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COMPARATIVE COMMUNICATIVE AND SEMANTIC DISCOURSE ANALYSIS OF AMERICAN PRESIDENTIAL INAUGURAL SPEECHES OF EARLY 21ST CENTURY

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Abstract

The article develops the traditional rhetorical “issues” contained in inaugural speeches of American presidents as macrotopical entities which are applied to construct communicative semantic structures of those speeches consisting of macrotopics and respective topics in the realm of discourse linguistics. We propose a

major rhetorical macrotopical cycle (MRMC) as a basic structure of those speeches. Most general repeated topics (macrotopics) in the Inaugural Speeches are Domestic Issues, International Issues, American Traditions and Other (Reference to the Audience, Reference to God, Application to Himself). Research of communicative semantic peculiarities of the use of such macrotopics in the Inaugural Speeches of the US Presidents of the beginning of the 21st century and their comparison constitute the subject matter of this article. Analyzing MRMCs within each of the Inaugural Speeches produces communicative semantic discourse description of them and gives the possibility to compare them. A tendency to use certain macrotopics in repeated orders in the speeches is found out. To a certain extent in all Inaugural Speeches of the US presidents we singled out the phenomenon which can be called major rhetorical macrotopical cycle which most frequently consists of the following macrotopics: Reference to the Audience – American Traditions – Domestic / International Issues and Reference to God. Communicative semantic structures of those speeches differ between themselves in the of such cycles, forms and subtypes of MRMCs. The peculiarities of the use of MRMCs by American presidents of the beginning of the 21st century are analysed and compared.

Keywords: *American political discourse, discourse analysis, communicative semantics, major rhetorical macrotopical cycle, topic.*

1. Introduction.

Political discourse of developed democracies has established rhetorical and, generally, linguistic traditions of studies, the number and the importance of which have been growing in this century (Dijk, 2006; Fetzer & Bull, 2008; Fetzer & Bull, 2012; Fetzer, 2013; Fetzer, 2018; Fetzer, 2020; Fetzer & Witczak-Plisiecka, 2021; Fetzer, 2022; Fetzer, 2023; Muhammad, 2021; Tasente, 2014; Krzyżanowski, Triandafyllidou, & Wodak R., 2018; Tyutyunnik, 2021; Wodak, 2020a; Wodak, 2020b; Zernetsky & Kucherova, 2021; Zernetskyi & Riabokon, 2019.). There are four what are traditionally called “issues” in rhetorical description of Inaugural speeches: Domestic Issues, International Issues, American Traditions and Other (Wolfarth, 1961).

From the point of view of discourse linguistics, we can review their communicative semantic nature and analyse those “issues”, as macrotopics (MT) within the Inaugural speeches of respective presidents, discourse topics (T) which belong to them, formulate their communicative semantic structures and compare them.

It is necessary to single out the variants of the mixtures of macrotopics and topics of the different macrotopics, if any, and types of contents pertinent to the macrotopics, especially the Other, as it can contain versatile senses pertinent to it (mostly of metacommunicative nature).

Our aim is to compare the structures of the constituent macrotopics of the discourses in question including providing the description of each macrotopic as consisting of respective constituent topics of each kind within the macrotopics. Constituent topics of the macrotopics are situated in contact between themselves in the speech flow. In different configurations they form complex topical structures of the four major macrotopics of the respective Inaugural speeches which can be compared and contrasted.

We suggest a model of communicative semantic discourse analysis describing linear arrangement of certain combinations of macrotopics of the Inaugural speeches. In all the Inaugural speeches in question we single out the phenomena which we call Major Rhetorical Macrotopic Cycles (MRMCs). Analysing MRMCs within each of the Inaugural speeches produces communicative semantic discourse description of them and gives the possibility to compare them.

The boundaries between MRMC’s are marked by change of the structure of reference. This change is realized through the use of MTs “Other” – namely, Reference to the Audience, Reference to God, Application to Himself.

2. Literature Review.

The research is carried out within the framework of multi-facet discourse analysis. Among the trends of discourse analysis used are the critical discourse analysis, cognitive discourse analysis of T. van Dijk (Dijk, 1997; Dijk, 2006; Dijk 2019a; Dijk, 2019b; Dijk, 2023) and complex communicative-semiotic trend of discourse analysis represented by O. Kucherova (Zernetskyi and Kucherova, 2021), S. Kuranova (Куранова 2018), A. Riabokon (Zernetskyi and Riabokon, 2017; Zernetskyi and Riabokon, 2019), and P. Zernetskyi (2017; 2019; 2021). The latter trend presupposes the analysis of the use of the four aspects of language signs, namely, semantic, pragmatic, syntactic, sigmatic, or, choosing several of them as prominent in certain types of researches. This research of communicative semantic aspects of sense structure of discourses of Inaugural presidential speeches of the beginning of the 21st century presupposes the description of the macrotopical and topical communicative sense blocks of the speeches bases of the singling out four major types of macrotopics issues – American Traditions, Domestic Issues, Other and International Issues and the topics which constitute them.

3. Aim and Objectives.

The aim of this article is the analysis of communicative semantic composition of the speeches in question and defining common and divergent features of their sense structures. We suggest a model of communicative semantic discourse analysis describing linear arrangement of certain combinations of macrotopics of the Inaugural speeches. In all the Inaugural speeches in question we single out the phenomena which we call Major Rhetorical Macrotopic Cycles (MRMCs). Analysing MRMCs within each of the Inaugural Speeches produces communicative semantic discourse description of them and gives the possibility to compare them.

4. Methodology.

We propose to carry out a comparative research of sense peculiarities of Inaugural Speeches within the boundaries of contrasting macrotopical and topical structures of them. Such an analysis is aimed at describing individual communicative semantic frameworks of the speeches pertinent to different speakers (presidents of the US). It is closely connected with rhetoric “which may be considered to be the forerunner of what we would now call discourse studies” (Dijk, 1997, p. 12). So, the study of meaning of discourse is related to its persuasiveness. That is why it is so important to investigate the hierarchical structures of the sense of discourse especially at the level of its macro-semantic constituents.

Topics and macro-topics in Inaugural speeches of American presidents have generalized repeated meanings which are called “issues” in rhetoric. Our task is to analyse the sequences of topics and macro-topics as to the pertinent sequences (cycles) of them in different Inaugural Speeches. The change of MRMCs in Inaugural speeches is mostly marked by the use of the issue “Other” (Reference to God, Reference to the Audience, Application to Himself) which mark the final boundaries of MRMCs by indicating the change of structure of reference as a final element of certain MRMC. Such sequences can be special and specific for each of the Inaugural Speeches and form what we call MRMCs. At the final step of communicative semantic discourse analysis the structures of MRMCs of Inaugural speeches of different American presidents are to be compared.

5. Results.

Communicative semantic structures of the inaugural speeches.

The following are the communicative semantic discourse structures of the Inaugural speeches of the beginning of the 21st century American presidents.

4.1. *Communicative semantic discourse structure of G. W. Bush 2001 Inaugural speech:*

first number signifies the number of the Inaugural speech analysed (e.g. 1 – 2001 President Bush speech), the second number – the type of macrotopic within the speech (e.g. 1 – American Traditions, 2 – Domestic Issues, 3 – Other (Reference to God, Reference to the Audience, Application to Himself), 4 – International Issues) and the third number – the number of the topic in the order within the macrotopic in certain Inaugural speech.

MT 1.3. Other (Reference to the Audience)

T 1.3.1. President Clinton <...> ended with grace.

MT 1.1. American Traditions

T 1.1.1. I am honored <...>

a long way we travel.

MT 1.2. Domestic Issues

T 1.2.1. While many of our citizens prosper <...>

nation of justice and opportunity.

MT 1.3. Other (Reference to God)

T 1.3.1. I know His is <...> who created us equal in His image.

MT 1.1. American Traditions

T 1.1.2. We are confident in principles <...>

passing from them on future generations.

MT 1.2. Domestic Issues.

T 1.2.2. Together, we will reclaim <...> working Americans.

MT 1.4. International Issues.

T 1.4.1. We will build our defenses <...>

our nation birth.

MT 1.1. American Traditions

T 1.1.3. America, at its best <...>

our nation promise.

MT 1.3. Other (Reference to God).

T 1.3.2. And whatever <...>

are failures of love.

MT 1.2. Domestic Issues.

T 1.2.4. Where there is suffering <...>

those who do.

MT 1.3. Other (Reference to God).

T 1.3.3. And I can pledge <...> to the other side.

MT 1.1. American Traditions.

T 1.1.4. America, at its best <...> a democracy are done by everyone.

MT 1.3. Other (Application to Himself).

T 1.3.4. I will live <...> a nation of character.

MT 1.1. American Traditions.

T 1.1.5. Americans are generous <...> and direct this storm.

MT 1.3. Other (Reference to God).

T 1.3.4. God bless <...> bless America.

The following are the structures of MRMCs of the G. W. Bush's 2001 Inaugural speech:

(1) MRMC 1.1 = (Other – References to the Audience) (T 1.3.1) + (American Traditions) (T 1.1.1) + (Domestic Issues) (T 1.2.1) + (Other – Reference to God) (T 1.3.2);

(2) MRMC 1.2 = (American Traditions) (T 1.1.2) + (Domestic Issues) (T 1.2.2) +

(International Issues) (T 1.4.1) + (American Traditions) (T 1.1.3) + (Other – References to God) (T 1.3.2);

(3) MRMC 1.3 = (Domestic Issues) (T 1.2.4) + (Other – Reference to God) (T 1.3.3);

(4) MRMC 1.4 = (American Traditions) (T 1.1.4) + (Other – Application to himself) (T 1.3.5);

(5) MRMC 1.5 = (American Traditions) (T 1.1.5) + (Other – Reference to God) (T 1.3.6).

The structures of G. W. Bush's 2001 Inaugural speech MRMCs are characterized by a strict regularity of the use of the finishing Ts "Other – Reference to God". The first MRMC 1.1 out of five can be called "framed", because it starts with Reference to Audience (T 1.3.1) and ends with Reference to God (T 1.3.2).

4.2. Communicative semantic discourse structure of G. W. Bush 2005 Inaugural speech:

MT 2.3. Other (Reference to the Audience).

T 2.3.1. Vice President Cheney <...> fellow citizens.

MT 2.1. American Traditions.

T 2.1.1. On this day <...> you have witnessed.

MT 2.2. Domestic Issues.

T 2.2.1. At this second gathering <...> a day of fire.

MT 2.4. International Issues.

T 2.4.1. We have seen <...> in all the world.

MT 2.1. Domestic Issues.

T 2.2.2. America vital <...> of our time.

MT 2.4. International Issues.

T 2.4.2. So it is a policy <...> in freedom cause.

MT 2.3. Other (Application to Himself).

T 2.3.2. My most solemn duty <...> found it firm.

MT 2.4. International Issues.

T 2.4.3. We will persistently <...> free country.

MT 2.1. American Traditions.

T 2.1.2. The rulers <...> cannot long retain it.

MT 2.4. International Issues.

T 2.4.4. The Leaders of governments <...> our enemies defeat.

MT 2.3. Other (Application to Himself).

T 2.3.3. Today, I also speak <...> promise of liberty.

MT 2.1. American Traditions.

T 2.1.3. In America's ideal <...> in the history of freedom.

MT 2.3. Other (Reference to God).

T2.3.4. May God <...> the United States of America.

The structures of MRMCs of the G. W. Bush's 2005 Inaugural speech are as follows:

(6) MRMC 2.1 = (Other – Reference to the Audience) (T 2.3.1) + (American Traditions) (T 2.1.1) + (Domestic Issues) (T 2.2.1) + (International Issues) (T 2.4.1) + (Domestic Issues) (T 2.2.2) + (International Issues) (T 2.4.2) + (Other -Application to Himself) (T 2.3.3);

(6') MRMC 2.1' = (International Issues) (T 2.4.3) + (American Traditions) (T 2.1.2) + (International Issues) (T 2.4.4) + (Application to Himself) (T 2.3.3);

(7) MRMC 2.2 = (American Traditions) (T 2.1.3) + (Other – Reference to God) (T 2.3.4).

The structure of Bush's 2005 Inaugural speech is quite specific. A big initial MRMC

2.1 consists of seven Ts. The second and the last MRMC 2.2 includes only two Ts – (American Traditions) (T 2.1.3) and (Other – Reference to God) (T 2.3.4). In other words, Bush's speech contains a detailed message in MRMC 2.1 and a motivating part of the speech (MRMC 2.2) stressing the idea of American Traditions and the faith in God.

4.3. Communicative semantic discourse structure of B. Obama 2009 Inaugural speech:

- MT 3.3. Other (Application to Himself).
- T 3.3.1. My fellow citizens <...> by our ancestors.
- MT 3.3. Other (Application to President G.W. Bush).
- T 3.3.2. I thank <...> this transition.
- MT 3.1. American Traditions.
- T 3.1.1. Forty-four Americans <...> our founding documents.
- MT 3.2. Domestic Issues.
- T 3.2.1. So it has been <...> our politics.
- MT 3.3. Other (Reference to God).
- T 3.3.3. We remain <...> full measure of happiness.
- MT 3.1. American Traditions.
- T 3.1.2. In reaffirming <...> wealth or faction.
- MT 3.2. Domestic Issues.
- T 3.2.2. This is the journey <...> this will do.
- MT 3.1. American Traditions.
- T 3.1.3. Now, there are <...> necessity to courage.
- MT 3.2. Domestic Issues.
- T 3.2.3. What the cynics <...> our common good.
- MT 3.1. American Traditions.
- T 3.1.4. As for our common <...> for expedience's sake.
- MT 3.4. International Issues.
- T 3.4.1. And so to all <...> ready to lead once.

The following is the MRMCs structure of B. Obama's 2009 Inaugural Speech:

(8) MRMC 3.1 = (Other – Application to Audience) (T 3.3.1) + (Other – Reference G. W. Bush) (T 3.3.2) + (American Traditions) (T 3.1.1) + (Domestic Issues) (T 3.2.1) + (Reference to God) (T 3.3.3);

(9) MRMC 3.2 = (American Traditions) (T 3.1.2) + (Domestic Issues) (T 3.2.2) + (American Traditions) (T 3.1.3) + (Domestic Issues) (T 3.2.3) + (American Traditions) (T 3.1.4) + (International Issues) (T 3.4.1).

Obama's 2009 Inaugural speech is abundant in references to American Traditions and comparatively scarce in references to God.

4.4. Communicative semantic discourse structure of B. Obama 2013 Inaugural speech:

- MT 4.3. Other (Reference to the Audience).
- T 4.3.1. Vice President Biden <...> fellow citizens.
- MT 4.1. American Traditions.
- T 4.1.1. Each time <...> and one people.
- MT 4.2. Domestic Issues.
- T 4.2.1. This generation <...> peaks.
- MT 4.3. Other (Reference to God).
- T 4.3.2. This is how <...> once declared.
- MT 4.4. International Issues.
- T 4.4.1. We, the people <...> dignity and justice.

MT 4.1. American Traditions.

T 4.1.2. We, the people <...> from the harm.

MT 4.2. Domestic Issues.

T 4.2.2. That is our generation's task <...> in our time.

MT 4.1. American Traditions.

T 4.1.3. For now decisions <...> Philadelphia hall.

MT 4.3. Other (Application to Himself).

T 4.3.3. My fellow Americans <...> hearts with pride.

MT 4.2. Domestic Issues.

T 4.2.3. They are the words <...> light of freedom.

MT 4.3. Other (Reference to God).

T 4.3.4. God bless you <...> these United States of America.

Here we present the MRMCs of B. Obama 2013 Inaugural speech:

(10) MRMC 4.1 = (Other – Reference to the Audience) (T 4.3.1) + (American Traditions) (T 4.1.1) + (Domestic Issues) (T 4.2.1) + (Other – Reference to God) (T 4.3.2);

(11) MRMC 4.2 = (International Issues) (T 4.4.1) + (Domestic Issues) (T 4.2.2) + (American Traditions) (T 4.1.3) + (Other – Application to Himself) (T 4.3.3);

(12) MRMC 4.3 = (Other – Reference to God) (T 4.3.4).

One of the semantic peculiarities of his speech is active use of the MT “American Traditions”.

4.5. Communicative semantic discourse structure of D. Trump's 2017 Inaugural speech:

MT 5.3. Other (Reference to the Audience).

T 5.3.1. Chief Justice <...> . Thank you.

MT 5.2. Domestic Issues.

T 5.2.1. Today's ceremony <...> right now.

MT 5.4. International Issues.

T. 5.4.1. We are one <...> across the world.

MT 5.2. Domestic Issues.

T 5.2.2. But that is <...> America first.

MT 5.3. Other (Application to Himself).

T 5.3.2. Every decision <...> never before.

MT 5.3. Other (Reference to the Audience).

T 5.3.3. We will bring <...> red blood of patriots.

MT 5.1. American Traditions.

T 5.1.1. We enjoy <...> American flag.

MT 5.3. Other (Reference to God).

T 5.3.4. And whether a child <...> almighty creator.

MT 5.2. Domestic Issues.

T 5.2.3. So to all Americans <...>. Thank you.

MT 5.3. Other (Reference to God).

T 5.3.4. God bless <...> bless America.

The structures of MRMCs of D. Trump's 2017 Inaugural speech are as follows:

(13) MRMC 5.1 = (Other – Reference to the Audience) (T 5.3.1) + (Domestic Issues) (T 5.2.1) + (International Issues) (T 5.4.1) + (Domestic Issues) (T 5.2.2) + (Other – Application to Himself) (T 5.3.2) + (Other – Reference to the Audience) (T 5.3.3);

(14) MRMC 5.2 = (American Traditions) (T 5.1.1) + (Other – Reference to God) (T 5.3.4);

(15) MRMC 5.3 = (Domestic Issues) (T 5.2.3) + (Other – Reference to God) (T 5.3.4).

Interestingly enough, D. Trump uses Reference to the Audience at the beginning of his speech and Reference to God in the final part of it.

4.6. *Communicative semantic discourse structure of J. Biden's 2021 Inaugural speech:*

MT 6.3. Other (Reference to the Audience).

T 6.3.1. Chief Justice <...> my fellow Americans.

MT 6.1. Domestic Issues.

T 6.2.1. This is America's day <...> and resolve.

MT 6.1. American Traditions.

T 6.1.1. Through a crucible <...> democracy has prevailed.

MT 6.3. Other (Reference to God).

T 6.3.2. So now, on this hallowed ground <...> for more than two centuries.

MT 6.2. Domestic Issues.

T 6.2.1. We look ahead <...> we must be.

MT 6.3. Other (Reference to the Audience).

T 6.3.3. I thank my <...> bottom of my heart.

MT 6.1. American Traditions.

T 6.1.2. You know <...> the strength of our nation.

MT 6.3. Other (Reference to the Audience).

T 6.4.4. As does President Center <...> lifetime of service.

MT 6.3. Other (Application to himself).

T 6.3.4. I have just taken <...> patriots task.

MT 6.1. American Traditions.

T 6.1.3. An oath <...> George Washington.

MT 6.3. Other (Reference to the Audience).

T 6.3.5. But the American story <...> all of us.

MT 6.1. American Traditions.

T 6.1.4. On "We the People" <...> perfect Union.

MT 6.2. Domestic Issues.

T 6.2.2. This is great <...> good people.

MT 6.1. American Traditions.

T 6.1.5. Over the centuries <...> far to go.

MT 6.3. Other (Reference to the Audience).

T 6.3.6. We will press forward <...> much to gain.

MT 6.1. American Traditions.

T 6.1.6. Few periods <...> we're now.

MT 6.2. Domestic Issues.

T 6.2.3. A once-in-a-century virus <...>business closed.

MT 6.1. American Traditions.

T 6.1.7. A cry for racial justice <...> moves us.

MT 6.2. Domestic Issues.

T 6.2.4. The dream <...> no longer.

MT 6.4. International Issues.

T 6.4.1. A cry for survival <...> any more clear.

MT 6.3. Other (Reference to the Audience).

T 6.3.7. And now <...> we will defeat.

MT 6.1. American Traditions.

- T 6.1.8. To overcome <...> «whole soul is in it».
 MT 6.3. Other (Application to Himself).
 T 6.3.8. My whole soul <...> hopelessness.
 MT 6.3. Other (Reference to the Audience).
 T 6.3.9. With unity we can <...> for good in the world.
 MT 6.3. Other (Application to Himself).
 T 6.3.10. I know speaking <...> they are not new.
 MT 6.1. American Traditions.
 T 6.1.9. Our history <...> have always prevailed.
 MT 6.3. Other (Reference to the Audience).
 T 6.3.11. In each of these moments <...> do so now.
 MTs 6.1., 6.3., 6.2. American Traditions, Other (Reference to God), Domestic Issues – combined.
 Ts 6.1.10., History, faith and reason show the way, the way of unity.
 6.3.12.,
 6.2.5.
 MT 6.3. Other (Reference to the Audience).
 T 6.3.13. We can see <...> the United States of America.
 MT 6.3. Other (Reference to the Audience, Application to Himself, Reference to the Audience).
 Ts 6.3.14., If we do that, I guarantee you, we will not fail.
 6.3.15.,
 6.3.16.
 combined.
 MT 6.1. American Traditions.
 T 6.1.11. We have never <...> acted together.
 MT 6.3. Other (Reference to the Audience).
 T 6.13.17. And so today <...> just look around.
 MT 6.1. American Traditions.
 T 6.1.12. Here we stand <...> for the right to vote.
 MT 6.2. Domestic Issues.
 T 6.2.5. Today, we mark <...> Kamala Harris.
 MT 6.3. Other (Application to Himself).
 T 6.3.18. Don't tell <...> can't change.
 MT 6.2. Domestic Issues.
 T 6.2.6. And here we stand <...>not other.
 MT 6.3. Other (Reference to Supporters).
 T 6.3.19. To all those who <...> placed in us.
 MT 6.3. Other (Reference to Opponents).
 T 6.3.20. To all those who <...> so be it.
 MT 6.1. American Traditions.
 T 6.1.13. That's democracy <...> greatest strength.
 MT 6.3. Other (Application to Himself).
 T 6.3.21. Yet hear me <...> those who did.
 MT 6.3. Other (Reference to God).
 T 6.3.22. Many centuries <...> of their love.
 MT 6.3. Other (Application to Himself).
 T 6.3.23. What are the common <...> the truth.
 MT 6.2. Domestic Issues.

- T 6.2.7. Recent weeks <...> for profit.
MT 6.1. American Traditions.
T 6.1.14. And each of us <...> to defeat the lies.
MT 6.3. Other (Application to Himself).
T 6.3.24. I understand <...> sources you do.
MT 6.3. Other (Reference to the Audience).
T 6.3.25. We must end <...> pandemic as one nation.
MT 6.3. Other (Application to Himself, Reference to the Audience, Reference to God – combined).
T 6.3.26., I promised you this as the Bible says <...> get through this together.
6.3.27.,
6.3.28.
MT 6.4. International Issues.
T 6.4.1. The world is watching <...> so much in this nation.
MT 6.3. Other (Application to Himself, Reference to God, Domestic Issues – combined).
Ts 6.3.29. And, in my first act <...> and should be.
6.3.30.
6.2.8.
MTs 6.3. Other (Reference to God).
T 6.3.31. Let us say a silent prayer <...>. Amen.
Mts 6.2., Domestic Issues,
6.4. International Issues – combined.
Ts 6.2.9., This is the time <...> role in the world.
6.4.2.
MT 6.3. Other (Reference to the Audience).
T 6.3.32. Any of these <...> for our children.
MT 6.3. Other (Application to Himself, Reference to the Audience – combined).
T 6.3.33. I believe <...> we will.
MT 6.1., 6.3. American Traditions, Other (Reference to the Audience) – combined.
Ts 6.15, And when <...> the American story.
6.3.34.
MT 6.1., 6.3. American Traditions, Other (Application to Himself).
T 6.1.16., It's a story <...> my best to you.
6.3.35.
MT 6.3., Other (Reference to the Audience, Reference to God), American
6.1. Traditions – combined.
T 6.3.35., Let us <...> story of our nation.
6.3.36.,
6.1.17
MT 6.3. Other (Reference to the Audience).
T 6.3.37. If we do <...> my fellow Americans.
MT 6.3. Other (Application to Himself).
T 6.3.38. I close <...> a sacred oath.
MT 6.3. Other (Reference to God, Reference to the Audience, Application to Himself)
T 6.3.39., Before God <...> not darkness.
6.3.40.,
6.3.41.

MT 6.1., 6.3. American Traditions, Other (Reference to the Audience) – combined.
T 6.1.18., An American story <...> of our time.

6.3.42.

MT 6.3., 6.1. Other (Reference to God, Reference to the Audience), American Traditions – combined.

T 6.3.43., Sustained by faith <...>. Thank you, America.

6.3.44.,

6.1.45.

The following are the MRMC structures of J. Biden's 2021 Inaugural speech:

(16) MRMC 6.1 = (Other – Reference to the Audience) (T 6.3.1) + (Domestic Issues) (T 6.2.1) + (American Traditions) (T 6.1.1) + (Other – Reference to God) (T 6.3.2);

(17) MRMC 6.2 = (Domestic Issues) (T 6.2.1) + (Other – Reference to the Audience) (T 6.3.3);

(18) MRMC 6.3 = (American Traditions) (T 6.1.2) + (Other – Reference to the Audience) (T 6.3.4);

(19) MRMC 6.4 = (Other – Application to Himself) (T 6.3.4') + (American Traditions) (T 6.1.3) + (Other – Reference to the Audience) (T 6.3.5);

(20) MRMC 6.5 = (American Traditions) (T 6.1.4) + (Domestic Issues) (T 6.2.2) + (American Traditions) (T 6.1.5) + (Reference to the Audience) (T 6.3.6);

(21) MRMC 6.6 = (American Traditions) (T 6.1.6) + (Domestic Issues) (T 6.2.3) + (American Traditions) (T 6.1.7) + (Domestic Issues) (T 6.2.4) + (International Issues) (T 6.4.1) + (Other – Reference to the Audience) (T 6.3.7);

(22) MRMC 6.7 = (American Traditions) (T 6.1.8) + (Other – Application to Himself) (T 6.3.8);

(23) MRMC 6.8 = (Other – Reference to the Audience) (T 6.3.9) + (Other – Application to Himself) (T 6.3.10) + (American Traditions) (T 6.1.9) + (Other – Reference to the Audience) (T 6.3.11);

(24) MRMC 6.9 = [(American Traditions) (T 6.1.10) (Other – Reference to God) (T 6.3.12) (Domestic Issues) (T 6.2.5) – combined] + (Other – Reference to the Audience) (T 6.3.13);

(25) MRMC 6.10 = (Other – Reference to the Audience, Application to Himself, Reference to the Audience – combined) (T 6.3.14, T 6.3.15, T 6.3.16) + (American Traditions) (T 6.1.11) + (Other – Reference to the Audience) (T 6.3.17);

(26) MRMC 6.11 = (American Traditions) (T 6.1.12) + (Domestic Issues) (T 6.2.5) + (Other – Application to Himself) (T 6.3.18);

(27) MRMC 6.12 = (Domestic Issues) (T 6.2.6) + (Other – Reference to Supporters) (T 6.3.19) + (Other – Reference to Opponents) (T 6.3.19);

(28) MRMC 6.13 = (American Traditions) (T 6.1.13) + (Other – Reference to the Audience) (T 6.3.21) + (Other – Reference to God) (T 6.3.22) + (Other – Application to Himself) (T 6.3.23);

(29) MRMC 6.14 = (Domestic Issues) (T 6.2.7) + (American Traditions) (T 6.1.14) + (Other – Application to Himself) (T 6.3.24) + (Other – Reference to the Audience) (T 6.3.25) + (Other – Application to Himself, Reference to the Audience, Reference to God – combined) (T 6.3.26, T 6.3.27, T 6.3.28);

(30) MRMC 6.15 = (International Issues) (T 6.4.1) + (Other – Application to Himself, Reference to God, Domestic Issues – combined) (T 6.3.29, T 6.3.30, T 6.2.8) + (Other – Reference to God) (T 6.3.31);

(31) MRMC 6.16 = (Domestic Issues, International Issues – combined) (T 6.3.9, T 6.4.2) + (Other – Reference to the Audience) (T 6.3.32) + (Other – Application to Himself,

Reference to the Audience – combined) (T 6.3.33);

(32) MRMC 6.17 = (American Traditions, Other – Reference to the Audience – combined) (T 6.1.15, T 6.3.34) + (American Traditions, Other – Application to Himself) (T 6.1.16, T 6.3.35);

(33) MRMC 6.18 = (Other – Reference to the Audience, Reference to God, American Traditions – combined) (T 6.3.35, T 6.3.36, T 6.1.17) + (Other – Reference to the Audience) (T 6.3.37) + (Other – Application to Himself) (T 6.3.38);

(34) MRMC 6.19 = (Other – Reference to God, Reference to the Audience, Application to Himself) (T 6.3.39, T 6.3.40, T 6.3.41) + (American Traditions, Other – Reference to the Audience – combined) (T 6.1.18, T 6.3.42) + (Other – Reference to God, Reference to the Audience, American Traditions – combined) (T 6.3.43, T 6.3.44, T 6.1.19).

Extremely big number of MRMCs (18) in Biden's Inaugural speech testifies to the fact of changing reference structure almost in the end of each proposition. This obviously is a powerful way of keeping attention of the audience throughout the whole speech.

6. Discussion.

Decomposition of discourse on the levels that are higher than propositions can be in the focus of attention of various branches and trends of linguistics – rhetoric, text linguistics, theory of argumentation, pragmatics, theory of language personality, communicative linguistics, genre and register theory.

MRMC consists of more than one topic/macrotopic linearly arranged. It is a repeated sense structure at the level higher than the proposition. It describes the composition level of discourse, in our case, of Inaugural speeches of American presidents. MRMC always ends with the topic expressing the reference of the MRMC. This final MRMC component reflects one or more of the three possible structures of reference to major key elements of the model of the universe: “I to I”, “I to the Audience”, “I to God”. Types of sequences of different topics/macrotopics in MRMCs, their length and compositions can be scrutinized in detail in these trends of linguistics. This can help to study individual features of language personality's discourse at macrolevel of sense, i.e. at the level of communicative semantic composition of discourse.

The length and composition of MRMC are crucial parameters of sense organization of discourse of American president's Inaugural addresses. G. W. Bush used 5 MRMCs in his 2001 Inaugural address, each of them containing from 2 to 3 Ts. Usually, every T consists of several propositions. He mentioned T American Traditions 5 times, using this type of T twice in MRMC 1.2, Domestic Issues was dwelt upon 3 times, T International Issues was referred to once. T Other was reflected 7 times, mostly in the form of T Reference to God (4 times), T Reference to the Audience (1 time), T Application to Himself (1 time).

These facts testify to a strong spiritual bias of G. W. Bush and his traditional American values.

G. W. Bush 2005 Inaugural address contains 3 MRMCs and is more oriented towards international politics than that of 2001. End of the three MRMCs includes T American Traditions pinpointing the importance for G. W. Bush of traditional American values. He also used the T Domestic Issues twice responding to the needs for strong domestic policy. T Other is represented by two Ts Application to Himself showing grown authority of the President.

B. Obama's 2009 and 2013 Inaugural addresses are concentrated around the T American Traditions. Lengthy explanations of Ts are given by the speaker.

D. Trump in his 2017 Inaugural speech mixes two types of T Other – Application to Himself and Reference to the Audience.

Biden's Inaugural speech MRMCs are uniquely short: from 2 to 4 propositions each. It is also peculiar in mixing several types of T Other – Application to Himself and Reference to the Audience, and even Reference to God, Reference to the Audience and American Traditions – combined.

Though all the Inaugural speeches belong to one genre with developed semantic structures, there are obvious differences in MRMCs length and composition in them. On the basis of MRMCs analysis it is possible to state that generally speaking Inaugural address of G. W. Bush are religiously-oriented, B. Obama tends to bring American Traditions to the fore, the contents of the Trump's speech is relatively self-centered and J. Biden's address is semantically dynamic.

7. Conclusions.

There is a clear tendency of regular placing different types of MTs in repeated orders which we would like to specify. To a certain extent in all the Inaugural speeches of all respective presidents one can see MRMCs from Reference to the Audience – to American Traditions – to Domestic Issues / International Issues – to Reference to God. Such cycles, to this or that extent, are pertinent to all the Inaugural speeches in question. The communicative semantic structures of those speeches differ in the number of such cycles, their modified forms and sub-types, but they still retain the essential characteristic features of the general rhetorical macrotopical cycle mentioned.

The most classical and obvious in this respect is 2001 G. W. Bush Inaugural speech. It contains 5 cycles which almost strictly represent the MRMC.

The second (2005) G. W. Bush Inaugural speech contains two MRMCs, but they are larger in size, each MT in them containing more propositions.

2009 B. Obama Inaugural speech is characterized by 2 classical MRMCs (2 all in all).

2013 B. Obama second Inaugural speech, like in the case of the second Bush's Inaugural speech, contains bigger number of propositions within MRMCs and tend to be larger in size.

2017 D. Trump's Inaugural speech is prominent by the largest in size MRMCs, always specially and emphatically directed to the audience.

J. Biden's 2021 Inaugural speech in the leader in the intensity of using short MRMCs with changes of types of MTs almost with every new sentence.

So, the general tendency of communicative semantic structure formation showed two opposite directions: the use of very large but not numerous MRMC with repeated References to the Audience (D. Trump) and the use of abundance of very short MRMC with mixture of References to the Audience, Applications to Himself and References to God (J. Biden). Almost every MT Domestic Issues is preceded by MT American Traditions which signifies the importance of continuity of American history. Such a block of MT American Traditions and MT Domestic Issues is often concluded with MT Other (Reference to God).

Generally speaking Inaugural speeches of the beginning of the 21st century contain from 2 MRMCs (B. Obama 2009), 3 MRMCs (G. W. Bush 2005, B. Obama 2013, D. Trump 2017) to 5 MRMCs (G. W. Bush 2001). Totally specific is the Inaugural speech of J. Biden, which consists of 18 MRMCs. He often uses what may be called "broken" cycles, having 2 or 3 out of the usual 4 MTs, omitting some of them within MRMC (e.g. American Traditions 6.1.6. – Domestic Issues 6.2.3.), "inverted" MRMC (Other 6.2.23. – Domestic Issues 6.1.7. – American Traditions 6.1.14.), "mixtures" of referential Ts within the Other MTs (6.3.24., 6.3.25., 6.3.26., 6.3.27., 6.3.28.).

Comparative discourse analysis based on solid ground of well-established concepts can bring out new data of sense peculiarities of Inaugural speeches, in our case, those of the beginning of the 21st century.

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Анотація

Повторюваними найзагальнішими темами (макротопіками) у зазначених інавгураційних промовах є Внутрішні Питання, Міжнародні Питання, Американські Традиції та Інше (Звернення до Аудиторії, Звернення до Бога, Застосування до Себе). Вивчення комунікативно-семантичних особливостей вживання таких макротопіків у промовах президентів США початку XXI століття та їхнє порівняння становить проблематику цієї статті.

Запропоновано модель комунікативно-семантичного дискурс-аналізу, яка описує лінійну організацію відповідних комбінацій макротопіків інавгураційних промов. У всіх інавгураційних промовах можна виокремити таке явище, як головний риторичний макротопіковий цикл (ГРМЦ). Аналіз ГРМЦ, які наявні в кожній інавгураційній промові, дозволяє створити їхній комунікативно-семантичний дискурс-опис та визначити їхні спільні та відмінні риси.

Метою цієї статті є аналіз комунікативно-семантичної побудови вказаних промов і визначення спільних та відмінних рис їхніх смислових структур.

Дослідження було проведено методом дискурс-аналізу, що здійснюється у комунікативно-семантичній площині з фокусом на топікальній структурі смислу дискурсу.

Виявлена тенденція до вживання певних макротопіків у повторюваних порядках. До певної міри, у всіх інавгураційних промовах відповідних президентів ми виокремили те, що можна назвати головним риторичним макротопіковим циклом (ГРМЦ), що складається від Звернення до Аудиторії – до Американських Традицій – до Внутрішніх / Міжнародних Питань – і до Звернення до Бога. Комунікативно-семантичні структури цих промов відрізняються між собою кількістю таких циклів, формою та підтипами ГРМЦ.

Порівняльний комунікативно-семантичний дискурс-аналіз, що ґрунтується на добре випрацьованих відповідних концептах риторики, надає змогу отримувати нові дані аналізу смислових особливостей промов, у нашому випадку інавгураційних промов президентів США початку ХХІ століття.

Ключові слова: американський політичний дискурс, дискурс-аналіз, комунікативна семантика, головний риторичний макротопіковий цикл, топік.