politics, and politics assigns power; power governs how people talk and how they are understood. (Lakoff, 1990: 7)*

## INTRODUCTION

Pelinka (2007: 129) argues that the use of language extends beyond the domains of literature and linguistics and maintains that "language must be seen (and analyzed) as a political phenomenon and that politics must be conceived and studied as a discursive phenomenon." As Beard (2000: 13) points out, the language of politics "helps us understand how language is used by those who wish to gain power, those who wish to exercise power, and those who wish to keep power." Hudson (1978: 61-41) points out that language should be understood as a strategic resource whereby politicians gain and hold power. Within this view, political "statements" do not represent "cool," "objective," and "comprehensible" utterances, but rather function as a "screen, a false scent, a safety net" designed to achieve political goals and create and present an image of national unity. Despite diverse analyses in this field, the role of language, its effects and structure, its power of manipulation, and its impact on people are fundamental. This is, in a sense, the manifestation of power.

Dijk (2006: 728) outlines that "few areas in the social sciences are as closely related as those of the study of politics, ideology, and discourse." Political cognition is, by definition, ideologically biased, and political ideologies are reproduced mainly by discourse. "Language, in many ways, in politicians' hands, is a powerful device to transfer ideas, thoughts, beliefs, and persuade people. Since the early 1980s, there has been an interest in the area of political discourse. Besides the variety of approaches, such as descriptive and psychological, the central approach has been a critical perspective. However, the relationship between language and politics dates back to classical Greek and Roman treatises on rhetoric (Aristotle, 1954).

Dijk (2006) maintains that this kind of discourse is described both from the perspective of political discourse structures together with their political contexts. He also argues that "political discourses and their structures will only be able to have the political functions when they are enacting political acts or processes, such as governing, legislating, or making opposition, and with particular political aims in mind, such as defending or defeating a bill or getting elected" (Dijk, 2006: 733).

Politicians reveal their speeches to declare their policies, persuade, and manipulate the audience, employing diverse language strategies with carefully chosen words. In this sense, figurative language, such as metaphors, comes to the fore. To this end, to win the election in his political rhetoric addresses and even after the election in his presidential address, Trump applied his exercising power by resorting to the strategy by using relevant linguistic devices, such as metonymy and metaphors. Metaphor and metonymy are figurative speech patterns frequently used and encountered in everyday speech. They are also quite noticeable in the language of politics, with their cognitive and heuristic functions. In a sense, metaphor is a figure of speech in which one thing is compared to another by saying that one is the other.

As Van Dijk (2013) argues, this study is concerned with the way power abuse is represented, and what linguistic resources are drawn upon in such a practice. Moreover, it gives an account of how power abuse is enacted, reproduced, and legitimated by text and talk as social power involves influencing the minds of the recipients and their knowledge and attitudes. Thus, this study aims to provide a framework for a metaphor-based critical analysis of persuasion and manipulation in political discourse.

Many similar studies have been carried out to investigate the connection between language, power, and ideology through linguistic devices. Below, the definition of metaphor and metonym will be highlighted. Then the inaugural speech of former President Donald Trump (presented in the appendix) will be analyzed within the framework of CDA and the contemporary cognitive theory of metaphor (CMT).

### Metaphor

Merriam Webster puts it this way: "a metaphor is a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them" (Merriam-webster, 2021).

While conventional approaches consider the metaphorical use of words and expressions from the perspective of a case-by-case basis, cognitive linguists, however, indicate patterns in the metaphorical uses of word meanings. Having said that, the traditional concept of metaphor can be outlined by the five generally accepted features: (Kövecses, 2002: VII-VIII)

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First, metaphor is a property of words; it is a linguistic phenomenon. The metaphorical use of the word "lion" is a characteristic of a linguistic expression (that of the word "lion"). Second, metaphor is used for artistic and rhetorical purposes, such as when Shakespeare writes, "all the world is a stage." Third, a metaphor is based on a resemblance between the two entities that are compared and identified. Fourth, metaphor is a conscious and deliberate use of words, and one must have a unique talent to do it and do it well. Fifth, it is also commonly held that a metaphor is a figure of speech that we can do without, and we use it for special effects; it is not an inevitable part of everyday human communication, let alone everyday human thought and reasoning.

According to Lakoff and Johnson (1980), a metaphor is a pervasive phenomenon in everyday language in their conceptual metaphor theory. It represents the output of a cognitive process through which we comprehend one domain in terms of another. In line with this theory, metaphorical phrases are the linguistic presentation of basic conceptual knowledge. Both metaphor and metonymy can demonstrate the ideological positions of the speakers. They both function at a word or phrase level, and they constitute a comparison between one idea and another. Lakoff and Johnson (1980: 8) argue that:

1. A metaphor is a property of concepts and not of words;
2. The function of metaphor is to understand certain concepts better, not just for some artistic or esthetic purpose;
3. A metaphor is often based on similarity;
4. The metaphor is used effortlessly in everyday life by ordinary people, not just by special, talented people; and
5. Far from being a superfluous though pleasing linguistic ornament, a metaphor is an inevitable process of human thought and reasoning.

In discourse, metaphors may be employed for particular purposes or create a conventional effect, and they are often used as topic management devices. For example, there are some conventional metaphors in the language: *time is money*, *how time flies*. Metonymy, another device of figurative speech, involves replacing the name of something with something connected to it without being the whole thing. In metonymy it involves replacing the name of something with something connected to it without being the whole thing itself; in doing so, it affects the audience's perception of and attitude towards the original thing. This is one of Shakespeare's famous and considerably conventional metaphors, one version of a series of metonymically related metaphors. *Life is play*, *life is a player*, and *life is a stage*.

As in the example of "love", Lakoff and Johnson (1980) defined *metaphor* as a mapping between two semantic domains. Considering a conventionalized metaphor such as LOVE IS A JOURNEY, a classic example from Lakoff and Johnson's *Metaphors We Live By* (1980), these are the common linguistic expressions used by English language users, and they can be seen as manifestations of more general cross-domain-mappings: (Kövecses, 2002: 6)

#### LOVE IS A JOURNEY

Look *how far* we've *come*.

We're *at a crossroads*.

We'll just have to *go our separate ways*.

We can't *turn back* now.

I don't think this relationship is *going anywhere*.

*Where* are we?

We're *stuck*.

It's been a *long, bumpy road*.

This relationship is a *dead-end street*.

We're just *spinning our wheels*.

Our marriage is *on the rocks*.

We've *gotten off the track*.

This relationship is *foundering*. As Lakoff and Johnson (1980) argue, metaphor is an integral aspect of the human conceptual system and is a figure of thought. In this context, the theory explores the link between effectiveness of metaphor as a convincing device in such discourses and the background of its use. Accordingly, the current study aims to determine the contextual principles underlying Trump's choice and use of metaphors in his inaugural speech.

### Theoretical Framework

This study's insights from Lakoff and Johnson's Cognitive Metaphor Theory, pragmatics, and critical discourse analysis are deployed. From the methodological perspective, this theory is associated with the critical approaches to text studies by Fairclough and Wodak (1997); Van Dijk (2001).

The status of 'metaphor' is conceived as a fundamental conceptual device based on the assumption that "[o]ur ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical" (Johnson and Lakoff, 1980: 3). As a *metaphor* is technically defined as a 'cross-domain mapping in the conceptual system [...] from a source domain [...] to a target domain' (Lakoff, 1993: 203-7), under the category of metaphorical processes/metaphorizations, we include a wide range of phenomena, involving different levels of the text, relating one thing (target domain) to another (source domain). While investigating all metaphors that lie beyond the scope of this study, attention is given to those metaphors with a specific purpose, together with immigration metaphors in the discourse.

### Metaphors in Trump's Inaugural Address

Metaphor plays an essential role in enhancing the understandability of a speech, but the use of metaphors in political discourses may be distinct. The first one is for simplification purposes. As politics is complicated, it will be tough for ordinary people to comprehend it. For example, the journey is a very familiar topic for people, so politicians often use journey metaphors to make people feel easy to understand. The second function aims at persuasion. Hence, persuasion is a primary purpose that politicians aim at. The third one is motivation oriented to encourage people to behave in the right way, politicians will provide motivation.

In the context of political communication, the use of metaphor is striking. Unlike previous presidents, Trump's short inaugural speech lasted 16 minutes and contained 1,433 words. The inauguration as the 45th president of the United States was held on Friday, January 20, 2017, at the west front of the United States Capitol in Washington, D.C. His speech was both nationalist and populist. His speech was fascinating in its rhetorical style.

In this part, the most common conceptual metaphors, such as journey metaphors, human metaphors, and war metaphors, will be focused on and will be investigated and explained. In such metaphors, the journey is a domain that most people are familiar. In a journey, a traveller walks toward a destination along specific routes on which there will be obstacles, landmarks, and crossroads. Furthermore, the country and its people will also encounter challenges or trouble on their way to success. Thus, when politicians use these metaphors in their speeches, the following conceptual metaphors occur:

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

"You will *never be ignored again*" (Politico, 2021).

In journey metaphors, social goals, i.e. the source domain (destinations), are mapped onto the target domain (social goals) set by the governments are often the destinations. These goals can be short-term ones as well as long-term ones. The final destinations involve democracy, freedom, and liberty, which can be indicated through the following examples:

"Your voice, your hopes, and your dreams will define our *American destiny*. And your courage, goodness, and love will forever *guide us along the way*" (Politico, 2021).

The words "*guide us*" and "*along the way*" generally indicate the destinations. An explicit goal is defined as *American destiny*, which means democracy, liberty, and freedom are the destinations. This conceptual metaphor enables people to comprehend that the goals they are following are worthwhile, inspiring confidence in people. From the above analysis, it can be seen that those journey metaphors comply with the rhetorical objectives of the inaugural address.

Regarding human metaphors, Lakoff and Johnson (1980) argue that personification is a special type of ontological metaphor where the object is further specified as being a person so that a wide variety of experiences with nonhuman entities can be described in terms of human motivations, characteristics, and activities. Therefore, by adopting the human metaphor, it is possible to make people understand other phenomena in human terms, such as motivation, characteristics, and actions. The conceptual metaphor "The Nation is a Person" is often adopted to describe some phenomena in political speeches. Here, some aspects of a person are mapped onto the nation, enabling people to efficiently understand several specific concepts about the nation.

"America will start *winning again, winning* like never before."

"A crucial conviction is at the centre of this movement: that a nation exists to serve *its citizens*."

"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" (Politico, 2021).

"The establishment *protected itself*, but not the citizens of our country" (Politico, 2021).

In these examples, *winning*, *promise*, and *protecting* are used. America is presented by the words used to describe a person. By regarding America as such a person, the politicians intend to make people understand, as a developed country, what kind of a country America is like, and what kind of qualities it possesses.

In this growth map, when a person grows up, he becomes mature and can tell others how to be mature. As in the case of a nation, it becomes fully developed and enables to tell other undeveloped countries how to develop correctly, as in the following examples (Politico, 2021):

"We Will Make America *Wealthy* Again.

We Will Make America *Proud* Again.

We Will Make America *Safe* Again."

From the perspective of the health metaphor, it demonstrates that the health of a country is its economic condition. In other words, economic health is essential for a country, as in the following example:

"Together, We Will Make America *Strong* Again" (Politico, 2021).

The conceptual metaphor "Politics is War" is frequently noticed in daily conversation related to the war metaphor. Politicians also use these metaphors to underline their desire to achieve worthwhile social goals. Thus, such metaphors play a vital role. Therefore, in the conceptual metaphor, "social evils are enemies," the source domain (enemies) is mapped onto the target domain (social evils). In war and for a country, there will be enemies. When confronted with these enemies, people have to defend themselves and fight for themselves. Thus, the war metaphor in the inaugural indicates that the American people are defenders and fighters. In the following examples, it can be seen that the war metaphor is often used in the American presidential inaugural discourses to encourage the American people.

"We must *protect* our borders from the *ravages* of other countries by making our products, stealing our companies, and destroying our jobs. Protection will lead to great prosperity and strength." (Politico, 2021).

"We've *defended* other nations' borders while refusing to *defend* our own."

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

During the election campaigns and at his inauguration, Trump used a few metaphorical expressions to explain some of his goals for the country. He employed a variety of metaphors to construct his "America First" agenda on immigration. "From this moment on, it's going to be America First." In the following lines: He outlined, "From this day forward, a new vision will govern our land," and he went on, "From this moment on, it is going to be America First." Given his political ideology, he is specific about what this means in these lines. He disclosed that "every decision on trade, on taxes, on immigration, on foreign affairs, will be made to benefit American workers and American families.

The issue of immigration has continuously been an essential part of the political agenda of the presidents, particularly immigration via the southern border. In his speech, Trump explained that those immigrants coming into the U.S. pose a danger. "We must protect our borders from the ravages of other countries making our products, stealing our companies, and destroying our jobs." Protection will lead to great prosperity and strength" (Politico, 2021). During his campaigns, he insistently pointed out Islam as an existential threat. To this end, he stated, "We will reinforce old alliances and unite the civilized world against radical Islamic terrorism, which we will eradicate completely from the face of the Earth". He wants to stop all Muslims from entering the country, but he also wants to deport millions of immigrants who have entered illegally.

Santa Anna (1999) described the conceptual metaphor "Immigrants are animals" as in 'ferreting out illegal immigrants' and 'to catch a third of their quarry' and "Immigrants are weeds" as in a 'new crop of immigrants' and 'to weed out illegal aliens.' However, these kinds of representations did not occur in Trump's address. Considering Trump's election speeches, they aim at possible voters for the election. Moreover, the topic of immigration on a smaller or larger scale can be traced in all speeches and deals with the present situation of immigration.

In order to appeal to their base and reinforce common conceptions of American identity throughout American history, politicians have long resorted to anti-immigrant rhetoric. Nevertheless, only a few have employed such pejorative, inflammatory, and hyperbolic language as Trump has used. During

his election campaign, Trump used provocative language and discourse on immigrants. In the election campaigns, he used words related to immigrants and immigration as *radical and dangerous immigration policies, (illegal) immigrants, killers, violent crimes, drug smugglers, gangs, lower wages, rapists, and human smuggling*, introducing immigrants as a menace. His election speeches clearly show that many of these terms are negatively marked. Trump actively exploits these terms to refer to migration and immigration.

As noticed in his election speeches, a discourse of hostility and bias against immigration was at the centre of his political campaign. He uses empathetic ideological and predicative metaphors negatively. As Pilyarchuk and Alexander (2018: 124) argue, "The latter topic of immigration is the most prevalent one" in his speeches. They also maintain that "... in Trump's case, immigrants are dangerous people and criminals." The conceptualization of immigrants is always pejorative and dehumanizing."

In his inaugural address, Trump used powerful anti-foreign policy language throughout the address, trying to establish the policy for his administration. In the inaugural, he used his language to reinforce the polarization of "us" versus "them". He explained that:

"For many decades, we've enriched foreign industries at the expense of American industry, *subsidized the armies of other countries* while allowing for the very sad depletion of our military" (Politico, 2021).

"We've defended *other* nations' borders while refusing to defend *our own*."

As Dijk (2006: 732) states, "discourses make ideologies observable because it is only in discourse that they may be explicitly expressed and formulated." Other political practices only implicitly show or experience ideologies, for instance, in practices of discrimination based on sexist, racist, or political ideologies." "We must protect our borders from *the ravages of other countries* by making our products, stealing our companies, and destroying our jobs. Protection will lead to great prosperity and strength (Politico, 2021). To do this, we must understand the literal meaning of the sentences. In his remarks, as seen earlier in his campaigns, Trump has drawn attention to depicting illegal immigrants in America as primarily bad, a source of threat or evil.

Lakoff and Johnson (1980) maintain that metaphorical uses may describe the world for us in particular ways so that we come to understand the world in that way. As in the following examples, Trump's empathetic use of ideological and predicative metaphors are portrayed in a negative context.

"We've made other countries *rich* while our country's wealth, strength, and confidence has *disappeared* over the horizon."

"The factories *shuttered and left our shores*, with not even a thought about the millions upon millions of American *workers left behind*- (Politico, 2021).

Trump creates a division between Americans, the wealthy and the poor, and between people and politicians. In Trump's speech, pronouns and metaphors were often used to enforce existing divisions between groups of people based on their status in society, nationality, and between himself and the people. According to Wilson (2001: 401):

The general principle here is one of transformation. Similar words and phrases may come to be reinterpreted within different ideological frameworks. Linked directly to this process is the concept of "representation." Representation refers to the issue of how language is employed in different ways to represent what we know, believe, and perhaps think... The consequences here, within a political context, seem obvious enough. To have others believe you, do what you want them to do, and generally view the world in the most favourable way for your goals, you need to manipulate, or, at the very least, pay attention to the linguistic limits of forms of representation.

Mio (1997:130) argues that "Because of information-processing demands, people cannot pay attention to all aspects of political evidence. Therefore, something is needed to simplify decision making, and metaphors and other shortcut devices (e.g. cognitive heuristics) address this need. Besides metaphors, Trump also uses repetition of words and phrases very effectively to emphasize some of his main points.

"Together, We Will Make America *Strong Again*.

We Will Make America *Wealthy Again*.

We Will Make America *Proud Again*.

We Will Make America *Safe Again*" (Politico, 2021).

As Van Dijk points out, "a discourse of any kind "may be seen as a semantic iceberg. Only a few meanings are expressed on the surface of the text and talk, whereas other meanings remain implicit knowledge stored in mental models" (1993: 109). "The forgotten men and women of our country will be

forgotten no longer." He is implying a black president ruled a country. He is blaming black people and immigrants. As Lakoff and Johnson highlight, "metaphors are meaningful windows onto the historical, cultural, and social experience of a country, and the metaphorical structure of the fundamental concepts in a culture is coherent with the basic values of that culture" (1981: 22).

### CONCLUSION

This paper aimed to cast light on political metaphors, particularly the immigration rhetoric in Trump's inauguration addresses, by applying the conceptual metaphor theory proposed by Lakoff and Johnson, focusing on three common metaphors that appear in political speeches. These are journey metaphors, human metaphors, and war metaphors. As argued in this study, the use and power of metaphor in language as both a rhetorical device and a conceptual process has been in practice since Aristotle. It is still used as a robust linguistic device to convey the intended meaning and persuade people throughout the ages. Based on the linguistic perspective, metaphors are rhetorical devices in stylistics, a branch of linguistics that applies the theory and methodology of modern linguistics to studying style. Dijk (2006:732) underscores that "political ideologies are acquired, expressed, learned, propagated, and contested through discourse."

In political speeches, the candidates' use of the appropriate language and figures of speech can convince the audience to vote for them. The metaphors used in these speeches draw the voters' attention; employing these powerful metaphorical devices as an instrument to change perceptions and persuade people to intended or hidden aims. Furthermore, throughout the speech, it can be noticed that the use of such linguistic devices corresponds to fulfilling intended purposes.

This study focused on conceptual metaphors and how they contributed to Trump's speech and politics. It may not be easy to judge the metaphorical power that only took sixteen minutes. A comprehensive investigation taking into account other rhetorical strategies would better portray metaphors in those speeches.

**Authorship Contribution** (This study was conducted with a single author, %100)

**Ethics Committee Statement** (Ethics committee is not required in this study)

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**TRANSCRIPT**

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

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

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

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

Every four years, we gather on these steps to carry out the orderly and peaceful transfer of power, and we are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition. They have been magnificent.

Today's ceremony, however, has very special meaning. Because today we are not merely transferring power from one Administration to another, or from one party to another – but we are transferring power from Washington, D.C. and giving it back to you, the American People.

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

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

Politicians prospered – but the jobs left, and the factories closed.

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

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

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

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

This is your day. This is your celebration.

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

What truly matters is not which party controls our government, but whether our government is controlled by the people.

January 20th 2017, will be remembered as the day the people became the rulers of this nation again.

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

Everyone is listening to you now.

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

At the center of this movement is a crucial conviction: that a nation exists to serve its citizens.

Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves.

These are the just and reasonable demands of a righteous public.

But for too many of our citizens, a different reality exists: Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation; an education system, flush with cash, but which leaves our young and beautiful students deprived of knowledge; and the crime and gangs and drugs that have stolen too many lives and robbed our country of so much unrealized potential.

This American carnage stops right here and stops right now.

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.

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

For many decades, we've enriched foreign industry at the expense of American industry; subsidized the armies of other countries while allowing for the very sad depletion of our military;

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

And spent trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay.

We've made other countries rich while the wealth, strength, and confidence of our country has disappeared over the horizon.

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

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

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

We assembled here today are issuing a new decree to be heard in every city, in every foreign capital, and in every hall of power.

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

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

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

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

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

America will start winning again, winning like never before.

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

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

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

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

We will seek friendship and goodwill with the nations of the world – but we do so with the understanding that it is the right of all nations to put their own interests first.

We do not seek to impose our way of life on anyone, but rather to let it shine as an example for everyone to follow.

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.

At the bedrock of our politics will be a total allegiance to the United States of America, and through our loyalty to our country, we will rediscover our loyalty to each other.

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

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

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

When America is united, America is totally unstoppable.

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

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

Finally, we must think big and dream even bigger.

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

We will no longer accept politicians who are all talk and no action – constantly complaining but never doing anything about it.

The time for empty talk is over.

Now arrives the hour of action.

Do not let anyone tell you it cannot be done. No challenge can match the heart and fight and spirit of America.

We will not fail. Our country will thrive and prosper again.

We stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the Earth from the miseries of disease, and to harness the energies, industries and technologies of tomorrow.

A new national pride will stir our souls, lift our sights, and heal our divisions.

It is time to remember that old wisdom our soldiers will never forget: that whether we are black or brown or white, we all bleed the same red blood of patriots, we all enjoy the same glorious freedoms, and we all salute the same great American Flag.

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

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

You will never be ignored again.

Your voice, your hopes, and your dreams, will define our American destiny. And your courage and goodness and love will forever guide us along the way.

Together, We Will Make America Strong Again.

We Will Make America Wealthy Again.

We Will Make America Proud Again.

We Will Make America Safe Again.

And, Yes, Together, We Will Make America Great Again. Thank you, God Bless You, And God Bless America (Politico, 2021).