Trump Inauguration Speech Analysis

Trump has an extremely effective oral style which resonates impeccably with the target audience. He opts for familiar language which the audience will find easy to understand and comprehend. This is important and a sensible choice as the average American does not need to be concerned with the complex intricacies that work behind government policies. He also creates a sense of relationship and bonding with the audience by use of personal pronouns throughout the speech. His simple vocabulary carries on even when he is talking about sensitive topics such as the military of the United States of America.

He connects all of his audience on one common ground which is patriotism towards America. He even addresses this in his speech when he says *“whether we are black or brown or white, we all bleed the same red blood of patriots”.*

One of his goals is to unite all the citizens of America and he establishes this by addressing each diverse audience member. Throughout his speech there’s an effort to bring his audience together and ignite a sense of unity among them. This is evident by the quotes from his speech below:

*“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”*

*“So to all Americans, in every city near and far, small and large, from mountain to mountain, and from ocean to ocean”*

One commendable aspect of his speech is the clarity. While he may not be using hard to pronounce words, the ones he does use are always intelligible. Even YouTube’s computer generated captions for this video are incredibly accurate which means most people would understand his speech easily.

The word ‘job’ is used throughout his speech 5 times. He promises new jobs which the audience has good reason to trust him for given his successful business background. It gives him speaker credibility.

Trump is also keen on varying his movements slightly as he looks from left to right after intervals. Despite the massive audience, he speaks in a manner which covers most of his audience. There’s plenty eye contact and gestures while his motions complement the subject matter. The gesture of him pinching his thumb and index finger was visibly noticeable in this speech.

What’s praiseworthy is the lack of vocalized pauses. He does pause in between sentences which makes it easier to follow his words but none of them are vocalized. This reflects his proficiency in public speaking. He also shifts the tone of his voice quite skillfully. When talking about the past and highlighting negative issues such as the job crisis his voice his noticeably bleak and dull, but it changes to a more energetic and optimistic tone when he’s talking about the future or his promises. The shift in his tone provides a sort of parallelism to the shift in presidency in terms of what they can expect going forward.

Only criticism I have regarding his speech is the fact that he shifts from one thought to another too abruptly. He also does not delve deeper into the details of the policies he will employ to achieve his promises although that may be more of a political criticism rather than an objective one.