

**A RHETORICAL ANALYSIS OF PRESIDENT DONALD
TRUMP'S INAUGURATION SPEECH**

SKRIPSI

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ABSTRACT

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This study deals with a rhetorical analysis of President Donald Trump's inauguration speech. The objective of the study is to find out what kind of rhetorical proofs and the dominant types of rhetorical proofs used by President Donald Trump in inauguration speech. The data were the transcript of President Donald Trump inauguration speech. Descriptive qualitative method was applied in this research. This research was conducted at library of University of Muhammadiyah Sumatera Utara on March 2017. The findings showed that President Donald Trump were used all types of rhetorical proofs in his inauguration speech. The total *logos* 10x (5.21%), *ethos* 27x (55%), *pathos* 17x (34.69%). The most dominant types he used was *ethos* (55%). This research will be useful to learn on how to create effective reasoning for their statement in deliver a speech. It can also useful for public speaking class to teach the students on how to create effective speech.

Keywords: rhetorical analysis, President Donald Trump, speech, inauguration

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The Researcher

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CHAPTER I

INTRODUCTION

A. Background of Study

Human beings rely on language to express themselves, communicate with others, and know the world. As early as more than two thousand years ago, the ancient Greek scholars have begun to study language. Till now language has become the central topic of humanities. Language is one of the most important aspect in human life, because in running activities people cannot avoid using language. People communicate each other by using language. It is used more than for delivering what speakers want to say to the hearers. By using language, one can interact with other and express what he feels. Leech (1996) explains that besides having an informal function which everyone tends to assume that it is more important, language also has expressive function which is used to express the speaker's feeling. Language is also used in political field. Of course it is different from daily language.

The language in politics is a practice of communication of how to use language efficiently to reach all of the social classes. Politics is inevitably connected to power. "Politics is concerned with power to make decision, to control resources, to control other people's behavior and often to control their values", (Thomas. et.al.2004). Politics can be defined as all of the activities in seizing and defending power. The power of political speech is established and

maintained by the powerful role of language. The language that is used by politician is known as rhetoric.

Rhetoric is the art of using spoken words to persuade. There are two schools of thought on what rhetoric is. Classical rhetoric which is persuasive speaking and contemporary rhetoric. Rhetoric as the art of using language could be applied in some aspects human life. Rhetoric is applicable in daily conversation, in a campaign, in a talk show, in a text, and including in an art. Rhetoric means the persuasive speaking someone who has a purpose to attract people to follow and agree with his idea. Rhetoric is the art of persuading others, therefore rhetoric and persuasive are inseparable since any definitions of rhetoric necessarily include the idea of persuasion. The essential difference between the two is that rhetoric refers to the act of communication from the hearer's perspective while persuasion refers both to the speaker's intentions and successful put comes (Charterls, 2005).

On Friday, January 20, 2017 Donald J. Trump was inaugurated and became the 45th President of the United States. Donald Trump is a chairman and president of The Trump Organization. He is well-known as a real estate mogul and TV reality star. He is one of presidential candidate who has no political background. The Researcher is interested in doing a research to analyze how Donald Trump, who has no political background, uses rhetoric in his speech on Inauguration day to persuade the audience toward his political aims. The foci of the research which is conduct by the researcher are on the appeals (*logos*, *pathos*, and *ethos*) or known as rhetorical proofs or reasoning.

This rhetorical analysis is worth doing, it is expected to help people to be able to produce effective speech in front of an audience. The aim of delivering speech in front of an audience is to share information and try to make the audience believe in the information the speaker shares. In this case, Donald Trump tries to get a trust on his government in front of the American public. To do so, he has to make the audience believe and agree on what he says. According to Christopher Witt (2013), when you give a speech, especially when you want to influence your audience, you must first win their trust. Trust is a belief in or a reliance on a person's competence, integrity, and benevolence. When we trust others, we accept and believe in their words, actions, and decisions. And we may be wrong. To earn people's trust, we let them know what we think and feel, what matters to us, what we want. And they may use it against us. If no risk is involved, trust is unnecessary. Trust is not easily given, not easily earned. That is, in part, what makes it so valuable. Since Donald Trump is not a politician, it challenges the researcher to observe how he makes his speech capable of gaining audience belief. To obtain belief from the audience, he has to provide appropriate proofs in his inauguration speech.

B. Identification of Problem

Based on the background, the problem identified as follows:

1. The rhetorical proofs used by President Donald Trump's on Inauguration speech

C. Scope and Limitation

The scope on this study is focuses on the rhetorical expression. It is very important to limit the problem of the research. The researcher limited on the types of rhetorical proofs (*logos, ethos, pathos*) of President Donald Trump's Inauguration speech.

D. Formulation of Problems

The problem of this study formulated as follows:

1. What kinds of rhetorical proofs used by President Donald Trump's?
2. What the dominant types of rhetorical proofs used by President Donald Trump's?

E. Objectives of The Study

The objectives of this study are stated below:

1. To find out what rhetorical proofs used by President Donald Trump's.
2. To find out the dominant types of rhetorical proofs used by President Donald Trump's.

F. Significance of The Study

The finding of the study are expected to be useful theoretically and practically.

1. **Theoretically**

It is expected that this research can increase the knowledge of reader about the types of rhetorical proofs in the transcript of President Donald Trump's Inauguration speech.

2. **Practically**

a. For the teachers:

It can useful for public speaking class to teach the students on how to create effective speech.

b. For the students:

This research will be useful to learn on how to create effective reasoning for their statement in deliver a speech.

c. For the researcher:

The rhetorical proofs which are found in the speech can be a great example to create an effective speech, especially in persuasive speech.

CHAPTER II

REVIEWED OF LITERATURE

A. Theoretical Framework

Theories are needed to explain some concepts or terms applied in conducting a research. To Avoid misunderstanding and to make the same perception of the research and the reader, the term need clarification.

1. Description of Analysis

According to Emzir (2010: 102), analysis is a part of methodology of psycholinguistic investigation of the language learning of the application of linguistic theory to the data erroneous utterances produced by a writer. We examine it closely to learn all that we can learn and comprehend about it.

2. What is Rhetoric

Rhetoric is the art of using spoken words to persuade. There are two schools of thought on what rhetoric is. Classical rhetoric which is persuasive speaking and contemporary rhetoric. Rhetoric is most often seen in public arenas like politics, law, public relations, lobbying, marketing and advertising, assemblies and courts of law.

Contemporary rhetoric has a more diverse definition than in the original from ancient times. It now includes areas of study including humanities, religion, social sciences, law, science, journalism, history, literature and architecture. The

human experience is among other ways captured by words. The communication of life and thought requires articulation and communication which is rhetoric. The most common form of public speaking is rhetoric.

3. Public Speaking

Public speaking is a skill that is best mastered through continuous practice. A talkative person may not be able to give the best speech. To give a great speech, one must first understand the type of speech one is expected to give and should prepare along those lines. A good public speaker is one who understands the needs of the audience and is flexible enough to adopt changes that may arise even while delivering the speech.

According to livespeech (2013), as public speaking has become a serious career option, many people are enrolling for classes where they are taught skills and techniques to speak well and speak effectively before a gathering. However, to be a good speaker, it is necessary that one should know the four types of public speaking and the peculiarities of each one of them.

4. Types of Public Speaking

a. Speaking to Inform

When a person gives a speech before an audience to impart information on a particular topic or issue it said to be an informative speech. Business presentations, seminars in colleges, class presentations in schools are some examples of informative speeches. A person preparing for an informative speech

has to research the subject / topic very well. It should be short and precise because long informative speeches (lectures) easily bore the audience. The success of an informative speech will depend on how much the audience could understand from the speech.

b. Speaking to Persuade

Persuasive speeches are those where one tries to persuade or convince a group of people. These speeches aim to influence and change the opinions of the audience. This can be a difficult task as you would be facing a group of people who may have totally opposite views from your own. The most important point that has to be kept in mind here is that if you want to influence others' views and ideas, you have to show your enthusiasm while speaking.

However, you must remember that you are not there to wage a war and should talk without hurting others' feelings. Persuasive speeches are often given by sales and marketing people to attract interest in their products. They are also used to influence political and religious views.

c. Speaking to Actuate

Speaking to actuate is a higher level of persuasive speaking. Here, the speaker goes a step beyond persuasion and convincing. The aim is to motivate people enough to take a specific step—to act. This is a powerful level of speaking. Very few people have achieved this level of mastery of the art of persuasion where they could so deeply convince people that they move into action.

This type of speech is common in conflict (war) situations. It is also seen in action whenever a speaker not only tries to garner support for some cause or reason but wants the people he's speaking to join him in actualizing it through concrete action. It is characterized by a show of charisma, very strong words, and great emotional involvement.

A speech of this type typically does not rely on facts and figures, though they may be offered. The speaker's aim is to get his listeners so emotionally enthralled that they wholesomely adopt his idea, his principles, his reasoning, as theirs and literally take up the cross and share his burden. Sometimes, listeners may be so deeply moved that they take up the cause more seriously than even the person who's invited them into it! This sometimes happens among militia groups where members of a mob overthrow their leader accusing him of not being "aggressive enough" in the fight for their common cause. They go on to introduce tougher measures to the dismay of their deposed leader. This is the pinnacle of persuasive speaking and, indeed, of public speaking.

d. Speaking to Entertain

Ceremonial speeches are another form of public speaking usually given at weddings, funerals, graduation parties, retirement parties etc. One very important factor to make these speeches effective is to add a personal touch.

One gives these speeches for people one knows and it would be great if one can bring in stories and incidents about the respective person. The speech can be humorous, touching or emotional, as per the occasion and the mood. However,

one should take utmost care not to hurt feelings by making snide remarks about them.

5. Rhetorical Proofs

Rhetorical proofs come from Aristotle's available means of persuasion, artistic proofs, which are the methods or ways to persuade. According to Aristotle (in Griffin, 2012), artistic proofs are the things that are created by the speaker. There are three kinds of artistic proofs: logical (*logos*), ethical (*ethos*), and emotional (*pathos*).

a. Logical Proof (*Logos*)

In the rhetoric, (Aristotle 1954) used *logos* to refer to creating reasoning in an argument or speech using logic. It is also stated that "*Logos* was the study of interference making or reasoning which is related to logic" (Herrick, 2005). According to Aristotle (in Griffin, 2012), Logical proof come from the line of argument in the speech. It means that a reasoning or proof that comes from a human logic. It is also used by speaker to prove his or her argument in order to persuade the audience. Aristotle focused on two form of *logos* - the enthymeme and the example.

1. Enthymeme

Aristotle regarded the enthymeme as the strongest of the proofs. It is because enthymeme considered as rhetorical demonstration are people are easily

persuaded when they think that something has been demonstrated (Christof, 2010). Enthymeme is merely an incomplete version of a formal deductive syllogism. Deductive logic is used in the process of creating an enthymeme by moving from global principle to specific truth." In modern time, the enthymeme has come to be regarded as an abbreviated syllogism. Syllogism is an argumentative statement that contain a conclusion and premises (Corbett, 1999). The essential difference is that the syllogism leads to a necessary conclusion from universally true premises but enthymeme leads to a tentative conclusion from probable premises (Aristotle, 1954). The audience can be satisfied with probable conclusion because it recognizes the contingent nature of the things that rhetoric deals with (Corbett, 1999).

Since enthymeme is merely an incomplete version of a formal deductive syllogism, one of the premises may be missing but the missing premise is as readily supplied as the missing parts of an elliptical grammar structure (Connor, 1999). To illustrate, the following is the example of syllogism:

Major or general premise: *All horse-race betting is gambling.*

Minor or specific premise: *Some gambling is illegal.*

Conclusion: *Some horse-riding betting is illegal.*

However, typical enthymeme leaves out a premise that is already accepted by the audience. *All horse-race betting is gambling. . . . Some horse-race betting is illegal.*

2. Example

According to Aristotle (1954), example has the nature of induction, which is a foundation of reasoning. Example is one of the effective method to define and idea and it is also a favorite device of preachers, orators, and teachers to explain their thought so that the audience can easily grasp the meaning (Griffin, 2012).

There are two varieties of example; the illustrative parallel and the fable. In illustrative parallel, it needs the power of thinking out the analogy which can be developed by intellectual training.

Fables are suitable for addresses to a popular connection and comparatively easy to invent. However, it is easier to supply matching by inventing fables. Since the future will be like what the past has been, it is essential for the political speaker to provide their speech by quoting what has actually happen (Aristotle). It will help the audience to visualize the idea the speaker is trying to convey to the audience. According to Hilder (2014), an example of fable used in a speech is shown on Malala Yousaf Zai's speech. Malala explained how the terrorists are afraid of women by telling a story that has actually happened.

"They are afraid of women, The power of the voice of women frightens them. This is way the killed in innocent students in the recent attack in Quetta. And that is why they kill female teachers. That is why they are blasting schools every day, because they are afraid of change the equality that we will bring to our society,"

b. Ethical Proof (*Ethos*)

Aristotle apparently held that of the three artistic proofs, *ethos* was potentially the most persuasive (Herrick, 2005). Herrick (2005) said that when people are convinced that a speaker is knowledgeable, trustworthy, and has their best interest at heart, they will be very likely to accept as true what that speaker has to say. In the rhetoric, Aristotle identified three qualities that can establish a high source of credibility; intelligence, virtuous character, and goodwill (Griffin, 2012).

1. Perceived Intelligence

Audience judges intelligence by the overlap between their beliefs and the speaker's ideas (Griffin, 2012). Audience is more likely to be persuaded when they perceive a speaker to be competent and credible (Verdeber, Sellnow, and Verdeber, 2012). A speaker conveys his or her intelligence by explaining his or her competence. To indicate the speaker's competence, the speaker can share his or her experiences that prove the speaker's special knowledge in some fields or simply by adding the current information in his speech. In addition, using evidence from respected sources who are experts in the speech can help the speaker sound more convincing. By doing so, the audience can perceive the speaker's qualification and expertise and start believing on what the speaker is saying (Verdeber, Sellnow, and Verdeber, 2012).

2 Virtuous Character

Character has to do with the speaker's image as a good and honest person (Griffin, 2012). According to Verdeber, Sellnow, and Verdeber (2012), good character is the ability of the speaker to establish trustworthiness to the listeners to what the speaker say. To produce the truth worthiness, the speaker can begin with telling the speaker's experiences and values. From the experiences and values that the speaker share with the audience, it will help the audience start to believe in what the speaker says. The speaker can also explain his motive to demonstrate his character which make the listeners consider the speaker as a trustworthy person so that it increases a good character of the speaker (Verdeber, Sellnow, and Verdeber, 2012).

3. Goodwill

Goodwill is a positive judgment of the speaker's intention toward the audience (Griffin, 2012). Aristotle thought it is possible for an orator to possess extraordinary intelligence and sterling character yet still not have the listener's best interest heart (Griffin, 2012). According to Verdeber, Sellnow, and Verdeber (2012), goodwill is a perception the audience form of a speaker who they believe understands them, empathizes with them, and is responsive to them. When audience members believe in the speaker's goodwill, they are willing to believe what the speaker says

c. Emotional Proof (*Pathos*)

Emotion proof, which come from the feelings and the speech draws out of those who heart it (Griffin, 2012). The term *pathos* is often used to refer to the effective or emotional appeals that give persuasive message and power to move audience to action, but Aristotle's interest in emotion has to do specifically with emotion's ability to affect the judgment of audience (Herrick, 2005). To this end, he cataloged a series of opposite feelings, then explained the conditions under which each mood is experienced, and finally described how the speaker can get audience to feel that way (Griffin, 2012).

1. Anger versus Calmness

According Aristotle (1954), growing calm is the opposite of growing angry, and calmness is the opposite of anger, we must ascertain in what frames of mind men are calm, toward whom they feel calm, and by what means they are made so. Growing calm may be defined as settling down or quieting of anger (Aristotle, 1954).

People feel angry when they are dissatisfied in their attempt to fulfill a need and it reminds them of interpersonal slight, and they will become irate. Aristotle (1954) also said that someone becomes angry when he or she is offended by others. To calm to the audience down after showing anger, a speaker must show the audience that the offender is sorry, deserves praise, or has great power (Griffin, 2012).

2. Love or Friendship versus Hatred

Aristotle (1954), describing friendly feeling towards any one as wishing for what someone believes to be good things, not for oneself sake but for others, and being inclined, so far as you can, to bring these things about. Enmity and hatred may be produced by anger or spite or calumny. Now whereas anger arises from offences against oneself, enmity may arise even without that. Anger is always concerned with individuals whereas hatred is directed also against classes. Hater Wishes to pity a man whom he or she has hated (Aristotle, 1954).

3. Fear versus Confidence

Aristotle wrote that fear may be defined as a pain or disturbance due to a mental picture of some destructive or painful evil in the future (Herrick, 2005). Fear is felt by those who believe something to be likely to happen to them, at the hand of particular persons, in a particular form, and at particular time (Aristotle, 1954). Aristotle (1954) also explains about confidence as the opposite of fear. It is, therefore, the expectation associated with a mental picture of nearness of what keep us safe and the absence or remoteness of what is terrible. As said by Griffin (2012), fear comes from a mental image of potential disaster. The speaker should paint a vivid word picture of tragedy, showing that it's occurrence is probable.

In the other hand, confidence is felt when someone believe that he or she has often succeeded and never suffered reverses, or has often met danger and escaped it safely (Aristotle, 1954). It means that confidence can be built through successful experiences

4. Admiration versus Envy

Aristotle (1954) says that envy is pain at the sight of such good fortune as consist of the good things already mentioned; a person feels it towards his or her equal; not with the idea of getting something for himself or herself. According to Griffin (2012), people admire moral virtue, power, wealth and beauty. By demonstrating that an individual has acquired life's goods through hard work rather than mere luck, admiration will increase (Griffin, 2012).

In order, to help the process of analysis, the researcher provided a guideline that consist of the rhetorical proofs categories such as logical, ethical, and emotional proofs, sub categories such as example, goodwill, anger, *etc.*, and the description of each sub category.

The rhetorical proof help the researcher to classify each sentence in the speech. according to the categories. The guideline of rhetorical proofs is provided in table 2.1.

Table 2.1. Rhetorical proofs guideline

Categories	Sub Categories	Description
Logical proofs (<i>logos</i>)	Enthymeme	It appears when there are statements which have roles as premises and are connected one another to form a conclusion.
	Example	It appears when the speaker ties to define an idea. It can

Ethical proofs (<i>ethos</i>)	Perceived intelligence	<p>be inform of analogy or fable.</p> <p>It is used when the speaker explains and shares his or her competence and experience that prove the speaker's special knowledge. It also appears when the speaker adds the current information or evidence from a trusted source or expert to his speech.</p>
	<p>Virtuous character</p> <p>Goodwill</p>	<p>It is used by the speaker by telling his or her experience, value, or motives that help the speaker establishes his or her image as a good and honest person.</p> <p>It appears when the speaker greets or compliment or says thank you to the audience to show that the speaker understands, empathizes, and</p>

Emotional proofs (<i>pathos</i>)	Anger	<p>responsive with the audience.</p> <p>A speaker shows his or her anger when the cause of becoming angry or upset is clear that it aims directly to the speaker (who is angry because of it).</p>
	Calmness	<p>A speaker shows his or her calmness by spreading peaceful statement which show the speaker is against any violence.</p>
	Friendship	<p>It is expressed when the speaker telling that he or she believes something to be a good thing for the sake of his or her sake.</p>
	Hatred	<p>A speaker shows his or her hatred by showing he or she dislikes something or someone. The cause of hatred unnecessarily aims directly to</p>

	Fear	the speaker himself or herself. It is showed when a speaker describes bad thing that is possible to happen in the future.
	Confidence	It is showed by the speaker by telling good thing because previously the speaker has often succeeded and never suffered.
	Admiration	It appears when a speaker shows that he or she likes or loves or admires someone or something.
	Envy	It appears when a speaker compares his or her misfortune and other's good fortune.

The rhetorical proofs checklist will complete when the researcher observe President Donald Trump's inauguration speech transcript. During the analysis of rhetorical proofs, the researcher highlighting the transcript using three different

colors which represent three rhetorical proofs and write the numbers of each proof appeared in the speech.

B. Conceptual Framework

Based on theoretical framework, to solve the problem the researcher use Aristotle's rhetorical proofs theory. Theory of rhetoric is believed to give people a method to find out all means of persuasion on any topic (Christof, 2010). Therefore, the study is suitable to be used to find out the rhetorical proofs used by the speaker while giving reasoning in his inauguration speech in order to persuade the audience. According to Aristotle's rhetorical proofs theory, there are three kinds of rhetorical proofs: logical (*logos*), ethical (*ethos*), emotional (*pathos*).

CHAPTER III

METHOD OF RESEACRH

A. Research Design

This study analyzed the rhetorical proofs in the transcripts of President Donald Trump's Inauguration Speech. So, this research applied a descriptive qualitative method, the data collecting in the form of words, pictures, not numbers. According to Bogdan and Taylor (1975) as quoted by Moleong (2011), qualitative research is a research procedure that produces descriptive data in the form of words, written, or spoken of the people and observed behavior. Moleong (2011) in his book introduction to research quoted from Mohammad Ali, put forward the notion of research as away to understand this through investigation or search of evidence that emerged in connection with the problem.

B. Source of Data

The source of the data is a transcript of President Donald Trump's inauguration speech. It is needed in order to answer the research question. The researcher retrieving the transcript of the speech from online Washington post news.

C. Technique of Data Collection

In collecting data, some steps applied as the following:

1. Search the transcript of President Donald Trump's inauguration speech by the Washington post news from the internet.
2. Collecting the transcript of President Donald Trump's Inauguration speech.
3. Classifying and presenting all the sentences containing *ethos*, *pathos*, *logos*. in transcript of President Donald Trump's Inauguration speech.

D. Technique of Data Analysis

The data collected from online Washington post. The procedure of analyzing data are as the following:

1. Reading the transcript of President Donald Trump's Inauguration speech.
2. Identifying *logos*, *ethos*, *pathos* used by the speaker in the transcript of Inauguration speech.
3. Classifying rhetorical proofs which are generally used by the speaker.
4. Finding out the dominant types of rhetorical proofs.
5. Calculating the percentage of the most dominant of rhetorical proofs.

$$\mathbf{P} = \frac{\mathbf{F}}{\mathbf{N}} \times 100\% \quad (\text{Sudijono, 2011})$$

Note:

P = The percentage of the type of rhetorical proofs.

F = Frequency of the type rhetorical proofs.

N = Total of the whole rhetorical proofs.

6. The tabulating dominant types rhetorical proofs that used in President Donald Trumps' inauguration speech.

CHAPTER IV

THE DATA AND ANALYSIS

A. The Data

As stated in the previous chapter, the data were collected from The Washington post online, there were a full transcript of President Donald Trump's inauguration speech. The research analyzed the rhetorical proofs, which were most dominantly of them used by President Donald Trump on inauguration speech were collected.

B. Data Analysis

After collecting the data, the researcher identified and classified based on the most dominant categories of rhetorical proofs which found from the transcript of President Donald Trump's inauguration speech.

Rhetorical proofs are the method or ways which are used by a speaker by creating proofs (logical, ethical, and emotional proofs) in order to persuade the audience. This part will answer the research question and discuss the result of the analysis. The researcher answer the question by analyzing the three kinds of proofs, which are logical (*logos*), ethical (*ethos*), and emotional (*ethos*), created by President Donald Trump in his inauguration speech.

1. *Logos*

“ *Logos* is the study of interference making or reasoning which is related to logic” (Herrick, 2005).

Logos refers when a speaker delivers his or her argument and he or she proves his argument using logical reasoning or proof. So when the speaker uses his or her logical proof in his or her argumentative speaking, the speaker uses *logos* to establish his or her speech to persuade the audience. Based on Aristotle's rhetorical theory, there are two ways to create logical reasoning, it is by using enthymemes or/and examples. In the inauguration speech, President Donald Trump used *logos* for 10,21% in his speech. He proved his argument using logical reasoning by using both enthymemes and example, The percentage of logical proofs used by President Donald Trump is showed in table 4.1.

Table 4.1 The result of logical proofs (*logos*) in President Donald Trump's inauguration speech

Logical proof (<i>logos</i>)	
5x (10.21%)	
Enthymeme	Example
1x (2.04%)	4x (8.16%)

a. Enthymeme

The percentage of the usage of enthymeme is 2.04%. It is less than the percentage of examples he uses to create logical reasoning in his speech. Enthymeme consist of probable premises which lead to tentative conclusion

(Aristotle, 1954). Some enthymemes used by President Donald Trump in his speech are below:

Exp: - *We will face challenges, we will confront hardships, but we will get the job done.*

In example, President Donald Trump uses two probable premises and one tentative conclusion. The first probable premise is *we will face challenges*. The second premise comes from the first premises which is to face challenges must be confront a hardships. Those two premises lead to one conclusion which is *we will get the job done*.

1 st minor premise	: <i>we will face challenges</i>
2 nd minor premise	: <i>we will confront hardships</i>
Conclusion	: <i>but we will get the job done</i>

b. Example

Example is another way to create logical reasoning. Example is a method to define an idea so that the audience can effortlessly understand the meaning (Griffin, 2012). In inauguration speech, President Donald Trump uses example to define his idea for 8.6%.

Exp: - *Washington flourished, but the people did not share in its wealth. Politicians prospered, but the jobs left and the factories closed. The establishment protected itself, but not the citizens of our country.*

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

As can be seen in example, President Donald Trump uses the example based on what was happened in America in the previous era. He tell to the audience that the prospered only for the politicians, but not for the citizens. In example, President Donald Trump also tell a reality about what truly happened in America.

2. *Ethos*

Herrick (2012) mentioned that *ethos* is the most persuasive proof from two other rhetorical proofs. The researcher found that President Donald Trump uses *ethos* in his inauguration speech for 55%. It is the most dominant proof that is showed in his speech. Aristotle, in Griffin (2012), stated that there are three features which can build up the *ethos* proofs. They are perceived intelligence, virtuous character, and goodwill. Those features are showed in President Donald Trump's inauguration speech. Each of the features appears in different result as presented in table 4.2.

Table 4.2. The result of ethical proof (*ethos*) in President Donald Trump's inauguration speech

Ethical proof (<i>ethos</i>)		
27x (55%)		
Perceived intelligence	Virtuous Character	Goodwill
3x (6.12%)	14x (28.57%)	10x (20.4%)

a. Perceived Intelligence

Showing off the intelligence of the speaker in his or her speech is one of the technique to persuade the audience. As explained by Verdeber, Sellnow, and Verdeber (2012), audience is more likely to be persuaded when they perceive a speaker to be competence and credible. Therefore, President Donald Trump uses this proof to convince the audience that he is a competence one. The researcher found that President Donald Trump uses *ethos* proof in perceived intelligence for 6.12%.

Exp: - *The Bible tells us how good and pleasant it is when God's people live together in unity. We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity. When America is united, America is totally unstoppable.*

President Donald Trump tries to give an information by quoted from the Bible book's about living together in unity in example. By doing so, President

Donald Trump is showing his competence to the audience. However, it is lack of source where he gets the information to make his speech sounds more convincing.

b. Virtuous Character

In order, to obtain successful persuasive speech, the speaker must create trustworthiness of the audience by showing the speaker's virtuous character (Verderber, Sellnow, and Verderber, 2012). Speaker's experiences, value and motives can be the tools to arouse trust among the audience. President Donald Trump employs his experience, values and motives to show his virtuous character to establish his trustworthiness. He conveys his virtuous character in his speech for 28.57%.

- Exp: - *What truly matters is not which party controls our government, but whether our government is controlled by the people.*
- *We are one nation and their pain is our pain. Their dreams are our dreams. And their success will be our success. We share one heart, one home, and one glorious destiny. The oath of office I take today is an oath of allegiance to all Americans.*

In example, President Donald Trump shows his virtuous character by telling the audience about the country is not controlled by the government by the country is controlled by the people of America. It indicates his concern about people in his country which helps him to establish trustworthiness of the audience.

In example, President Donald Trump tries to show his good character by telling the audience they are one, it is means President Donald trump argue he can

build a country alone, he need the people of America with him together to make allegiance to make glorious country.

c. Goodwill

Goodwill is a perception the audience forms of a speaker who they believe understand them, empathizes with them, and is responsive to them (Verderber, Sellnow, Verderber, 2012). When the audience believes in the speaker's goodwill, they are willing to believe what the speaker says. In his speech, the researcher found out that President Donald Trump is very responsive to the audience. He stops his speech and thanks the audience who exclaim in delight upon President Donald Trump's statement. In this inauguration speech, he uses goodwill to gain positive judgments toward him for 20.4%

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

- *Because this moment is your moment, it belongs to you.*

In inauguration speech, President Donald Trump pays attribute to former President of America and without forget to say thank you to the audience with call them fellow American and people of the world, shown in example.

3. *Pathos*

Griffin (2012) stated that emotional proof (*pathos*) comes from the feeling of the speaker and it is expressed through a speech. Therefore, it affects the audience's feeling. *Pathos* also gives persuasive message and power to move the audience to do certain actions (Herrick, 2005). President Donald Trump uses *pathos* in his inauguration speech to persuade the audience for many times. The percentage of emotional proof usage during the speech is 34.69%. There are 8 emotions that are analyzed in President Donald Trump's speech. The portion of emotions evoked by President Donald Trump is shown in table 4.3.

Table 4.3. The result of emotional proof (*pathos*) in President Donald Trump's inauguration speech

Emotional proof (<i>pathos</i>)							
17x (34.69%)							
Anger	Calmness	Friendship	Hatred	Fear	Confidence	Admiration	Envy
2	5	3	4	0	1	1	1
4.08%	10.2%	6.12%	8.16%	0.00%	2.04%	2.04%	2.04%

a. Anger

As explained by Griffin (2012), anger comes when people are dissatisfied

in their attempt to fulfill a need and they will become irate. Anger always arises from offences against oneself and it is always concerned with individuals. In inauguration speech, President Donald Trump arouses anger toward the audience for 4.08%.

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

- *Their victories have not been your victories. Their triumphs have not been your triumphs. And while they celebrated in our nation's capital, there was little to celebrate for struggling families all across our land.*

In example shows that President Donald Trump tries to make the audience feel angry to the previous politicians who protected itself and hide behind Americans.

b. Calmness

Aristotle (1956) started that growing calm is the opposite of growing angry, and calmness is the opposite of anger. Growing calm is the process of settling down of quieting anger (Aristotle, 1954). In inauguration speech, 4.08% of the speech is used for expressing his anger. Despite of growing angry, he grows calm to settle down the anger. The researcher found that President Donald Trump attempts to grow calm for 10.2%. It is the dominant emotion that he expresses during the speech.

Exp: - *There should be no fear. We are protected and we will always be protected. We will be protected by the great men and women of our military and law enforcement. And most importantly, we will be protected by the god.*

Example arouses the calmness of President Donald Trump by saying there should not things to be fear, because they are protected by the nation, and especially they are protected by the God.

c. Friendship

According to Aristotle (1954), love or friendship is a feeling toward any one as wishing for what someone believes to be good things for sake of others. In example, it shows what President Donald Trumps believes to make a relationship with all nations of the world.

Exp - *We will seek friendship and goodwill with the nations of the world, but we do so with the understanding that it is the right of all nations to put their own interests first. We do not seek to impose our way of life on anyone, but rather to let it shine as an example. We will shine for everyone to follow.*

d. Hatred

According to Aristotle (1954), hatred may arise without offences against oneself. A hater wishes to pity a man whom he or she hatred (Aristotle, 1954). In inauguration speech, President Donald Trump arouses hatred toward the audience

for 6.12% of his speech. President Donald Trump shows his hatred to the audience, so that the audience can feel the same feeling to some people. In this speech, he often points out his hatred to the other country which ravages America.

Exp - *We must protect our borders from the ravages of other countries making our product, stealing our companies and destroying our jobs.*

- *We will reinforce old alliances and form new ones and unite the civilized world against radical Islamic terrorism, which we will eradicate from the face of the Earth.*

In example, President Donald Trump expresses his anger toward other country who has ravages, stealing and destroying American jobs. Example shows that President Donald Trump as the hater, expresses his pity to other country who ravages America.

President Donald Trump expresses his hatred toward Islamic terrorism in example . Example is considered as the act of spreading hatred because it does not give sign of direct offense to President Donald Trump himself. He just tells the bad thing from the Islamic terrorism to the audience in order to make the audience hate Islamic terrorism the way he does.

e. Fear

According to Herrick (2005), fear is a feeling of annoyance caused by a mental picture of some terrible things to be happened in the future. Fear also comes from mental illness of potential disaster at the hand of particular persons, in

a particular form, and at particular time, and it is felt by those who believe something to be likely to happen to them (Aristotle, 2005).

In inauguration speech, there is should not be fear according to President Donald Trump, this can be indicated in his word on his inauguration speech. : *There should be no fear. We are protected and we will always be protected. We will be protected by the great men and women of our military and law enforcement. And most importantly, we will be protected by God.*

f. Confidence

According to Aristotle (1954), confidence comes when someone believes that he or she is superior to others and often experiences success. In inauguration speech, President Donald Trump shows his confidence for 2.04%. President Donald Trump shows his confidence by saying: *But that is the past. And now, we are looking only to the future.* As showed in example [16]. This confident feeling comes from his belief that he will making a glory to America in the future. By expresses his confidence, he shows his optimistic character to the audience.

Exp: - *But that is the past. And now, we are looking only to the future.*

g. Admiration

Admiration comes when someone obtain life's goods through hard work rather than mere luck (Griffin, 2012). Griffin (2012) also said that admiration grows when people see other's moral virtue, power, wealth, and beauty. In inauguration speech, President Donald Trump shows his admiration for 2.04%.

Exp: - *and we are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition.*

h. Envy

A speaker shows his or her envy is when he or she mentions other's good things which the speaker does not have. In this inauguration day, President Donald Trump expresses his envy by offend other country which made rich by America. The researcher found that President Donald Trump shows his envy in his inauguration speech for 2.04%.

Exp: - *And spent trillions and trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay. We've made other countries rich, while the wealth, strength and confidence of our country has dissipated over the horizon.*

In example, President Donald Trump mentioned other countries who has rich because America while the wealth of the country has dissipated over the horizon.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the result of the study, there are several important things that were taken out from the research findings as a conclusion of the study, such as:

1. There were all types of rhetorical proofs (*logos*, *ethos*, *pathos*) were used in President Donald Trump's inauguration speech. The total *logos* 10x (5.21%), *ethos* 27x (55%), *pathos* 17x (34.69%).
2. The Dominant proof used by President Donald Trump in inauguration speech is *ethos* 27x (55%).

B. Suggestions

In relations to the conclusion, the suggestions were stated as the following:

1. The future researchers who use the same subject can analyze the similar topic such as rhetorical devices in future research, the researcher does not analyze the rhetorical devices because he limits his research on the rhetorical proofs.
2. The future researchers who used the same topic about rhetorical proofs are allowed to use the same or different source and theory.
3. The researcher recommends that speaking teachers or lectures use rhetorical proofs as the guidance in teaching speaking classes.

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APPENDIX A: President Donald Trump's full inauguration speech transcript

By: Aaron Blake, January 20

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

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

Together, we will determine the course of America and the world for many, many years to come. We will face challenges, we will confront hardships, but we will get the job done.

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

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

For too long, a small group in our nation's capital has reaped the rewards of government while the people have borne the cost. Washington flourished, but the people did not share in its wealth. Politicians prospered, but the jobs left and the factories closed. The establishment protected itself, but not the citizens of our country. Their victories have not been your victories. Their triumphs have not been your triumphs. And while they celebrated in our nation's capital, there was little to celebrate for struggling families all across our land.

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

It belongs to everyone gathered here today and everyone watching all across America. This is your day. This is your celebration. And this, the United States of America, is your country.

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

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

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

Everyone is listening to you now. You came by the tens of millions to become part of a historic movement, the likes of which the world has never seen before.

At the center of this movement is a crucial conviction, that a nation exists to serve its citizens. Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves. These are just and reasonable demands of righteous people and a righteous public.

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

This American carnage stops right here and stops right now.

We are one nation and their pain is our pain. Their dreams are our dreams. And their success will be our success. We share one heart, one home, and one glorious destiny. The oath of office I take today is an oath of allegiance to all Americans.

For many decades, we've enriched foreign industry at the expense of American industry; subsidized the armies of other countries, while allowing for the very sad depletion of our military. We've defended other nations' borders while refusing to defend our own.

And spent trillions and trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay. We've made other countries rich, while the wealth, strength and confidence of our country has dissipated over the horizon.

One by one, the factories shuttered and left our shores, with not even a thought about the millions and millions of American workers that were left behind. The wealth of our middle class has been ripped from their homes and then redistributed all across the world.

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

We assembled here today are issuing a new decree to be heard in every city, in every foreign capital, and in every hall of power. From this day forward, a new vision will govern our land. From this day forward, it's going to be only America first, America first.

Every decision on trade, on taxes, on immigration, on foreign affairs will be made to benefit American workers and American families. We must protect our borders from the ravages of other countries making our products, stealing our companies and destroying our jobs.

Protection will lead to great prosperity and strength. I will fight for you with every breath in my body and I will never ever let you down.

America will start winning again, winning like never before.

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

We will build new roads and highways and bridges and airports and tunnels and railways all across our wonderful nation. We will get our people off of welfare and back to work, rebuilding our country with American hands and American labor.

We will follow two simple rules; buy American and hire American.

We will seek friendship and goodwill with the nations of the world, but we do so with the understanding that it is the right of all nations to put their own interests first. We do not seek to impose our way of life on anyone, but rather to let it shine as an example. We will shine for everyone to follow.

We will reinforce old alliances and form new ones and unite the civilized world against radical Islamic terrorism, which we will eradicate from the face of the Earth.

At the bedrock of our politics will be a total allegiance to the United States of America, and through our loyalty to our country, we will rediscover our loyalty to each other. When you open your heart to patriotism, there is no room for prejudice.

The Bible tells us how good and pleasant it is when God's people live together in unity. We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity. When America is united, America is totally unstoppable.

There should be no fear. We are protected and we will always be protected. We will be protected by the great men and women of our military and law enforcement. And most importantly, we will be protected by God.

Finally, we must think big and dream even bigger. In America, we understand that a nation is only living as long as it is striving. We will no longer accept politicians who are all talk and no action, constantly complaining, but never doing anything about it.

The time for empty talk is over. Now arrives the hour of action.

Do not allow anyone to tell you that it cannot be done. No challenge can match the heart and fight and spirit of America. We will not fail. Our country will thrive and prosper again.

We stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the earth from the miseries of disease, and to harness the energies, industries and technologies of tomorrow. A new national pride will stir ourselves, lift our sights and heal our divisions.

It's time to remember that old wisdom our soldiers will never forget, that whether we are black or brown or white, we all bleed the same red blood of patriots.

We all enjoy the same glorious freedoms and we all salute the same great American flag.

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

So to all Americans in every city near and far, small and large, from mountain to mountain, from ocean to ocean, hear these words: You will never be ignored again.

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

Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And yes, together we will make America great again.

Thank you. God bless you. And God bless America.

Thank you.

God bless America.

NO.	Paragraph	Logos		Ethos			Phatos							Notes		
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad		E	
5	Today's ceremony, however, has very special meaning because today, we are not merely transferring power from one administration to another or from one party to another, but we are transferring power from Washington, D.C. and giving it back to you, the people.					√										<i>Goodwill:</i> President Donald Trump dedicated and empathizes the day to the audience.
6	For too long, a small group in our nation's capital has reaped the rewards of government while the people have borne the cost. Washington flourished, but the people did not share in its wealth. Politicians prospered, but the jobs left and the factories closed. The establishment protected itself, but not the citizens of our country. Their victories have not been your victories. Their triumphs have not been your triumphs. And while they celebrated in our nation's capital, there was little to celebrate for struggling families all across our land.		√				√									<i>Anger:</i> President Donald Trump shows his anger to the previous politicians who protected itself. <i>Example:</i> President Donald Trump tell the example of what happened in the past.
7	That all changes starting right here and right now because this moment is your moment, it belongs to you.					√		√								<i>Calmness:</i> President Donald Trump tell that things gonna changes now. <i>Goodwill:</i> President Donald Trump tell the audience that this moment is theirs.
8	It belongs to everyone gathered here today and everyone watching all across America. This is your day. This is your celebration. And this, the United States of America, is your country.	-				√										President Donald Trump claims the celebration is owned by the people of America.

NO.	Paragraph	Logos		Ethos			Phatos							Notes	
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad		E
14	But for too many of our citizens, a different reality exists: mothers and children trapped in poverty in our inner cities; rusted out factories scattered like tombstones across the landscape of our nation; an education system flush with cash, but which leaves our young and beautiful students deprived of all knowledge; and the crime and the gangs and the drugs that have stolen too many lives and robbed our country of so much unrealized potential.		√												President Donald Trump shows the example by telling the different reality of the people in America.
15	This American carnage stops right here and stops right now.				√										President Donald Trump tell that he want the carnage stops.
16	We are one nation and their pain is our pain. Their dreams are our dreams. And their success will be our success. We share one heart, one home, and one glorious destiny. The oath of office I take today is an oath of allegiance to all Americans.				√										President Donald Trump express his kindness to American people by telling that America is they are.
17	For many decades, we've enriched foreign industry at the expense of American industry; subsidized the armies of other countries, while allowing for the very sad depletion of our military. We've defended other nations' borders while refusing to defend our own.		√												President Donald Trump tries to give an example on what happens in America for many decades.

NO.	Paragraph	Logos		Ethos			Phatos							Notes		
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad		E	
18	And spent trillions and trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay. We've made other countries rich, while the wealth, strength and confidence of our country has dissipated over the horizon.														√	President Donald Trump shows his envy to others countries that growing rich because of America.
19	One by one, the factories shuttered and left our shores, with not even a thought about the millions and millions of American workers that were left behind. The wealth of our middle class has been ripped from their homes and then redistributed all across the world.									√						President Donald Trump evokes hatred towards what truly happened by millions of American people in a particular time.
20	But that is the past. And now, we are looking only to the future.											√				President Donald Trump confidence that's all is not going happen anymore.
21	We assembled here today are issuing a new decree to be heard in every city, in every foreign capital, and in every hall of power. From this day forward, a new vision will govern our land. From this day forward, it's going to be only America first, America first.				√											President Donald Trump shows his good vision to build America again forward from the begin.
22	Every decision on trade, on taxes, on immigration, on foreign affairs will be made to benefit American workers and American families. We must protect our borders from the ravages of other countries making our product, stealing pur companies and destroying our jobs.				√					√						VC: President Donald Trump tell that every decision made it is for the people of America Hatred: President Donald Trump arouses hatred toward other country who ravages America.

NO.	Paragraph	Logos		Ethos			Phatos							Notes		
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad		E	
23	Protection will lead to great prosperity and strength. I will fight for you with every breath in my body and I will never ever let you down.				√	-										President Donald Trump shows his good intention to protect and fight for America.
24	America will start winning again, winning like never before.				√											President Donald Trump tell his motives to make America winning again.
25	We will bring back our jobs. We will bring back our borders. We will bring back our wealth. And we will bring back our dreams.				√											President Donald Trump will bring back American dream.
26	We will build new roads and highways and bridges and airports and tunnels and railways all across our wonderful nation. We will get our people off of welfare and back to work, rebuilding our country with American hands and American labor.				√											President Donald Trump show his promise to build an infrastructures.
27	We will follow two simple rules; buy American and hire American.				√											
28	We will seek friendship and goodwill with the nations of the world, but we do so with the understanding that it is the right of all nations to put their own interests first. We do not seek to impose our way of life on anyone, but rather to let it shine as an example. We will shine for everyone to follow.								√							President Donald Trump shows his friendship by telling that they want to make a relationship with other country

NO.	Paragraph	Logos		Ethos			Phatos							Notes	
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad		E
29	We will reinforce old alliances and form new ones and unite the civilized world against radical Islamic terrorism, which we will eradicate from the face of the Earth.									√					President Donald Trump shows his hatred to radical Islamic terrorism.
30	At the bedrock of our politics will be a total allegiance to the United States of America, and through our loyalty to our country, we will rediscover our loyalty to each other. When you open your heart to patriotism, there is no room for prejudice.				√										President Donald Trump tell that he want people open their heart to patriotism.
31	The Bible tells us how good and pleasant it is when God's people live together in unity. We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity. When America is united, America is totally unstoppable.			√											President Donald Trump shows his intelligence by quoted from the bible.
32	There should be no fear. We are protected and we will always be protected. We will be protected by the great men and women of our military and law enforcement. And most importantly, we will be protected by God.							√							President Donald Trump arouses calmness by spreading peaceful statement.
33	Finally, we must think big and dream even bigger. In America, we understand that a nation is only living as long as it is striving. We will no longer accept politicians who are all talk and no action, constantly complaining, but never doing anything about it.						√								President Donald Trump arouses anger toward the politicians who are all talking but without action, complaining but never do anything.

NO.	Paragraph	Logos		Ethos			Phatos							Notes	
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad		E
34	The time for empty talk is over. Now arrives the hour of action.							√							President Donald Trump evokes calmness by saying time to talk is over.
35	Do not allow anyone to tell you that it cannot be done. No challenge can match the heart and fight and spirit of America. We will not fail. Our country will thrive and prosper again.									√					President Donald Trump evokes hatred to anyone who has not believed on him.
36	We stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the earth from the miseries of disease, and to harness the energies, industries and technologies of tomorrow. A new national pride will stir ourselves, lift our sights and heal our divisions.				√										President Donald Trump said will bring a new national pride on his age.
37	It's time to remember that old wisdom our soldiers will never forget, that whether we are black or brown or white, we all bleed the same red blood of patriots.							√							President Donald Trump shows peaceful statement against racism.
38	We all enjoy the same glorious freedoms and we all salute the same great American flag.					√									President Donald Trump give a compliment that they are one.
39	And whether a child is born in the urban sprawl of Detroit or the wind-swept plains of Nebraska, they look up at the same night sky, they will their heart with the same dreams, and they are infused with the breath of life by the same almighty creator.							√							President Donald trump shows peaceful statement against racism.

NO.	Paragraph	Logos		Ethos			Pathos								Notes	
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad	E		
40	So to all Americans in every city near and far, small and large, from mountain to mountain, from ocean to ocean, hear these words: You will never be ignored again.				√											President Donald Trump shows a good character by telling no one will never be ignored anymore.
41	Your voice, your hopes, and your dreams will define our American destiny. And your courage and goodness and love will forever guide us along the way.				√											President Donald Trump shows his destiny to make American great again.
42	Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And yes, together we will make America great again.				√											President Donald Trump shows his aim to make America great again together.
43	Thank you. God bless you.					√										President Donald Trump expresses his gratitude toward the audience which can make the audience feel honored.
44	And God bless America.					√										
45	Thank you. God bless America.					√										
	TOTAL	1x	4x	3x	14x	10x	2x	5x	3x	4x	-	1x	1x	1x		
		5x		27x			17x									
	Percentage	Logos		Ethos			Pathos									
		10.21%		55%			34.69%									