

DISCURSIVE POWER MANIFESTED IN THE INAUGURATION SPEECH BY DONALD TRUMP

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ABSTRACT: The paper investigates how Donald Trump manifests his discursive power in the inauguration speech, marking his nonconsecutive second term in the White House. It hence aims to unravel the way the incumbent president of the United State negotiates power relation embedded in the discourse. Embracing the critical discourse (CDA) analysis approach, this research analyzed the written speech that Donald Trump delivered to the public on the Inauguration Day. The analysis revealed that besides Trump's claim of self-assurance, emphasizing his position of the nation's commander-in-chief by asserting his power with the use of the pronoun "I", he does negotiate the power relations with the people of his side, and the ones of the opposite via the old rhetoric - putting himself on the par with people in general to usher them into his league, getting them behind his political agenda while defaming and devaluing the previous administration. The study provides the insight into the realm of society and language analysis about the interplay of such factors as language, power and ideology, the social aspects of language.

KEY WORDS: Soft power; CDA study; ideological study; discourse analysis; language and society.

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1. Introduction

The purpose of this study is to examine the way Donald Trump exerts his soft power in his inauguration speech. Certain individuals use their ideas, and thoughts to "control" or "manipulate" people, or simply persuade them to do things that they want, or convince the public to think in the way that they direct. And as a person who has long been in the political arena, President Donald Trump would know the effects of public discourse in any politicians' whack to garner the public approval and support; and he would be more than willing to show his ideological influence on the public, to get people to back him and his agenda for the country in the upcoming years of his tenure in the White House. This reasoning grounds the aim of the present study and the research questions. This study seeks answers to the following questions: (1) How does Trump assert his power as a commander-in-chief linguistically? (2) How does he negotiate his power relations in the speech?

To answer those questions, the study focuses on the soft power used by Donald Trump in his own inauguration speech. The speech was delivered in the rotunda of the US Capital on 20th January, 2025 by the then-newly elected president when the parties and the public convened in person and virtually to formally welcome their 47th president of the nation. The study is a small-scale linguistic investigation; hence, it does not aim to go over and analyze all linguistic aspects or the strategies employed by the speaker to demonstrate his power; rather, it is concerned with the move that the incumbent President of American resorts to the pronouns "I" and the inclusive "We" in his effort to claim his power of being the most powerful leader, and hence, how he is doing that strategic maneuver.

2. Theoretical basis

2.1. Critical Discourse Analysis (CDA)

CDA is believed to be embedded within critical theory, a paradigm whose critical impetus originates in the Frankfurt School, especially in Habermas's writings. It emerged as a new trend in linguistic research since it moved from purely structural/formal dimension to functional aspect of

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language, and to social processes in connection with power relations and ideologies in the 1970s. The meeting in 1991 organized by van Dijk in Amsterdam was often viewed as the formal and institutionalized beginning of CDA with such distinguished figures as Ruth Wodak, Norman Fairclough, Gunter Kress, Theo van Leeuwen, and van Dijk himself.

There has been some misunderstanding that CDA is a method to do linguistic analysis. Norman Fairclough-one of the key figures in the field of CDA- claims CDA is far from being a method; it is an “interdisciplinary research movement, subsuming a variety of approaches, each with different theoretical models, research methods and agenda” (Fairclough et al, 2011: 357). In the same vein, other distinguished scholars see, CDA is an interdisciplinary approach or “obviously not a homogeneous model, but at most a shared perspective on doing linguistic, semiotic or discourse analysis” Van Dijk (2007:131). Therefore, in its simplest sense, CDA should be understood not as a single and closed discipline, but as involving variety of approaches and different methods in doing a study on discourse.

However, what unites all the work in CDA and also what sets CDA from other forms of discourse study? A number of common fundamental features can be identified, which include the critical nature of CDA as a problem-oriented, interdisciplinary and transdisciplinary approach (Van Dijk, 2004) or as theory and method (Jorgensen & Phillips, 2002). CDA studies are not limited to the verbal dimension of discourse, but also work on other visual/semiotic dimensions (pictures, images, music, gestures, etc., in Fairclough, 2001). CDA deals with a wide range of linguistic-discursive resources from grammar (phonology, syntax, and semantics) to pragmatics, styles, rhetoric, schematic organizations, and interaction strategies (van Dijk, 2004). CDA regards discourse as “a form of social practice” (Fairclough & Wodak, 1997: 258), and takes the context as a factor of paramount importance in peeling down the meaning layers of discourse (Wodak, 2001); In addition, investigating discourse from the perspective of CDA, should and would include the study of the relationship between discourse, power and ideologies, as Van Dijk claims, it is “a study of the relationship between discourse, power, dominance, social inequality and the position of the discourse analyst in such social relationships” (Van Dijk, 1993:283)

CDA has now been widely applied in many fields such as education (Rogers, 2004), and social research (Fairclough, 2001) as an interdisciplinary approach of applied linguistics (Fairclough, 1997; Van Dijk, 1998/1998 & Wodak, 2001/ 2002). But admittedly, there have been some criticisms leveled against it. One of the questions that has been raised is “does CDA produce valid knowledge? and the answer from those involved in CDA has been more or less resoundingly “yes” (Haig, 2004).

2.2. Power

Power remains at the core of CDA; basically, power refers to the control one has over others; it may come from “privileged access to social resources such as education, knowledge and wealth, which provides authority, status and influence to those who gain this access and enables them to dominate, coerce and control subordinate groups” (Machin & Mayr, 2012: 24). The common understanding is that language describes the world, but it is also determined by other social practices in which social relations of power are present both explicitly and implicitly in texts, thus language then is not simply an act of communicating, but a vehicle for conveying some kinds of interests which can lead to social construction and domination (Van Dijk, 1993). This study embraces the proposition that the power can be realized through the language as it conveys the discourse producer’s beliefs, ideas and stance that s/he wants to make an influence on others.

It is also important to note that “power can be jointly produced when people believe or are led to believe that domination is legitimate in some way or other” (Machin & Mayr, *ibid.*). It is when we talk about the persuasive influence of power where dominant groups try to get the subordinates to accept their own moral, political and cultural values and institution (*ibid.*). Power needs to be seen as legitimated by people in order to be accepted; and this process of legitimation could be successful gained through language. In the end, studies in CDA have been much concerned over the relations of

power between text producers and receivers as well as the persuasive language that yields power.

In this study, power is persuasive power-linguistic soft power: the speaker is trying to persuade people to back him, agree with him, creating an ideological influence while showcasing his ultimate power. And in reality, if he could persuade them to do as he wishes, he would succeed in exercising his power; and this aspect is out of scope of this study.

2.3. Ideology

One of the main constituents of power is ideology. In CDA, the term “ideology” is understood as referring to the way that the ideas, views and values reflect and express particular interests and intentions on the part of some discourse users; hence we have the plural “ideologies”. Language is a “common social behavior, a social practice where we share and express our views of how the world works, what is natural and common sense” (Machin & Mayr, 2012: 25); and every social practice has their discursive aspect. Fairclough argues that many institutions and forms of social organization clearly reflect ideological interests, one place where we can observe exactly how these interests operate in language (Fairclough, 2010).

This study subscribes to the view that ideologies are mental representations of various aspects of the social world which contribute to establishing and maintaining relations of power, domination and exploitation (van Dijk in Wodak & Meyer, 2016), and that CDA seeks to disclose the ideological and persuasive functions/properties of text (written) and talk (spoken). Investigating ideologies in this study means looking for the speaker’s power assertion and power relation negotiation wielded in the inauguration speech.

2.4. Media discourse- political speech

Empirically, discourse can be understood as language in real contexts of use. This means, it goes beyond the level of grammar and semantics to “capture what happens when these language forms are played out in different social, political and cultural arenas” (Simpson & Mayr, 2010: 5). Simply put, the ideas conveyed by a text can be referred to as “discourses”, and the process of doing CDA should involve investigations into not only choices of linguistic-discursive resources, but also in contexts so as to discover the underlying discourses and ideologies (Van Dijk, 1993; Fairclough, 2001; & Wodak, 2001).

Political discourse is a form of social practice. Defining political discourse is not a straightforward matter, and no easy task, (Wilson, 2015). Some analysts define political discourse so broadly that almost any discourse may be considered political. This study takes the view that implies any discourses dealing with politicians, political issues or political events are instances of political discourse. Political discourse is primarily argumentative (Fairclough, 2015). Van Dijk (1997) observes that argumentative genres are “perhaps” the “most pervasive in political discourse as people argue either in favor or against an idea or proposition. Politicians and people of high positions often make use of public talks to get their political messages across or to manipulate the public’s thoughts. The growing interest in the area of political discourse has been proven in the research by prominent figures in CDA such as Norman Fairclough, van Dijk, Ruth Wodak and many others.

It should be recognized about the fact that doing political discourse analysis from a CDA angle entails making a balance between linguistic analysis and political analysis or the combination, or a mix of the two, and what the analyst should do is to shed light on the role, the power of language, its manipulation for political message constructions and effects via the critical analysis and investigation into linguistic use.

3. Methods

3.1. Context of the study

As the context is considered a crucial factor to comprehend a discourse, it is of necessity to bring into the foreground some relevant knowledge on the situation surrounding his inauguration speech.

In 2024, the American presidential election witnessed the sweeping victory of Donald Trump in the race, defeating his rival, vice President Kamala Harris. As the country’s president-elect, he was

waiting inauguration to become the 47th president of the United State in the first month of 2025. Though during his campaign for his return to the White House for the second tenure, he had dealt with turbulent contests together with controversy debates, arising from his political stance and language, the result showed his ‘beating Vice President Kamala Harris in a race far less tight than expected as his triumphed in key battleground states’ (According to Aljazeera, 2024). And after the election night, many American felt sorry and somber for the failing endeavor of Kamala Harris, many others celebrated the election results, awaiting his nonconsecutive terms. An analysis by Stephen Collison from CNN (2024) says, Trump’s march to victory in all seven battle ground states credits ‘popular legitimacy’ to him, and his ‘historic achievement of becoming only the second president to win a non-consecutive term’ turns him into ‘a historic figure not an aberration’.

In the same vein, an article (2005) for the Washington Post claimed that Trump’s style has been seen as controversial since his first administration in the White House; and the majority of votes for him in the 2024 presidential election where he won both electoral and popular votes proved many voters opted for his idiosyncrasies so as to cast a vote for him. Therefore, it could be worthwhile to make an investigation into his inaugural speech to make a highlight on his thoughts which are peculiar to him and which are materialized via his language using when it comes to persuasive power of language and power relations maneuver.

3.2. Research methods

The present study adopts the critical paradigm, for for the following reason. A CDA framework views discourse or language in use as an instrument of thought or a means of communication, and doing a discourse analysis is making an attempts to reveal what is hidden behind the written words. This study is critical in the sense that it attempts to uncover the power exertion, power relations negotiation intentionally used by language user. In other words, its goal is to try to get “under the surface” of the discourse.

The research design adopted for the current investigation is qualitative as it heads to explore and understand the meaning (ideas, and thoughts-constituents of power) individuals ascribe (*our personal interpretation*) to a social issue (power assertion and power relation maneuver, *in this study*). This study takes into consideration the position of the researcher in the process of data interpretation, yet admittedly, an element of subjectivity is unavoidable as a discourse interpreter.

3.3. Data collection

The data for this study refers to the speech delivered by the president of America, Donald Trump at the Inauguration Day, which took place in the rotunda of the US Capital on 20th January, 2025. The main goal of this political gathering was to officially presenting a new president to the public (at home and abroad).

The transcribed speech was collected from online CNN. The authenticity and the validity of the speech are guaranteed because it was all accompanied by the video files and posted by well-known online news media: CNN online.

The purpose of the study is to examine the discursive exertion of power of America’s 47th president; thus, there would be no other evidence that could be more crystal clear than his own inaugural speech where the depiction of himself would be painted and constructed in a way to garner the support, the belief or the recognition from listeners; and because of this, it well deserves a thorough investigation in terms of critical language analysis. Besides, the richness of the background information can inform the discussion included in the findings.

4. Results

A thorough investigation on Trump’s particular way of exerting his power layered and inundated in the speech has yielded the following findings, concerning

4.1. The claim of power assurance

The vibe of his self-assurance, believing in his own strengths and abilities – seems to overflow the speech with the occurrence of the pronoun “I” in 27 instances; also the “I” is backed up with such

phrases as “The Trump administration” (lines 9, 79), “I return to the presidency” (line 15), “as commander-in-chief” (line 96), “my cabinet” (line 99), “my proudest legacy” (line 143) further emphasis/ claim his one and only position - the commander-in-chief the United State.

One distinctive feature that could be recognized discursively about the incumbent president of American is the air of being full of himself, which is often observed in people thinking highly of themselves and their importance, believing that without them, things wouldn't be good,

“I return to the presidency confident and optimistic that we are at the start of a thrilling new era of national success.” (lines 15,16)

“...our recent presidential election will be remembered as the greatest and most consequential election in the history of our country” (lines 64,65)

“My proudest legacy will be that of a peacemaker and unifier.” (line 143)

Besides the claim of “I” assurance, the positive adjectives “*confident, optimistic, thrilling*” coupled with the superlative adjective “*the greatest and most consequential*” further highlight and reinforce Trump's personal conviction and excitement as well as his strong belief in the impact of his return to the presidency, the impact of his election while stressing his own leadership identity.

Trump even goes further in turning himself into the symbol of American perseverance, “*I stand before you now as proof that you should never believe that something is impossible to do in America*” (line 186)

He uses his personal story as an inspirational example for the whole nation. Before that, he describes his personal hardships and challenges, “I ...tested and challenged more than any president in ...250-year history” (lines 52,53), shares his personal growth from past experiences, “I've learned ... along the way” (line 53), and appeals to God to make believe the faith, the destiny of his leadership, “I was saved by God to make America great again” (line 59) – which the 47th US president refers to his survival from the attempted assassination in Pennsylvania last year in 2024 . His ultimate aim is to emphasize his resilience, defying expectations and become the credibility of the nation, the thing that only him can do,

“My people thought it was impossible for me to stage such a historic political comeback. But as you see today, here I am” (lines 184,185)

One of the large parts of Trump's speech is destined for his assertion of his position as the commander-in-chief, where he constantly and repeatedly reinforces and demonstrates his actions that he pledges to implement right from the first day of his ushering back into the White House.

Instances	Line
<i>"Today I will sign a series of historic executive orders."</i>	82
<i>"First, I will declare a national emergency at our southern border."</i>	85
<i>"I will end the practice of catch and release."</i>	88
<i>"I will send troops to the southern border to repel the disastrous invasion of our country."</i>	89
<i>"I will direct our government to use the full and immense power of federal and state law enforcement to eliminate the presence of all foreign gangs and criminal networks."</i>	93
<i>"Next, I will direct all members of my cabinet to marshal the vast powers at their disposal to defeat what was record inflation and rapidly bring down costs and prices."</i>	94
<i>"... today I will also declare a national energy emergency."</i>	99
<i>"I will immediately begin the overhaul of our trade system to protect American workers and families."</i>	100
<i>"...I will also sign an executive order to immediately stop all government censorship and bring back free speech to America."</i>	102
<i>I will also end the government policy of trying to socially engineer race and gender into every aspect of public and private life</i>	115
<i>I will sign an order to stop our warriors from being subjected to radical political theories and social experiments while on duty.</i>	125
	131
	132
	137

Via the way of announcing his plans and actions for the upcoming days ahead, Trumps is keeping his conventional/ prevailing/ regular/ highly expected mannerism of asserting his authority and leadership to the lofty level. The newly-elected president showcases his massive power, ranging from manifesting his captainship in addressing national security, outlining major policy initiative (line 85), committing to stopping specific immigration policy (line 88), pledging military action at the border (line 89), promising aggressive law enforcement action (line 94), ordering cabinet to take economic measures (line 99), taking bold steps for energy security (line 102), to pledging economic reforms (line 115), and reversing censorship policies (line 125), making it prominent his determination, commitment to the nation, and at the same time praising himself, as one of his prevailing traits, to be strong, proactive leader and protector of the country, and that only him can lead the country; hence, the air of his being full of himself can be sensed quite clearly in the claim at the nearly end of his picturing out his actions: "And our golden age has just begun" (line 216).

The pronounce of "I" is not only used dexterously to show Trump's peculiar way of discursively upholding his influence, and his power, his self-power-assertion but also help him greatly in his power relation negotiations with Americans and people of his side and of the opposite side.

4.2. Power relation manoeuvre

Trump's inauguration speech is not modestly fertile in terms of self-assurance of the speaker, but deftly engulfed with Trump's strategic move of involving America and Americans into his own agenda in which he is the best pen and simultaneously the ultimate leader via the use of the inclusive pronoun "We", or such as words as "nation", "country", "America", "Americans"

4.2.1. with people on his side

If compared with the use of the pronounce "I", the use of "We" encompassing Trump, the American people and America as the whole prevails, proving Trump's fully cognizant of his topnotch position: though he is the captain, he needs people, the whole nation to side with him in order to realize his "legacy"; and of the power of the American: this force is be precious, deciding his four-year-term in the White House to turn into something great in history of America, " With your help, we will restore America's promise." (line 198):

Instances	Line
"The golden age of America begins right now."	5
"From this day forward, our country will flourish and be respected again all over the world."	6
"We will be the envy of every nation, and we will not allow ourselves to be taken advantage of any longer."	7
"Our sovereignty will be reclaimed. Our safety will be restored."	10
"America will soon be greater, stronger and far more exceptional than ever before."	14

From suggesting that all Americans are part of the new era while creating a sense of collective optimism (line 5), framing his presidency as a share national mission where everyone gets benefits (line 6), to aligning himself with the people by emphasizing the government and citizen will act together (line 10), Donald Trump places himself on the par with people, American people to create a sense of unity and encourage collective belief in national progress (line 14). The employment of the inclusive language does assist to conceive a shared vision of the national success among the top leader and the people. Interestingly, a metaphor is wielded to heighten the speaker's power relation negotiation with ones of his side,

"A tide of change is sweeping the country." (line 17)

With the intention of delivering the message that the nation is undergoing a transformation under his administration, Trump's resorting to metaphorical language to make people believe and feel part of the movement led by his administration and his cabinet.

Hence, another remarkable and noticeable feature in Trump's inauguration speech regarding the wielding of the soft power would be positioning himself and the people in a same one cause, as active restorers and builders of the national values and successes. In addition to appealing to Americans and

America in general “We are one people, one family, and one glorious nation under God” (line 199), Trump directly involves specific groups of people in his speech, addressing and including minority communities, acknowledging their role in his victory in an attempt to create inclusivity and connection with diverse groups,

“To the black and Hispanic communities, I want to thank you for the tremendous outpouring of love and trust that you have shown me with your vote.” (lines 71,72)

A close look at the way he demonstrates his utmost power, using “I” straightforwardly to single himself out of the entire league so as to claim the position of a commander-in-chief, it is noticeable that he at the same time resorts to the inclusive “We” to tie people to his own agenda.

Trump's action	People's involvement
I will sign a series of historic executive orders.	we will begin the complete restoration of America and the revolution of common sense
I will declare a national emergency at our southern border.	we will begin the process of returning millions and millions of criminal aliens back to the places from which they came.
I will end the practice of catch and release.	We will reinstate my Remain in Mexico policy
I will send troops to the southern border...	
I will direct our government to use the full and immense power of federal and state law enforcement to eliminate the presence of all foreign gangs and criminal networks...	we will also be designating the cartels as foreign terrorist organizations
I will direct all members of my cabinet to marshal the vast powers...	
I will also declare a national energy emergency ...	We will drill ... We will bring prices down... We will be a rich nation again... we will end the Green New Deal ... we will revoke the electric vehicle mandate ... We will build automobiles in America again...
I will immediately begin the overhaul of our trade system ...	We will tariff and tax foreign countries to enrich our citizens... we are establishing the External Revenue Service to collect all tariffs, duties and revenues...
I will also sign an executive order to immediately stop all government censorship and bring back free speech to America...	we will restore fair, equal and impartial justice under the constitutional rule of law ...
I will also end the government policy of trying to socially engineer race and gender ...	... we are going to bring law and order back to our cities ... We will forge a society that is colorblind and merit based...
I will reinstate any servicemembers ...	... we will again build the strongest military the world has ever seen. ...
I will sign an order to stop our warriors from being subjected to ...	We will measure our success ... by the battles we win, ... by the wars that we end and ..., the wars we never get into...
My proudest legacy will be that of a peacemaker and unifier.	... we are going to be changing the name of the Gulf of Mexico to the Gulf of America... we will restore the name of a great president, William McKinley, to Mount McKinley... ... we're taking it (the Panama Canal) back...

It could be said that there are no other places in his whole speech where we can see such an obvious power relation negotiation between Trump - the speaker himself and the audience - be it the people who are listening to him right on the spot and the viewers or listeners watching/listening to his speech live from their home. More than anyone, he is so mindful of his being a commander-in-chief of the most powerful nations in the world, and he is therefore, now the man of great power, who has an easy access to the public speech which could help him get close to his people and then influence their minds, subjecting them to his ideologies; yet he is also so aware of the power of the people, marshalling their backing to his ideological path would work much for him in a favorable way. Therefore, though they are all his 'orders', in order to implement his orders and get them done successfully he calls people in, leaguering them together with him in 'we'.

The use of 'will' in the instances makes the speech go smoothly and sound rhythmic while creating organization for the speech. Simultaneously, 'will' illustrates the speaker's strong will, projecting his determination, his resolution and commitment to have all his actions carried out to the core and to the best effects. Moreover, the nearly equal employment of 'will' in 'I will' and 'we will' in the above instances could be intentionally resorted to by Trump; it could be that at one hand, he wants people to recognize his absolute power, dictating things to be done via such verbs as 'sign', 'declare', 'end', and 'direct', at the other hand, he sides people with him, getting them to commit themselves into the cause of reconstructing the country with him, supporting his immigration policies, producing and creating wealth for the nation, making economic protectionism a collective national mission, etc.

By negotiating the power with people while still in control of the situation, he could kill two birds with one stone: while he still claims his great power of being a commander-in-chief - he directs and he signs orders, he shares the responsibilities and charges with people; and thus, the rights he gets for himself, and the obligations he shares with people; however, this propagating ploy of his ideological influence is done deftly via a discursive use of 'I' and 'we' in the way that people would feel they were respected when they were got involved, not being left outside of the sacred cause of country's reconstruction and betterment. His 'legacy' by then will be built up by the people. And, He ends on a high note, uniting the audience around a hopeful vision,

"Because we are Americans. Their future is ours. And our golden age has just begun." (lines 215,216)

Besides, framing his government's actions and reforms as a shared goal with people in the inclusive "We", Trump from here and there in the speech attaches a pivotal importance to the underpinning and abutment of the people's strength power,

"I've heard your voices in the campaign, and I look forward to working with you in the years to come." (lines 73,74)

"If we work together, there is nothing we cannot do and no dream we cannot achieve." (line 183)

"With your help, we will restore America's promise. And we will rebuild the nation that we love and we love it so much." (lines 198,199)

"You" is used rarely in the whole speech, yet it bears the collectiveness, and helps personalize Trump's message while making Americans (in You) feel heard and valued. The second instance where "You" is resorted to, also brings the same result, appealing to emotion and shared responsibility, people - Americans in general would feel respected when being highly acknowledged by their President though his implied intention is to marshal their support for his own plans and agenda, and he is doing a propaganda job of encouraging collective effort, strengthening the idea of unity and team work under his administration.

4.2.2. with the others of the opposite side

While tapping into patriotism and national pride in "we", *"We will again build the strongest military the world has ever seen"* (line 140), calling for collectiveness and creating a sense of widespread national consensus (the nation as the whole), *"As our victory showed, the entire nation is*

rapidly unifying behind our agenda, with dramatic increases in support from virtually every element of our society" (lines 66,67), Trumps does not forget to decry "the others" who are supposed not to be on the same boat with him. And even when doing this, he still remembers to tag people along with him, turning them become witnesses, "...we must be honest about the challenges we face" (line 19)

He downplays the old government to further emphasize his being a savior who will reconstruct the nation from chaos and mismanagement by talking about current state of America. To make prominent the weakness, the failures, the contradiction in the management at home and abroad of the previous administration, the contrast formulas with 'while' and 'but', 'Yet', 'despite' are resorted to,

'While they (challenges) are plentiful, they will be annihilated by this great momentum...' (line 19)

'...a radical and corrupt establishment has extracted power and wealth from our citizens, while the pillars of our society lay broken and seemingly incomplete disrepair.' (lines 23-24)

'We now have a government that cannot manage even a simple crisis at home, while at the same time stumbling into a continuing catalog of catastrophic events abroad. (lines 25-26)

'It fails to protect our magnificent, law-abiding American citizens, but provides sanctuary and protection for dangerous criminals.' (lines 27-28)

'We have a government that has given unlimited funding to the defense of foreign borders, but refuses to defend American borders or, more importantly, its own people.' (lines 30-31)

'We have a public health system that does not deliver in times of disaster. Yet more money is spent on it than any country anywhere in the world' . (lines 41-42)

'... we have an education system that teaches our children to be ashamed of themselves, in many cases, to hate our country despite the love that we try so desperately to provide to them' (lines 42-44)

Many problems and issues in American society have been brought into daylight with the witness of his predecessor attending the President's inauguration, the whole nation watching and even the world. He mentions the drop of confidence and trust of US government institutions, the discontent across parties to later on his making promise to completely reform and remake elements of the federal government with his plan for a Department of Government Efficiency; the wrong immigration policy to pay the way for his policy of passing the legislation that would provide for the detention of migrants accused of theft of burglary; the frustration with public education to propel diversity efforts in the public education system of his party, etc.

Trump frames the opposition as a "radical and corrupt establishment" that has harmed ordinary Americans (lines 23,24). This is considered a classic "us vs them" rhetorical device, positioning himself and his supporters against a corrupt elite. In the same vein, he criticizes the previous administration for incompetence in handling both domestic and international issues by calling the past government's actions a "*catalog of catastrophic events abroad*" (line 26). Furthermore, Trump argues that the old government prioritized criminals over law-abiding citizens, blaming his political opponents for a perceived lack of security (line 28). He at the same time accuses the previous leaders of caring more about foreign interests than American citizens (line 31), etc. "Us vs them" strategic move employed to intensify his accusations against the previous leadership who he suggests betrayed American people,

"My recent election is a mandate to completely and totally reverse a horrible betrayal and all of these many betrayals that have taken place..." (lines 46,47)

He even portrays his political opponents as dangerous, and murderous,

"Those who wish to stop our cause have tried to take my freedom and indeed to take my life" (line 55)

Also, in Trump's speech, he presents illegal immigration as an invasion and delineates undocumented immigrations as criminals (lines 86,87), showing his long-standing rhetoric on immigration of framing it as a security threat. Mentioning the power of the state be weaponized to persecute political opponents, he positions him as a victim and justifies potential retaliatory actions against his opponents (lines 26-29). Moreover, he ties patriotism and religious faith to his movement while implying that his opponents have disregarded and abandoned core American values. (lines 80,81)

And when Trump devalues the previous government, he never forgets to involve people by using 'we' - including himself into 'we' or 'our' to garner the support of Americans, driving them into his own claim that not just he but the whole country sees the problems, should acknowledge the challenges, and what has been mismanaged, and misdone by his predecessor are affecting now 'our country', 'our government' - it is the government, and the country of him and American people in general. Then, the future with Trump being their president everything will be of difference and changed.

We	The reality/ the challenges	The future prospect with him being President
we must be honest about ... challenges ...	... plentiful ...	... will be annihilated. (line 19)
our government	confronts a crisis of trust (line 22)	
Our country	no longer deliver basic services	... we can't let this happen
Everyone	... unable to do anything...	That's going to change

5. Conclusion

Language, power and ideology are intertwined; and in discourses, ideologies are realized via discursive factors, and hence, the soft power could be achieved though how much and how far it matters and weighs when it comes to discursal social effects are still of debate among linguistic scholars. Given the unclear social impacts of discourse in general, social scientists and linguists unanimously agree that soft power of discourse could be validated by getting speakers' ideologies/ ideas across. In the field of politics, politicians are enthusiastic to get to the public through media because of their large coverage, popularity; and the more people can get access to their speech (their talk), the better their influence, in this case their ideological ideas, is. Donald Trump is of no exception; he has had a long history of embracing media to propagate his stance in political arena; and he is said to be skillful in showcasing his own ideocracy to the public.

In his inauguration speech, several marked features could be found related to how the incumbent president of America, Donald Trump demonstrates his discursive power relation maneuver with the public. First and foremost is the strategy of aggrandizement of his importance. In order to project his position, he repeatedly produces series of claims of his self-assurance with the back-up of the pronoun "I", implying that only him and his administration could lead the country to success,

He even gives poetic, yet over optimism about the future of the country with his lead. Nationalist bravado then can also be recognized. Moreover, he constantly wields inclusive pronouns "we", possessive adjective "our" or resorts to the nation as the whole to get people involved in his cause. While he minds his position of a commander-in-chief, showing his ultimate power via ways of singling him out from the league, he levels himself with people, and with American in "We" to usher people to his side, getting behind his agender.

Another distinguished characteristic regarding power relation negotiation demonstrated in his speech is his move of defaming his predecessor's administration, and persons of their side while presenting himself as being mistreated.

It can be seen that the old rhetoric use of language is employed by Donald Trump in his inauguration speech, i.e., speaking highly of his capacity, his power while framing “the other side” as a sinister force or “weak government” even without clear evidence, all is implied so as to demonstrate his power relation maneuver.

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Sức mạnh diễn thuyết trong bài diễn văn nhậm chức của Donald Trump

Tóm tắt: Bài báo nghiên cứu cách Donald Trump thể hiện sức mạnh diễn ngôn của mình trong bài phát biểu nhậm chức, đánh dấu nhiệm kỳ thứ hai không liên tiếp của ông tại Nhà Trắng nhằm làm sáng tỏ cách tổng thống đương nhiệm của Hoa Kỳ đàm phán mối quan hệ quyền lực được thể hiện trong bài phát biểu. Áp dụng phương pháp phân tích diễn ngôn phê phán (CDA), nghiên cứu này đã phân tích bài phát biểu bằng văn bản mà ông Trump đã phát biểu trước công chúng vào Ngày nhậm chức. Phân tích cho thấy rằng bên cạnh tuyên bố tự tin của mình, ông Trump nhấn mạnh vị trí tổng tư lệnh của quốc gia bằng cách khẳng định quyền lực của mình bằng cách sử dụng đại từ "tôi", ông đã đàm phán các mối quan hệ quyền lực với những người cùng phe với mình và những người đối lập thông qua lối hùng biện cũ - đặt mình ngang hàng với mọi người nói chung để đưa họ vào liên minh của mình, đưa họ ủng hộ chương trình nghị sự chính trị của mình trong khi phỉ báng và hạ thấp giá trị của chính quyền trước. Nghiên cứu cung cấp cái nhìn sâu sắc về lĩnh vực xã hội và phân tích ngôn ngữ về sự tương tác của các yếu tố như ngôn ngữ, quyền lực và hệ tư tưởng, các khía cạnh xã hội của ngôn ngữ.

Từ khóa: quyền lực mềm; diễn ngôn phê phán; nghiên cứu tư tưởng; phân tích diễn ngôn; ngôn ngữ và xã hội.