Stylistic Analysis of the two American Presidents’ Inaugural Speeches: George W. Bush and Barack Obama

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Abstract
This study examines the speech styles used in the inaugural speeches of two of American presidents: George W. Bush 2001, and Bark Obama 2009. By employing Hallidai’s transitivity framework, guided by Systemic Functional Grammar (SFG), this study attempts to reveal the ideologies presented in discourse patterns used by the two presidents. Using the transitivity model, aided by statistical analysis, the research shows that certain linguistic structures of the speech encode the particular worldview or ideological stance of a speaker.
Chapter One

1. Introduction

1.1. What is political speech?

Public speech is the transmission of a message in a language from one person addresses to an audience who is physically present. Political speech is a type of public speech which plays an important role in the field of politics. Miller (1991:093) points out that political process typically involves persuasion and bargaining, and politicians try to achieve these aims through the speeches directed to the audience. Language is the tool they use to produce the effects of authority, legitimacy, consensus, and so forth that are being intrinsic to politics (ibid), because "however politics is defined, there is a linguistic, discursive and communicative dimension" (Chilton, 2002:4).

Accordingly, analyzing political speeches is a field which attracts the attention of researchers recently "as the role of the media and the performance of politicians increase in importance in contemporary politics" (Suzuki & Kageura, 2002:1). As such, the present study examines the inaugural addresses of the two American presidents: George W. Bush & Barak Obama concentrating on the styles and the discourse patterns in an attempt to unravel the ideologies presented them.

1.2. Transitivity Theory

The main linguistic features of a certain discourse can be uncovered by using Halliday's transitivity theory as a linguistic framework. (Iwamoto, 2002:5)

The meaning of Halliday's transitivity differs from the sense of the term in traditional grammar. Traditionally there is a syntactic distinction between transitive and intransitive verbs, depending on whether they take an object or not. But this syntactic distinction
oversimplifies or neglects some important differences of meaning between various types of verbs, and therefore various types of clauses.

In Halliday's term, transitivity is a fundamental and powerful semantic concept. It refers to how meaning is represented in the clause and is concerned with the "transmission of ideas". (Fowler, 1991) Its role is to show how speakers encode in language their mental picture of reality and how they account for their experience of the world around. As such, it is considered part of the ideational function of language whose function is to represent processes or experiences: actions, events, process of consciousness and relations (Halliday, 1980). Any phenomenon or event expressed by a verb whether physical or at state, or relation is considered a process (Halliday, 1976) which is a semantic not syntactic process.

There are three components expressed by clauses in this semantic process:
1. the process itself, expressed by the verb phrase in a clause.
2. the participants, expressed by the noun phrase precedes the verb phrase in a clause in the active sentence; animate or inanimate. They refer to the one that does, behaves or say, to with the passive one that is done to, said to, etc.
3. the circumstances associated with the process. They are expressed by prepositional or adverbial phrases in the clause.
   (Halliday, 1980)

1. Types of processes
In transitivity theory, different processes are distinguished according to whether they represent actions, speeches, states of mind, or states of being:
1. material processes
2. relational processes
3. mental processes
4. verbal processes
5. existential processes
6. behavioral processes

\subsection{Material processes}
They are processes of doing in the physical world. They express the notion that some entity "does" something to some other entity. Two inherent participants involved in this process: the doer of the process (actor) and the entity (the goal) which is affected by the process. ex:

\begin{verbatim}
John           kicked                             the ball
Actor         process: material              goal
\end{verbatim}

\subsection{Verbal processes}
They are processes of saying. They express the relationship between ideas constructed in human consciousness and the ideas enacted in the form of language (Halliday, 1994:107). Two participants involved in this process: the sayer (the individual who is speaking) and the target (the addressee to whom the process is directed). What is said is called verbiage, ex:

\begin{verbatim}
He                 told                               her                 that he was tired.
Sayer          process: verbal            target                    verbiage
\end{verbatim}

\subsection{Relational processes}
They are processes of being. They express the relation between two participating entities, or between one participating entity and an attribute. It is divided into two types: attributive and identifying. The first one means that "y" is an attribute of "x", ex: John is talented. He looked puzzled. "y" is the identity of "x" ex: John is the president
Verb **to be** and verbs such as: **keep, look, seem, become, turn** express the first type, whereas the verbs which express the second type are: **make, mean, stand for, express**, and also **verb to be**.

1.4. Mental processes

They are the "internalized" process (Simpson, 1993:91) which means that they encode the meanings of feeling and thinking. Two participants are involved in this process: **sensor** (the conscious being who is involved in a mental process by feeling, thinking, or perceiving) and **phenomenon** (that which is felt, thought, or perceived by the conscious sensor) (Eggins 1994:242-3; Halliday 1994:117). Examples of the verbs which express these processes are: "understand, fear, love, hear, hate, see" ex:

<table>
<thead>
<tr>
<th>I</th>
<th>don't understand</th>
<th>his theory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensor</td>
<td>heard</td>
<td>the music</td>
</tr>
</tbody>
</table>

1.5. Behavioral processes

They are processes of physiological and psychological behavior. One participant is involved in the process and is called **behavior** who is usually a conscious being, ex:

**John is crying**

Some of the verbs involved in this process are: **sit, dance, sing, look, watch, chatter, frown, cry, smile, laugh, sleep, cough, yawn**. (Halliday, 1994:139)

1.6. Existential processes

They are processes of existing and happening. The only participant that is involved in these processes is called **existent** which represent the object or event that is being said to exist. The word "**there**" plus "**verb to be**" is typically subject found in these processes, ex:

| There was | a little house | near the river. |
| Process   | existent      |               |
Chapter Two

Text Analysis of the two speeches

While the theoretical orientation of transitivity has been discussed in the previous section, this particular section will dwell on its applicability to the two inaugural speeches of the two presidents. By counting the number of words in each speech, it is revealed that Obama's speech is longer than Bush's; the former consists of \(7404\) words, whereas the latter consists of \(6751\) words. The number of verbs used in Bush's speech is \(102\) verbs and in Obama's speech \(892\) verbs.

After making a comprehensive survey of these speeches, aided by statistical analysis of the verbs as it is obvious in the following tables, it becomes clear that both presidents use behavioral processes with high frequency and existential processes with low frequency. Thus, the analysis shows that in Bush's speech, the behavioral processes occur \(85\) times out of \(102\) verbs used at a rate of \(82.35\)%, and occur \(88\) times out of \(892\) at a rate of \(92.3\) in Obama's speech. In the second level come the material processes which are used \(25\) times at a rate of \(62\) in Bush's and \(68\) times at a rate of \(82.5\) in Obama's speech.

Table (1)

<table>
<thead>
<tr>
<th>Types of transitivity speech in Bush's speech</th>
<th>No.</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>words</td>
<td>1576</td>
<td>100</td>
</tr>
<tr>
<td>verbs</td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>Behavioural processes</td>
<td>58</td>
<td>29</td>
</tr>
<tr>
<td>Material processes</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Relational processes</td>
<td>51</td>
<td>26.5</td>
</tr>
<tr>
<td>Mental processes</td>
<td>35</td>
<td>14.5</td>
</tr>
<tr>
<td>Verbal processes</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Existential processes</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Table (7)
Types and Frequencies of transitivity speech in Obama's speech

<table>
<thead>
<tr>
<th>Obama's speech</th>
<th>No.</th>
<th>Rate%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Words</td>
<td>400</td>
<td>1.00</td>
</tr>
<tr>
<td>Verbs</td>
<td>298</td>
<td>0.28</td>
</tr>
<tr>
<td>Behavioral processes</td>
<td>88</td>
<td>0.23</td>
</tr>
<tr>
<td>Material processes</td>
<td>77</td>
<td>0.42</td>
</tr>
<tr>
<td>Relational processes</td>
<td>47</td>
<td>0.22</td>
</tr>
<tr>
<td>Mental processes</td>
<td>77</td>
<td>0.22</td>
</tr>
<tr>
<td>Verbal processes</td>
<td>63</td>
<td>0.42</td>
</tr>
<tr>
<td>Existential processes</td>
<td>7</td>
<td>0.11</td>
</tr>
</tbody>
</table>

1. Analysis of the types of processes in the two speeches

From what has been cited above, it can be deduced that both presidents prefer to overuse behavioral processes for the following purposes:

1. to reflect their own thoughts and points of view as it is clear in the following examples:
   "And though our nation has sometimes halted, and sometimes delayed, we must follow no other course."

   "Our democratic faiths ……a trust we bear and pass along. And even after 52 years, we have a long way yet to travel."

   (Bush)

   "For the world has changed, and we must change with it."

   "To the Muslim world, we seek a new way forward"

   (Obama)

2. to arouse the feeling of their target listeners:
"I am honored and humbled to stand here, where so many of American's leaders have come before me, and so many will follow."
"While many of our citizens prosper, others doubt the promise, even the justice of our country."

(Bush)

"We will begin to responsibly leave Iraq to its people, and forge a hard-earned peace in Afghanistan."
"We will work tirelessly to lessen the nuclear threat and roll back the specter of a warming planet."

(Obama)

"...And sometimes our differences run so deep, it seems we share a continent, but not a country."
"A civil society demands from each of us good will and respect, fair dealing and forgiveness."
"If we permit our economy to drift and decline, the vulnerable will suffer most."
"we will confront weapons of mass destruction, so that a new century is spared new horrors."

(Bush)

"The challenge we face are real"
"On this day, we gather because we have chosen hope over fear."
"On this day, we come to proclaim an end to the petty grievance and false promises"
"the time has come to reaffirm our enduring spirit; to choose our better history……"

"For us, they fought and died, in places like Concord and Getty's"

"…..these men and women struggled and worked till their hands are raw so that we might live a better life"

(Obama)

The material process comes in the second level of frequency. Being a process of doing, the two presidents use it to emphasize the notion that they (as the doers of the process) come to this position, presidency, to work, i.e., to perform their electional programs. The following examples are good proves of what has been mentioned:

"I will work to build a single nation of justice and opportunity."
"we will reform Social Security and Medicare, sparing our children from struggles we have the power to prevent. And we will reduce taxes, to recover the momentum of our economy and reward the effort and enterprise of working Americans"
"we will build our defenses beyond challenges"
"to make our country more just and generous"

(Bush)

"Prepare the nation for a new age"
"…….to lay a new foundation for growth"
"we will harness the sum and the winds and the soil to fuel our cars and run our factories"
"we will defeat you (terrorists)"
"we will transform our schools and colleges"
"Those ideals still light the world, and we will not give them up"

(Obama)

Being democratic, the two presidents have no intention to impose their policy on their people. Thus, in some sentences they give the role of the doers in material processes to the American people to
make a call-to-action for personal contributions and to prove that the solution of the society's problems lies within the determination of the people:

"With a simple oath, we **affirm** old traditions and **make** new beginnings."

"We **have** a place; all of us, in a long story…"

"the story of a power that **went into** the world to **protect** but not **possess**, to **defend** but not to **conquer**."

It seems we share a continent, but not a country."

"….we **are guided** by a power larger than ourselves who **creates** us equal in His image."

"And we are confident in principles that **unite** and **lead** us onward"

"American has never been united by blood or birth or soil. We are bound by ideals that **move** beyond our backgrounds, **lift** us above our interests."

"If we do not **turn** the hearts of children toward knowledge and, we will **lose** their gifts and **undermine** their idealism."

"Our national courage has been clear in times of depression and war, when defending common dangers, **defined** our common good."

"What you **do** is as important as anything government **does**."

"I ask you …….to **defend** needed reforms against easy attacks….."

(Bush)

"For us, they **packed up** their few worldly possessions…"

"**starting** today……."

"For they have **forgotten** what this country has already done; what free men and women can **achieve**…."

٧٩
"And those of us who manage the public's dollars will be held to account – to spend wisely, reform bad habits, and do our business in the light of day."
"those new threats that demand even greater effort – even greater cooperation and understanding between nations."
"we….believe that …..the lines of tribes shall soon dissolve."
"To those leaders around the globe….know that your people will guide you on what you can build, not what you destroy."
"It is the kindness to take in a stranger when the leaves break, the selflessness of workers who would rather cut their hours than see a friend lose their job."

(Obama)

The two presidents make use of relational processes. Bush uses them \( \text{o} \) times at a rate of \( (\text{o}, \text{o}) \) to describe America's policy and to imply that he stands with it:
"I am honored and humbled to stand here."
"It is the story of a new world."
"It is the American story, a story of flawed and fallible people."
"America's faith in freedom and democracy was a rock in a raging sea – now it is a seed upon the wind, taking root in many nations."
"Our democratic faith is more than the creed of our country, it is the inborn hope of our humanity"
"The ambitions of some Americans are limited by failing schools are hidden prejudice and the circumstance of their birth."
"Our unity, our union is the serious work of leaders and citizens in every generations"
"We are confident in principles that unite and lead us"
"America is also courageous "
"America remains engaged" in the world by history and by choice."

"America is compassionate"

"Americans is need are not strangers, they are citizens, not problems, but priorities."

'And all of us are diminished when any are hopeless."

"America, at its best, is a place where personal responsibility is and expected."

"......children and community are the commitments that set us free."

"I ask you to, be citizens: citizens, not spectators."

"Americans are generous and strong and decent."

On the other hand, Obama uses relational processes 26 times at a rate of (0.02, 0.08)% in order to express his own opinion about America's policy. He acknowledges honestly the economics crisis, criticizing indirectly the faults of the previous policy:

"We are in the midst of crisis"

".....Our nation is at war."

"Our economy is badly weakened."

"Our health care is too costly"

"......a nagging fear that America's decline is inevitable."

"the challenges we face are real"

Nevertheless, Obama stays consistent with his message of hope that won him the election. Thus, he keeps reminding American people that they have always faced crisis and overcome them, and the solution lies within their determination. Relational process is the means which enables him to express this point of view bluntly and frankly:
"Our journey has never been one of short-cuts…..it has not been the path for the faint-hearted….it has been the risk-takers, the doers, the makers of things…."

"Our workers are no less productive than when this crisis began …Our minds are no less inventive. our goods and services no less needed than they were last week or last month or last year; Our capacity remains undiminished."  
"……where the answer is yes, we intend to move forward, where the answer is no, programs will end"

Using this process also enables him to emphasize the importance of America as a nation and a history despite all the crisis it faces: 
" America is a friend of each nation and everymen and child who seeks a future of peace and dignity."  
"We are ready to lead once more." "We are the keepers of this legacy."

Mental processes involve the human senses-perception, affection, and cognition. In their inaugurals, these two presidents concentrate only on the cognitive senses. In Bush's speech, the senser (i.e. the conscious being who is involved in the mental process) is the president himself who expresses himself either directly as in :
"I know this is in our reach"
or indirectly using the pronoun "we" to show that there is a sharing view with his target audience:  
"We don't accept this (our differences)  
"We affirm a new commitment to live out our nation's promise through civility, courage, promise, compassion, and character."  
"Now, we must choose if the example of our fathers and mothers will inspire us or condemn us."

(Bush)
Obama uses this device to express his own feeling of the situation indirectly, being implied in the pronoun "we":
"For we know that our patchwork heritage is a strength."
"….we can not help but believe that the old hatreds shall someday pass."
"We consider the road that unfolds before us."
"We remember, with humble gratitude those brave Americans…"
"We honor them(Americans)…"

However, he uses these processes to express the America's point of view as it is clear in the following examples:
"They saw America as bigger than the sum of our individual ambitions" "But our time …..of putting off unpleasant decisions ….has surely passed."
"For hey have forgotten what this country has already done."
"They (early generations) understood that our power alone can not protect us."
As such, the two presidents are willing to uncover their hidden feelings about certain situations using these processes at a rate of (٢١,٥%) in bush's speech and (٩,٦٠) in Obama's.

As it is mentioned before, in verbal processes the participant who is speaking is called (sayer). In some sentences, Bush tends to speak from his position as a president and delivers his message to his target audience directly as it obvious in the following examples:
"As I begin, I thank president Clinton"
"And I thank Vice President Core"  
"I will live an died by these principles….to call for responsibility." 
"I ask you to be citizens."
I other cases, he prefers to hide himself behind his people:
"Americans are called to enact this promise."
"Sometimes in life we are called to do small things with great love."

As a president, Obama doesn't address his audience directly as Bush does; he doesn't play the role of (sayer) in the verbal processes as he prefers to speak as a member of the American society not as a leader. That's why he uses the pronoun "we" in delivering a message to his people, as in the following examples:

"Forty-four Americans have now taken the presidential oath. The words have been spoken during rising tides of prosperity."  
"The state of economy calls for action "  
"Now, there are some who….suggest that our system can not tolerate too many big plans."  
"The question we ask is not whether our government is too big or too small."  
"we say to you that our spirit is stronger"

However, his presidential voice comes clear and strong in two sentences for the following purposes: firstly to express his gratitude to the all the accomplishments of the previous president despite their political differences:
" I thank President Bush"
Secondly, to warn the American people of the seriousness of the challenges and dangers before them:
"Today I say to you that the challenges we face are real."

The two presidents use existential processes in low frequency in their speeches at a rate of (1%) and (7.1%). Since they have condensed structure (consisting mainly of "there" plus verb to be),
these processes are good tools to express certain deductions and some aspects of their political ideologies.

"Where there is suffering, there is duty."

"……this is in our reach."

(Bush)

"these are the indicators of crisis"

"This is the journey we continue today."

"For everyone we look, there is work to be done."

"Now, there are some who question the scale of our ambitions"

"there is nothing so satisfying to the spirit, so defending of our character than giving our all to a difficult task."

"This is the source of our confidence"

(Obama)

١.١.٥. Analysis of the Frequency of Some Words in the Two Speeches

The word "America" has been used ṣ٩ times in Bush's speech as it is compared with Obama's where it is used only ṣ٨ times. This indicates that Bush prefers to concentrate on his own country and to show its power, whereas Obama attempts to give importance not just to his country but also for other nations and to prove that his speech is directed to the whole world.

The frequencies of the words "peace" and "war" in Bush's speech are equal, ṣ٩ times for each, which show that he has an inner motivation for both. On the other hand Obama uses the word "peace" more than the word "war" indicating that his policy is far from war and very close to the peaceful life which the whole world long for.

As listed in table (٦) the words "success", "greatness", and "prosperity" are mentioned two, seven, and five times conclusively, and they never occur in Bush's speech except the word "prosperity" which mentioned just one time. Obama tries to prove that during his presidential period everything will be better and his policy will bring prosperity to America and to the whole world.
The second group of high frequency in Obama's speech demonstrates his other beliefs and values marking the new beginning of a country. He is convinced that the "failure" of the previous policy leads his own country to "war" and "crisis" where people suffer from outside "violence" because of outside "threat". Accordingly, there is an overuse of such tokens in his speech in comparison with Bush's. Still a voice of "hope" is heard and a theme of a new policy is emphasized. As such, the word "hope" appears three times in his speech in comparison with just one time in Bush's speech. He also emphasizes the spirit of "newness" by mentioning the word "new" nine times whereas the word "old" appears just twice.

Table (3)

Frequencies and Rates of some lexical Tokens in Bush's and Obama's speech

<table>
<thead>
<tr>
<th>Key tokens of reference</th>
<th>Bush's speech frequency</th>
<th>Rate</th>
<th>Obama's speech frequency</th>
<th>Rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>America</td>
<td>12</td>
<td>77.9</td>
<td>8</td>
<td>13.11</td>
</tr>
<tr>
<td>Our nation</td>
<td>9</td>
<td>57.6</td>
<td>6</td>
<td>9.83</td>
</tr>
<tr>
<td>Our country</td>
<td>8</td>
<td>18.2</td>
<td>/</td>
<td>/</td>
</tr>
<tr>
<td>Peace</td>
<td>2</td>
<td>4.6</td>
<td>4</td>
<td>6.55</td>
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<tr>
<td>War</td>
<td>2</td>
<td>4.6</td>
<td>2</td>
<td>3.77</td>
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<tr>
<td>Success</td>
<td>/</td>
<td>/</td>
<td>2</td>
<td>3.27</td>
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<tr>
<td>Failure</td>
<td>2</td>
<td>4.6</td>
<td>3</td>
<td>4.91</td>
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<tr>
<td>Greatness</td>
<td>/</td>
<td>/</td>
<td>3</td>
<td>11.47</td>
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<tr>
<td>Threat</td>
<td>/</td>
<td>/</td>
<td>3</td>
<td>4.91</td>
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<td>Prosperity</td>
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<td>5</td>
<td>8.19</td>
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<td>Crisis</td>
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<td>/</td>
<td>4</td>
<td>7.55</td>
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<td>3.77</td>
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<tr>
<td>hope</td>
<td>1</td>
<td>2.34</td>
<td>3</td>
<td>4.91</td>
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<tr>
<td>Total</td>
<td>43</td>
<td>100</td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>
Analysis of Identification in the Two Speeches

In order to convince the audience with his own beliefs and opinions, the speaker (especially the president) tends to make use of the concept of identification since it is "central to presidential rhetoric, for an important job of a president is to persuade the audience that he identifies with their interests and thus it is in their interests to identify with him" (Denton and Hahn, 98). Thus in this kind of political discourse, identification becomes a notable strategy (Cheng).

In the two speeches, the pronouns "we" and "I" are used with many meanings depending on the specific context of usage. There are four representations of "we" in Obama's speech: America as a country, the new government, all citizens of America, Obama himself. In Bush's speech the pronoun "we" has three representations: America as a country, the new government, all citizens of America. The point of similarity between them is that both use this pronoun to refer to America as a country more than the other representations. Nevertheless, Bush never uses this pronoun to refer to himself, using it 24 times referring to all citizens of America and 31 times to "the country". Such use of inclusive technique to "all citizens" held together by a tie of nationality despite religion, race, sex, and vocation is a way to persuade the Americans that they are real participants in the government's decisions and to show that he identifies with their interests and "thus it is in their interests to identify with him."(Denton and Hahn)

Being a newly elected president, Obama, who represents a new government, has to outline his governing vision and address to all citizens of the country. The frequent use of the personal pronoun "we" and eclipsing the "I" enable him to achieve this goal and to
create a feeling of inclusion and togetherness. The following two passages are good examples of this:

"On this day, we gather because we have chose hope over fear, unity of purpose over conflict and disorder."
"We are a nation of Christians and Muslims, Jews and Hindus- and non-believers. We are shaped by every language and culture."

Comparatively speaking, Bush places too much emphasis on himself as an individual and president. He uses the pronoun "I" 13 times whereas Obama uses it just four times and it is implied in on of them:

"a man whose father less than sixty years ago might not have been served at a local restaurant can now stand before you to take a most sacred oath."

Obama doesn't want to place emphasis on himself as a president, preferring to take a humble stance. By using this mechanism, he establishes a connection between himself and the listeners.

Table (1)
Frequencies and Rates of identification pronouns "we" and "I" in Bush's and Obama's speech

<table>
<thead>
<tr>
<th>Identification pronouns</th>
<th>Bush'speech Frequency</th>
<th>Rate</th>
<th>Obama's speech Frequency</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>We</td>
<td>17</td>
<td>80.95%</td>
<td>29</td>
<td>87.87%</td>
</tr>
<tr>
<td>I</td>
<td>4</td>
<td>19.04%</td>
<td>4</td>
<td>12.12%</td>
</tr>
<tr>
<td>total</td>
<td>21</td>
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6.1. Stylistic analysis of other linguistic devices used in the two speeches

Parallelism
This device means a "figure of balance identified by a similarity in the syntactical structure of a set of words in successive phrases, clauses, sentences; successive words, phrases, clauses with same or very similar grammatical structure. This figure often occurs with public address with others such as antithesis, anaphora, asyndeton, climax, epistrophe, and symploce." (American Rhetoric, 2005) It means giving two or more parts of the sentences a similar form so as to give the whole a definite pattern. It differs from simple repetition in that the identity does not extend to absolute duplication, "it requires some variable feature of the pattern- some contrasting elements which are 'parallel' with respect to their position in the pattern" (Leech, 1984:66) In their inaugural, Bush and Obama use parallelism with the same frequency where it occurs 71 times in both speeches. It is used for the following purposes:

a. to add balance, rhythm, and clarity to the sentence:
b. to import grace and power to their message:
c. to emphasize a contrast by balancing some words or parts of speech against each other:

"I am honored and humbled to stand here, where so many of America's leaders have come before, and so many will follow."

"It is the American story—a story of flawed and fallible people, united across the generations by grand and enduring ideals"
"The grandest of these ideals is an unfolding American promise that everyone belongs, that everyone deserves a chance, that no insignificant person was ever born."

"Every child must be taught these principles. Every citizen must uphold them. And every immigrant, by embracing these ideals, makes our country more, not less, American"

"We will build our defenses beyond challenge, lest weakness invite challenge" "We will confront weapons of mass destruction, so that a new is spared new horrors." "We find the fullness of life not only in options, but in commitments. And we find that children and community are the commitments that set us free."

"I ask you to seek a common good beyond your comfort; to defend needed reforms against easy attacks; to serve your nation, beginning with your neighbor. I ask you to be citizens: citizens, not spectators; citizens, not subjects; responsible citizens, building communities of service and a nation of character."

"Yet his purpose is achieved in our duty, and our duty is fulfilled in service to one another."

(Bush)

"I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors."
"The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea, passed on from generation to generation."

"...the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness."

"Our workers are no less productive than when this crisis began. Our minds are no less inventive, our goods and services no less needed than they were last week or last month or last year."

"We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together. We will restore science to its rightful place, and wield technology's wonders to raise health care's quality and lower its cost. We will harness the sun and the winds and the soil to fuel our cars and run our factories. And we will transform our schools and colleges and universities to meet the demands of a new age.

"The question we ask today is not whether our government is too big or too small, but whether it works - whether it helps families find jobs at a decent wage,"

"we can meet those new threats that demand even greater effort - even greater cooperation and understanding between nations."

"we cannot help but believe that the old hatreds shall someday pass; that the lines of tribe shall soon dissolve; that as the world grows smaller, our common humanity shall reveal itself"

"Our challenges may be new. The instruments with which we meet them may be new."
"These things are old. These things are true."
"This is the price and the promise of citizenship." "This is the source of our confidence - the knowledge that God calls on us to shape an uncertain destiny". "This is the meaning of our liberty and our creed."

(Obama)

3.1.2. Antithesis

It is a rhetorical figure which denotes the opposing of ideas by means of grammatically parallel arrangements of words, clauses, or sentences so as to produce an effective contrast. Each one of the presidents uses it four times. This helps to imprint their words onto the receivers’ minds, since "the mind has a natural love for antithesis, which creates a definite and systematic relationship between ideas." (Cheng, 2002: 306)

"the peaceful transfer of authority is rare in history, yet common in our country"
"Our democratic faith is more than the creed of our country, it is the inborn hope of our humanity, an ideal we carry but do not own"
"Americans in need are not strangers, they are citizens, not problems,
"Abandonment and abuse are not acts of God, they are failures of love."

(Bush)

"They will not be met easily or in a short span of time. But know this, America - they will be met."
"Where the answer is yes, we intend to move forward. Where the answer is no, programs will end."

"To those leaders around the globe who seek to sow conflict, or blame their society's ills on the West - know that your people will judge you on what you can build, not what you destroy".
"It has not been the path for the faint-hearted - for those who prefer leisure over work, or seek only the pleasures of riches and fame. Rather, it has been the risk-takers, the doers, the makers of things"

(Obama)

7. Repetition
It is a rhetorical figure which is used for the purpose of emphasis by repeating words or phrases. It is used 18 times in both speeches:

"As I begin, I thank President Clinton for his service to our nation. We will reclaim America’s schools, before ignorance and apathy claim more young lives." "We will reform Social Security and Medicare." "We will build our defenses beyond challenge." "We will confront weapons of mass destruction."

"...great responsibilities for public safety and public health"

"I ask you to seek a common good beyond your comfort; to defend needed reforms against easy attacks; to serve your nation, beginning with your neighbor. I ask you to be citizens: citizens, not spectators; citizens, not subjects;"

"Yet his purpose is achieved in our duty, and our duty is fulfilled in service to one another."
"This work continues. This story goes on."

(Bush)

"So it has been. So it must be with this generation of Americans."

"They are serious and they are many."

"On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord. On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn out dogmas, that for far too long have strangled our politics."

"the time has come to set aside childish things. The time has come to reaffirm our enduring spirit;"

"In reaffirming the greatness of our nation, we understand that greatness is never a given."

"For us, they packed up their few worldly possessions and traveled across oceans in search of a new life. For us, they toiled in sweatshops and settled the West; endured the lash of the whip and plowed the hard earth. For us, they fought and died, in places like Concord and Gettysburg; Normandy and Khe Sahn."

"Our workers are no less productive than when this crisis began. Our minds are no less inventive, our goods and services no less needed than they were last week or last month or last year. Our capacity remains undiminished."

"…whether it works - whether it helps families"
"We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together. We will restore science to its rightful place, and wield technology's wonders to raise health care's quality and lower its cost. Our challenges may be new. The instruments with which we meet them may be new"

"We can meet those new threats that demand even greater effort - even greater cooperation and understanding between nations"

"To the Muslim world, we seek a new way forward, based on mutual interest and mutual respect" "these things are old. These things are true" (Obama)

4.1.4. Metaphor

It is a figure of speech in which two things are compared because they have something in common although they are different in all other respects; it is a condensed simile used to make the description more vivid and more striking. It is used 7 times in Obama's speech and only ³ times in Bush's because Obama wants to make his speech rhetoric and to show his ability of the use of language.

Table (5)

Frequencies and Rates of some linguistic devices in Bush's and Obama's speech

<table>
<thead>
<tr>
<th>Linguistic devices</th>
<th>Bush speech Frequency</th>
<th>Rate %</th>
<th>Obama's speech Frequency</th>
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<tr>
<td>Total</td>
<td>41</td>
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"a story of a slave-holding society that became a servant of freedom"

"America’s faith in freedom and democracy was a rock in a raging sea."

"America’s faith in freedom ..........Now it is a seed upon the wind, taking root in many nations."

"And an angel still rides in the whirlwind and directs this storm."

(Bush)

"...the oath is taken amidst gathering clouds and raging storms."

"we have tasted the bitter swill of civil war and segregation"

"we will extend a hand if you are willing to unclench your fist."

"America. In the face of our common dangers, in this winter of our hardship, let us remember these timeless words"  

(Obama)
5. Conclusion
This study has reached the following conclusions:

1. Having analyzed the inauguration speeches of the two American presidents, George W. Bush and Barak Obama guided by Halliday's transitivity model, the study has proved that their linguistic choices are with purpose. Thus, they have overused behavioral processes and next comes material processes with high frequency as a way to reflect their own political ideologies and to arouse their target people's feelings. They also want to emphasize the idea that they (as presidents) come to this position to fulfill their commitment to their people and that their political programs are actions not just slogans which can be achieved only with the aid of their people. They wish not only to be understood, but to be believed, distinguished and obeyed. Consequently, the two presidents use these processes as means of persuading and inspiration.

2. The stylistic analysis of the lexical choices in the two speeches reflect some of their political ideologies. Thus it is found that even though Bush's speech is shorter in length than Obama's, (consisting of words), some dictions have been overused. Therefore, Bush uses the word "America" more than Obama in an attempt to enhance the importance and power of his own country and to show that the whole world is guided by his country's policy. The two words "war" and "peace" come equally in his speech. This idea is not favored by Obama who tries to
offer an olive branch to the world by overusing words such as 'peace', 'new', 'hope', 'prosperity'.

3. the stylistic analysis of some linguistic devices as parallelism, antithesis, repetition, and metaphor show that the two presidents make use of these devices to sound more rhetoric and to achieve the following purposes:

1. to enhance power and force and to produce agreeable rhythm to their speeches through the use of parallelism.
2. to make fine distinctions and to clarify differences of the situations through the use of antithesis.
3. to seem effective and skillful in producing rhetorical language through the use of metaphor.

4. As discussed in Denton and Hahn (1982) political language aims at mobilizing society and stimulating social action and both Bush and Obama are able to achieve this end in their inaugural speeches.
References