

56. SREČANJE MLADIH RAZISKOVALCEV SLOVENIJE

GOD BLESS THE UNITED STATES: THE RHETORICAL AND LINGUISTIC COMPARISON OF TRUMP AND BIDEN INAUGURATIONS SPEECHES

Raziskovalno področje: TUJI JIZIKI

Raziskovalna naloga

Avtor: Primož Perko

Mentorica: Polova Vehovar

II. gimnazija Maribor

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Povzetek

Ta raziskovalna naloga bo analizirala ter primerjala stila pisanja govorov, 75. in 76. predsednika ZDA Donalda Trumpa in Josepha Bidna. Trump uporablja veliko slikovitih ponavljanj ter metafor, Biden pa slovi kot v govorništvo bolj neposreden. Odločil sem se analizirati inavguracijska govora predsednikov, saj sta le-ta najbolj neodvisna od politične vsebine, saj je njun namen, v prvi vrsti združiti poslušalce. Analiziral sem le retorično in lingvistično naravo govorov, ter ju vsebinsko nisem obravnaval, da bi se izognil pristranskosti v vsebini. Analiziral sem količino in način uporabe retoričnih figur ter tako pridobil kvantitativne ter kvalitativne podatke. Potrdil sem prvo in tretjo Hipotezo, saj Trump uporabi za svoj govor značilno več retoričnih figur kot Biden in povprečno tudi več metafor. Zavrnil sem drugo hipotezo, saj oba uporabljata podobno število ponavljanj. Zavrnil sem tudi četrto in peto hipotezo, ki se nanašata na lingvistiko. Potrebno je pojasniti, da bo analiza potekala na pisnem zapisu govora in ne bo vključevala vokalne analize.

Razširjen povzetek

V svoji raziskovalni nalogi, sem si zadal cilj raziskati ter primerjati govorna stila, 75. in 76. predsednika ZDA Donalda Trumpa in Josepha Bidna. Predsednika imata fundamentalno različen govorni stil, ki se izrazi tako v retorični kot v lingvistični domeni govora. Trump, ki je v širši javnosti pozna kot izjemno slikovit govorec, ter Biden, čigar govori so neposredni in se osredotočijo na bistvo. Odločil sem se analizirati inavguracijska govora predsednikov, saj sta le-ta najbolj neodvisna od politične vsebine, kajti njun namen je združiti poslušalce ter napovedati vizijo. Analiziral sem le retorično in lingvistično naravo govorov, ter ju vsebinsko nisem obravnaval, da bi se izognil pristranskosti v vsebini. Potrebno je pojasniti, da bo analiza potekala na pisnem zapisu govora in ne bo vključevala vokalne analize. V govorih sem primerjal retorične figure, ki so najpogosteje opažene v javnem govorjenju ter v obravnavanih govorih. Primerjal sem količino figur, gostost pojave figur ter kompleksnost uporabe s uporabo analitičnih metrik, prav tako pa sem analiziral tudi način uporabe figur, ter kaj uporaba posamezne figure pomeni v okviru načina izražanja. Prav tako sem dal veliko pozornosti uporabi ponavljanj, saj je Trump po svoji uporabi le teh zelo poznan. Tako sem lahko kvalitativno in kvantitativno primerjal uporabo retoričnih sredstev pri obeh govorcih. Poleg tega sem primerjal tudi lingvistične sposobnosti govorcev. Analiziral sem kompleksnost povedi, ter uporabil indeks za obravnavo besedil za učbenike, da sem izvedel povprečno starost, ki je potrebna za razumevanje govora. Zaključke sem zbral, ter na podlagi prej zastavljenih hipotez določil rezultate raziskave. Ugotovil sem, da Trump uporablja povprečno več retoričnih figur kot Biden ter s tem potrdil prvo hipotezo. Ugotovil sem tudi, da tako Biden in Trump uporabljata povprečno enako količino ponavljanj, ter s tem zavrnil drugo hipotezo. Tretjo hipotezo, o uporabi metafor, sem potrdil, saj Trump uporablja značilno več metafor kot Biden. Tako četrta kot peta hipoteza sta bili zavrnjeni, saj je bil na veliko presenečenje, Trumpov govor lingvistično kompleksnejši tako po berljivosti kot zgradbi povedi.

Abstract

This research paper aims to analyse and compare the speaking styles of the 75th and 76th presidents of the USA, Donald Trump, and Joseph Biden. Trump is famous for being a picturesque orator, making use of plenty of repetitions and metaphors, while Biden is more direct in his speeches. I have decided to analyse the inauguration speeches of both presidents, as they are the most unrelated to political content since they intend to be bipartisan and unifying. I only analysed the rhetorical and linguistic nature of the written speeches, without paying attention to content to avoid bias. Note that analyses were done on written transcripts and vocal aspects were not considered. I compared rhetorical figures and linguistic characteristics. The analysis was done both on the quantity and aim of usage of rhetorical devices, thus gathering quantitative and qualitative data. The 1st and 3rd hypotheses were accepted, as Trump uses significantly more rhetorical devices and metaphors while the 2nd hypothesis was rejected, as both speakers had comparable repetition usage. The 4th and 5th hypotheses were also rejected as, surprisingly so, Trump had, linguistically, a more complex speech.

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Zahvala

Rad bi se zahvalil mentorici, ki me je na dolgi poti raziskovanja spremljala in usmerjala.

*Zahvaljujem se tudi staršem in bratu, ki so mi nudili podporo in pomoč, da sem lahko
dokončal raziskovalno delo.*

Zadnja zahvala gre tebi, bralec, ki si si vzел čas, da si pogledal v vsebino te naloge.

1. Introduction

2020 was an important year, not only because of the SARS CoV-19 pandemic but also because the world's only current superpower, the United States of America, held presidential elections to determine who its leader shall be. Finishing his four year-term, President Donald J. Trump was running for office again for the Republican Party or Grand Old Party (GOP), while former Vice President Joseph Biden Jr. was elected to be the Democrat candidate. This was the first election that really drew my attention, being aware the man elected would greatly influence the world I would come to live and work in. Biden won the election and was sworn into office on January 20th 2021. Both Biden and the former president and his main competitor for the presidency, Donald Trump delivered speeches at their inauguration. Biden and Trump delivered speeches, 4 years apart. The speeches were chosen for analysis to see how their distinct style reflects rhetorically and linguistically on their speeches. The comparison is, however, not related to the contents of speeches or political backgrounds or agendas, but only on speech's language and presentation. Furthermore, the speeches are the most unbiased in terms of political content and therefore I believe are more reliable for analysis and comparison. The fact that the inaugural address is a bipartisan presentation of a president to the world, and the fact that content was purposefully disregarded in the analysis for this paper so as not to influence the results, means that the comparison should be valid. It should also be noted that the speeches will be analysed in written form and, that the vocal aspects will not be considered.

Research questions

- How does Donald Trump's and Joseph Biden's respective rhetorical style and use of rhetorical figures reflect and compare in their inaugural addresses?
- xHow do the inaugural addresses compare linguistically on the basis of methods of linguistic analysis?

Hypotheses

- H1: Trump's speech will contain more rhetorical devices per word compared to Biden's
- H2: Trump's speech will use more repetition devices compared to Biden per word of speech
- H3: Trump will use more metaphors compared to Biden per word of speech
- H4: Biden's and Trump's speeches will be comparably lexically diverse and dense
- H5: Trump's speech will be easier to read or understood at a lower level compared to Biden's

In the first part, the theoretical background for the research will be presented, consisting of rhetorical and linguistic means of analysis and the methodology used will be explained. In the second part, the results from the analysed speeches will be presented. In the third part, Trump's and Biden's use of rhetorical devices will be commented on and the speeches compared. In the final chapter, the conclusions will be drawn.

2. Theoretical Background

In this chapter, the real-world situations and the theoretical background of the research will be introduced, including the rhetorical devices in public speaking, their intended usage, and the basis of linguistic analysis. As well as some background on the American system.

The country has a unique two-party system where the Republican and Democratic parties, each only present one candidate, chosen in the election primaries.

The candidate who first reaches the majority of 270 votes wins the election. After winning there is a transitional period where the leaving administration prepares for departure, and on the 20th of January, a new administration and President officially oaths and takes office. At that ceremony, a speech is usually delivered by the President, called the inauguration speech (The White House Historical Association, 2021).

The inaugural address or speech is the first official contact between the newly in place administration and the general public. It, therefore serves as a key message, on the onset of a new presidential era in the history of the United States of America (the US). The President usually ops for a *“bipartisan and unifying”* (The White House Historical Association, 2021) approach, but it is a rule that not all follow. The inaugural address is used by Presidents to introduce their vision to the nation and the world.

2.1. Rhetorical Devices

According to McGuian (2007), rhetorical analysis investigates why a speaker may choose a specific approach when producing a speech, with the intention to achieve the desired effect on the audience. The speaker may use appealing forms to make their speech more perceivable. The rhetorical analysis investigates an approach taken by a speaker and whether or not it was successful. This is done by employing the use of rhetorical devices. Harris (2020) states that

rhetorical devices serve as a technique to help achieve the speaker's intentions. They exploit compelling and provoking techniques to evoke an emotional response from the listener, making the argument delivered more compelling.

Some people say politicians or other important public speakers may use such devices to better present an idea they have, gather more support, or rally their supporters and gain new ones. They help the speaker better present their agenda by making certain sections that the speaker wants to emphasise, more enjoyable and compelling to the listener. This can be done in many ways, such as making a part of the speech more scenic and descriptive, easier for the listener to imagine, or inhibiting undertones of strength, unity and patriotism, or furthermore, to make a part of the speech clearer and more interesting to listen. A speaker may achieve this in many ways, either be it from a measured approach (carefully constructing each sentence in a speech) or by using personal inspiration. Harris (2020) divides them as follows:

“Rhetorical devices generally fall into three categories: those involving emphasis, association, clarification, and focus; those involving physical organization, transition, and disposition or arrangement; and those involving decoration and variety”.

In this research, the most common rhetorical devices were examined. The rhetorical devices were divided into three sub-categories. Below, devices (ordered with Roman numerals) are listed, briefly explained, and used in an example to better illustrate their use.

2.1.1. Repetition Devices

A speaker can use repetition to imply significance to certain words or phrases or even give a melodic nature to the speech, further captivating the listener (Literary Devices Editors, 2021).

2.1.1.1. Anaphora

Anaphora is a repetition device most commonly used when the speaker repeats a “*word or expression at the beginning of successive phrases, clauses, sentences, or verses*” according to Kory Stamper (2021). An example of this is given in the following sentence: “we cannot dedicate—we cannot consecrate—we cannot hallow—this ground”.

2.1.1.2. Epistrophe

Epistrophe is a repetition device most commonly used when the speaker repeats a “*word or expression at the end of successive phrases, clauses, sentences, or verses*” according to Stamper (2021). An example of this is given in the following sentence: “of the people, by the people, for the people”.

2.1.1.3. Anadiplosis

Anadiplosis is, according to Kory Stamper (2021), a repetition device most commonly used when the speaker repeats the most “*prominent and usually the last word in one phrase or clause at the beginning of the next*”. An example of this is given in the following sentence: “rely on his honor—honor such as his?”

2.1.1.4. Gemination

Gemination is a repetition device most commonly used when a speaker repeats a word in direct succession to itself or separated by a connective word to achieve a rhetorical effect (Terminology, The Online Dictionary of Language, 2013). An example of this is given in the following sentence: “Water, water, everywhere...”

2.1.2. Variety Devices

A speaker may also use other devices, to add deeper meaning or a sense of tension into their speech, creating a more diverse and more memorable experience for the listener, therefore increasing the effect of the speech.

2.1.2.1. Climax

The climax is a rhetorical device most commonly used, when the speaker arranges successive words, sentences, or clauses in order of increasing importance, emphasising the high point or culmination (Literary Devices Editors, 2021). An example of this is shown by King (1963) as follows: “This note was a promise that all men, yes, black men as well as white men, would be guaranteed the unalienable Rights of Life, Liberty and the pursuit of Happiness.”

2.1.2.2. Metaphor

Metaphor is a rhetorical device most commonly used when a “*word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them*” according to Stamper (2021). An example of this is given in the following sentence: “drowning in money”.

2.1.3. Emphasis Devices

Emphasis devices are used to highlight or devoid of meaning previous or future statements or arguments. These devices are used frequently in politics, but less so in diplomatic bipartisan speeches such as the inauguration address, so they should appear seldom.

2.1.3.1. Hyperbole

Hyperbole is a rhetorical device most commonly used when a speaker wishes to exaggerate a point or phrase. This can be done to either create an overly positive or negative perception or a

phrase. It serves to convey feelings of emotions and exaggerate positivity or negativity. It is used to add emphasis without the intention of being literally true (David L. Hudson, 2020). An example of this is given in the sentence: “I’m so tired that I could sleep for a week.”

2.1.3.2. Invective

Invective is a rhetorical device most commonly used when a speaker uses insulting language to attack, mock or denounce a person, topic, or action. An example of this is given by Swift (2021) in the sentence: “I cannot but conclude the bulk of your natives to be the most pernicious race of little odious vermin that nature ever suffered to crawl upon the surface of the earth.”

2.2. Linguistic Analysis

The field of study investigating and analysing the context of a written text or speech is called linguistic analysis. Best elaborated by S. Jothilakshmi (2016): *“The goal of Linguistic analysis is to understand the content of the text.”*

As previously stated, Linguistic analysis is devoted to the scientific examination of written and spoken language. Lapham (2021) divides them into five major branches: phonology, morphology, syntax, semantics, and pragmatics, where each of the branches focuses on a particular area of language.

From the latter, this paper will only focus on **morphology** and **syntax**. Morphology investigates the internal structure of the words in a language. In a language, there are many words to which a speaker can add a suffix, prefix, or infix to create a new word. In some languages, these processes are more productive than others. The morphology of a language refers to the word-building rules speakers use to create new words or alter the meaning of existing words in their language. Lapham (2021) states:

Syntax is the study of sentence structure. Every language has its own rules for combining words to create sentences. The syntactic analysis attempts to define and describe the rules that speakers use to put words together to create meaningful phrases and sentences.

In this paper, morphology will be used to determine lexical density and diversity. Lexical diversity is a measure of how many **different** lexical words there are in a text, lexical words are for example nouns, adjectives, verbs, and adverbs, in essence, words that carry specific meaning or relate directly to an object or subject. Lexical diversity allows us to gauge the complexity of a given speech. Lexical density, however, is the **ratio** between lexical words and the total number of words in a given text. Both values allow us to analyse the complexity of a speech more accurately, as a speech with a more diverse vocabulary, and more meaning carrying words per sentence is perceived as more complex (Text Inspector, 2020). Both lexical density and diversity are numerical values, making it easy to compare the results of analysis.

In this research, the readability of the speeches will be determined. According to Stephen Bax (2002), readability shows us how easy a text is to understand. Using metrics, we can analyse the readability and present a calculated score. Readability is very important in the scope of this paper, as it determines how well a text or speech is understood by the reader or listener. In public speaking, readability is often used by the speaker to make the speech clearer for the audience to understand and therefore making the speech more memorable, however, readability does not tell us much about the actual quality of the text. However, a more advanced vocabulary or sentence structure may, whilst reducing readability, make the speaker sound more educated.

“Readability is measured by collecting key metrics relating to the text then using a specific mathematical formula or collection of formulas to calculate.” These mathematical formulas range a wide span of indexes that are commonly used to evaluate readability. One such index evaluates the text and returns the number of the grade or year of education that is required to

fully understand a speech linguistically. That is excluding any metaphors or hidden meanings (Text inspector, 2020).

The Coleman-Liau index (1975) was invented to help establish the readability of textbooks and evaluates how easy some text is to understand. It determines this by the following formula, where L is the average number of letters per 100 words and S is the average number of sentences per 100 words. The constants were determined computationally by the authors of the index as follows:

$$CLI(index\ result) = 0.0588L - 0.296S - 15.8$$

The index determines the American system grade level of education required to understand the text. Average words and syllables per sentence will also be analysed. Cutts (2009) states that for clear and easily understandable speaking, a sentence should contain between 15 and 20 words.

3. Methodology

In this chapter, the methodology of analysis of the speeches will be presented. The fully annotated speeches are located in appendices B and C.

3.1. Rhetorical analysis

First, Trump and Biden inauguration speech¹ transcripts were opened in Microsoft word. The full speech transcripts were then annotated manually. Each rhetorical device was underlined or marked with its respective colour². Where rhetorical devices would overlap, the one shorter in length was marked over the longer. If two or more devices overlapped in with the same word

¹ Retrieved from: (Politico Staff, 2017) and (The New York Times, 2021) respectively

² The colour guide can be found in Appendix 1

count, each other letter was marked with the correct colour for the device present. To compensate for the differing lengths of the two speeches, every parameter of rhetoric will be measured in a “per word of written speech” (PW) and “per one hundred words of written speech” (PHW) manner for easier clarification and visualization of data. The values are obtained by dividing the words that are a part of the rhetorical device by the total words of the speech multiplied by one hundred in the latter case. This essentially creates a density function for the analysed device. In addition, the occurrence or number of devices will be analysed by counting each device as one unit, hence counting the number of devices PHW.

In the rhetorical part of the analysis, several aspects will be investigated. There are:

- The most frequently used rhetorical devices.
- The number of rhetorical devices used³.
- The number of repetitions³ used.
- Relative amount of used repetitions. This can be obtained by dividing the number of repetitions by the total number of rhetorical devices.
- The number of used emphasis devices³.
- Relative amount of used emphasis devices. This can be obtained by dividing the number of emphasis devices by the total number of rhetorical devices.
- Total density of rhetorical devices. This can be obtained by dividing the total number of words into rhetorical sections with the total words, where the words that are part of more than one rhetorical device only counted once. Essentially, this shows how much of the speech is rhetorical figures.
- Total effective density of rhetorical devices. This can be obtained by dividing the total number of words in rhetorical sections with the total words, where the words that are

³ Per word of written speech and one hundred words of written speech

part of more than one rhetorical device counted in regard with the number of devices it is part of. Additionally, one is added to the word count when a word is counted more than once for every extra time it is counted. Essentially this shows how much of the speech content-wise is rhetorical figures.

- Relative density complexity of rhetorical devices. This is simply calculated as a fraction between the total density of rhetorical devices and the total effective density of rhetorical devices. It gives information on how often or how much the speaker layers rhetorical devices on top of one another, where a higher result means the speaker layered devices more.

From the gathered data pie charts will be generated to easier illustrate the results. Additionally, annotated examples will be provided from the speeches. Note that even if a word is repeated, for example, 3 times, this will only count as one repetition device.

3.2. Linguistic Analysis

To linguistically analyse the speeches a tool named SEO Scout was used. The data obtained from the tool was numerically and graphically compared and evaluated on the speeches. The subjects analysed were lexical density and diversity, and readability. The aspect of readability was compared based on Reading ease, grade level required to understand the speech fully, and the Coleman-Liau index of readability.

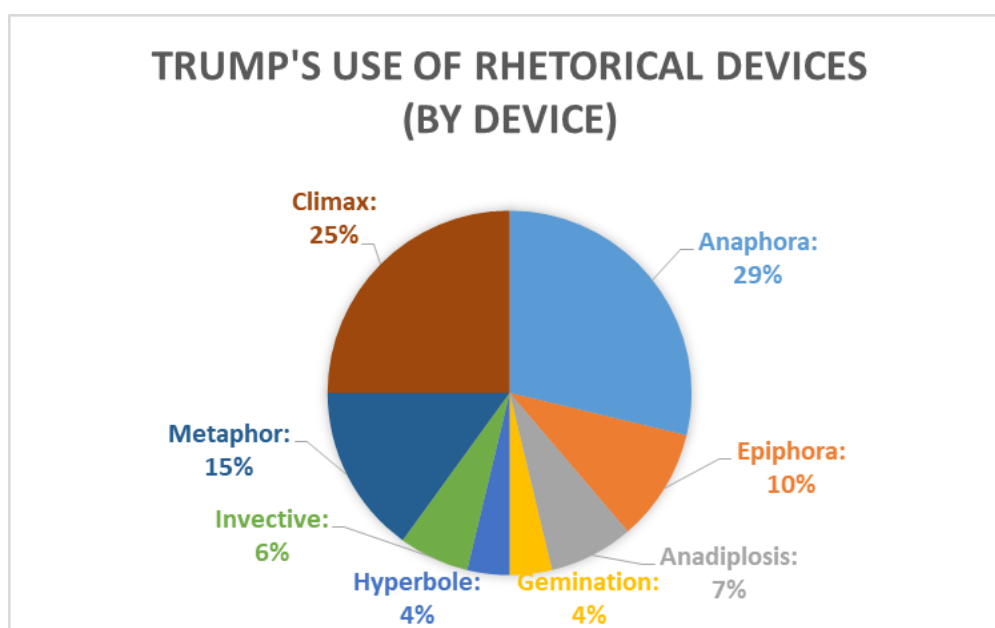
Both inauguration speeches were analysed by hand. Each rhetorical device was underlined with a colour. Then statistical analysis was done in Excel. The figures presented below will be explained by giving actual examples from the speeches.

4. Donald J. Trump Inauguration Speech Analysis

Within this paragraph (“4. 1. Donald J. Trump Inauguration Speech Analysis”) all direct quotations were obtained from the Donald Trump inauguration speech transcript that was analysed to obtain the data for this research. The analysis of the speech transcript, which was obtained from (Politico Staff, 2017), was done by hand. The speech can be found in appendix B.

4.1. The Most Used Rhetorical Device

In total, Trump used 80 rhetorical devices in a speech consisting of 1465 words. The diagram for the distribution of devices used by Trump can be seen in Graph 1 below.



Graph 1 : Figures used by Trump in his speech, counted by figure as one unit (by author).

4.1.1. Repetition Devices

4.1.1.1. Anaphora

In the inaugural address of Donald Trump, anaphora was identified to be the most used rhetorical device, with 29% of the 80 rhetorical devices corresponding to the anaphora. In total,

he used it 23 times. Anaphora was also the most used repetition as can be seen in Graph 2, showing the repetitions used.

4.1.1.2. Epistrophe

The epistrophe was used a total of 8 times and made up 10% of the rhetorical devices used. It was also the second most used repetition device, making up 20% of all repetitions. It was also commonly used in combination with Anaphora as seen in the example below.

“**Their** victories have not been your victories. **Their** triumphs have not been your triumphs “

4.1.1.3. Anadiplosis

Anadiplosis made up 7% of all devices used and was used a total of 6 times. It was also the third most used repetition device, making up 15%. It can be seen in the example below coloured in blue.

“this moment is your moment --- It belongs to you. It belongs to everyone gathered here today “

4.1.1.4. Gemination

Gemination was used a total of 3 times. It made up 4% of all devices and 8% of all repetitions. An example is seen below in cyan.

“spent trillions and trillions of dollars “

4.1.2. Variety Devices

4.1.2.1. Climax

The second most used device was climax. It was often used in combination with anaphora as can be seen from the section of speech below. Climax was used a total of 20 times and made up 25% of the devices used.

“This is your day. This is your celebration, and this, the United States of America, is your country.”

4.1.2.2. Metaphor

The third most used device was the metaphor. Trump used 12 metaphors in total, making up 15% of the devices used. An example can be seen below.

“One by one, the factories shuddered and left our shores”

4.1.3. Emphasis devices

4.1.3.1. Hyperbole

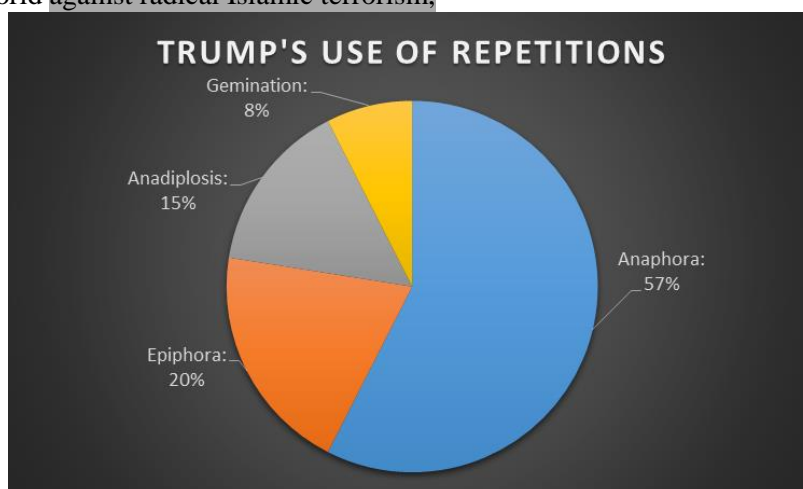
Hyperbole was used 3 times as well. Equally to gemination, it made up 4% of all devices. An example can be seen below.

“I will fight for you with every breath in my body “

4.1.3.2. Invective

Invective was used a total of 5 times, making up 6% of all devices used. An example is seen below in grey.

“the civilized world against radical Islamic terrorism,”



Graph 2 : Repetition devices used by Trump in his speech, counted by figure as one unit (by author).

4.2. Number of Repetition and Emphasis Devices

Repetition Devices

In total Trump used 40 repetition devices, making up 50% of all devices used

Emphasis Devices

In total Trump used 8 emphasis devices, making up 10% of all devices used.

4.3. Density and Effective Density of Rhetorical Devices

Donald Trump's inaugural speech included 544 words that were rhetorical devices. Compared to the total word count of 1465 words. That means a Density of rhetorical devices of 0.371 or 37.1%.

Additionally, 642 words are required to remake all the rhetorical figures used by Trump. That is accounting for all words that were a part of two or more rhetorical devices. Compared to the combined word count accounting for these multiplied words, this gives an effective density of rhetorical devices of 0.411 or 41.1%. Dividing the two we get the relative complexity of rhetorical devices to be 1.11.

4.4. Linguistic Analysis

The linguistic aspect of Trump's speech was analysed in SEO scout, the results are presented below. The full dataset of the results of linguistic analysis for Trump's speech can be found in Appendix D. Only the following aspects were analysed for the sake of clarity.

Readability

Trump's address was found to have a readability grade level of **8.3**, meaning that for an average person, 8.3 years of education are required to understand the speech. The Coleman Liau index for Trump's speech was determined to be **11.3**. The total reading ease is set at **63.3%**.

Lexical Density and Diversity and Average Words per Sentence

Trump's speech was calculated to have a lexical density of **40%**, meaning that 40% of all words used were lexical words. Trump's lexical diversity was found to be **36%**.

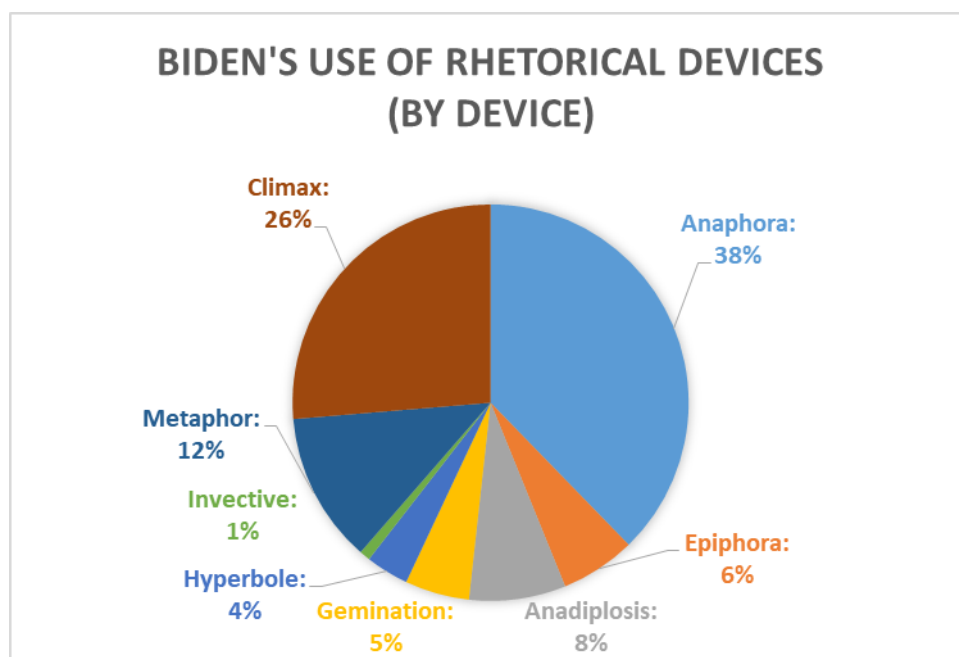
Trump used 15.6 words per sentence on average, falling within the recommended 15-20 words per sentence.

5. Joseph R. Biden Jr. Inauguration Speech Analysis

Within this paragraph (“5. Joseph R. Biden Jr. Inauguration Speech Analysis”) all direct quotations were obtained from the Joseph Biden inauguration speech transcript that was analysed to obtain the data for this research. The analysis of the speech transcript, that was obtained from (The New York Times, 2021), was done by hand. The speech can be found in appendix C.

5.1. The Most Used Rhetorical Device

In total Biden used 114 rhetorical devices in a speech consisting of 2396 words. The diagram for the distribution of figures used by Biden can be seen in Graph 3.



Graph 3 : Figures used by Biden in his speech, counted by figure as one unit (by author).

5.1.1. Repetition Devices

5.1.1.1. Anaphora

In his inaugural address, Biden was observed to have used **Anaphora** the most, with 38% of all rhetorical devices corresponding to the repetition at the beginning of a sentence, clause, or

phrase. In total, he used it 65 times. Anaphora was also the most prominent repetition device used by Biden, making up 66% of all repetition devices used.

5.1.1.2. Epistrophe

The fifth most used device in Biden's speech was the **epistrophe**. It was used a total of 7 times and made up approximately 6% of all devices used and approximately 11% of the repetition devices used. An example can be found below.

“do great **things**, important **things** “

5.1.1.3. Anadiplosis

Anadiplosis was the fourth most used device by Biden. It was used 9 times and made up approximately 8% of all devices used and approximately 14% of all repetition devices used. An example can be found below.

“of our Constitution and **the strength, the strength** of our nation, as does President Carter “

5.1.1.4. Gemination

Gemination was used a total of 6 times. It made up approximately 5% of all devices used and 9% of repetition devices used. An example can be seen below.

“face this pandemic as **one nation, one nation** “

5.1.2. Variety Devices

5.1.2.1. Climax

The second most common device in Biden's speech is **Climax**. It was, similarly to Trump, used in combination with anaphora. Climax was used a total of 30 times, making up 26% of the rhetorical devices used. In the following example, a combination of Anaphora and Climax from Biden's speech can be observed.

“They gave their best, they did their duty, they healed a broken land.”

5.1.2.2. Metaphor

The third most used device was the **Metaphor**, making up approximately 12% of the speech.

It was used 14 times. An example of Biden’s use can be seen below.

“few days ago, violence sought to shake the Capitol's very foundations “

5.1.3. Emphasis devices

5.1.3.1. Hyperbole

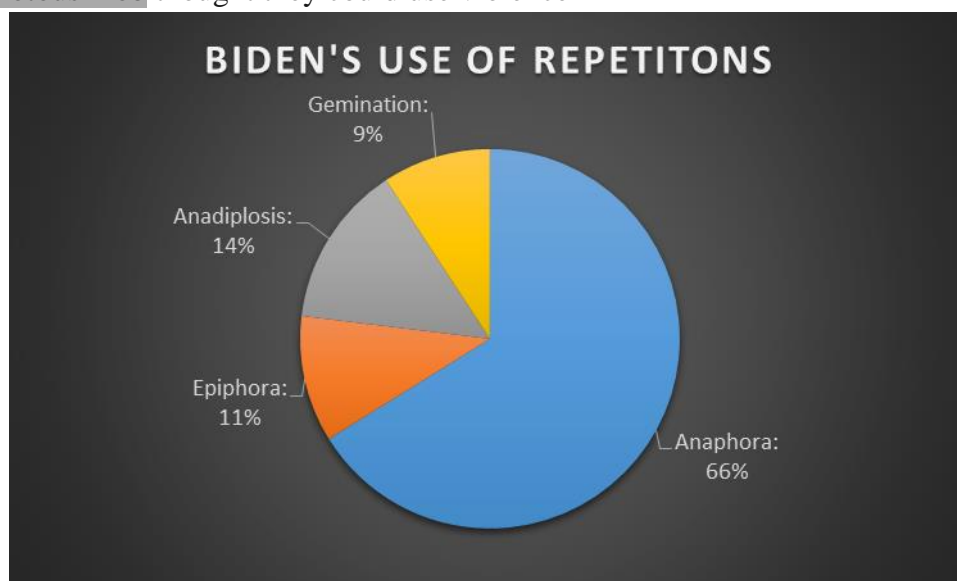
Hyperbole was only used 4 times. It made up approximately 4% of used devices.

“My whole soul is in it today on this January day”

5.1.3.2. Invective

The least used device was the **Invective**, which was only used once, making up less than 1% of all devices used. Examples can be found below.

“after a riotous mob thought they could use violence “



Graph 4 : Repetition devices used by Biden in his speech, counted by figure as one unit (by author).

5.2. Number of Repetition and Emphasis Devices

Repetition Devices

In total Biden used 65 repetition devices, making up 57% of all devices used.

Emphasis Devices

In total Biden used 5 emphasis devices, making up 4.4% of all devices used.

5.3. Density and Effective Density of Rhetorical Devices

Joseph Biden's inaugural speech included 577 words that were rhetorical devices. Compared to the total word count of 2396 words. That means a Density of rhetorical devices of 0.241 or 24.1%.

Additionally, 678 words are required to remake all the rhetorical figures used by Trump. That is accounting for all words that were a part of two or more rhetorical devices. Compared to the combined word count accounting for these multiplied words, this gives an effective density of rhetorical devices of 0.272 or 27.2%. Dividing the two we get the relative complexity of rhetorical devices to be 1.13.

5.4. Linguistic Analysis

The linguistic aspect of Biden's speech was analysed in SEO scout, the results are presented below. The full dataset of the results of linguistic analysis for Biden's speech can be found in Appendix E. Only the following aspects were analysed for the sake of clarity.

Readability

Biden's address was found to have a readability grade level of **6.2**, meaning that for an average person, 6.2 years of education are required to understand the speech. The Coleman Liau index for Trump's speech was determined to be **9.0**. The total reading ease is set at **74.0%**.

Lexical Density and Diversity and Average Words per Sentence

Biden's speech was calculated to have a lexical density of **37%**, meaning that 37% of all words used were lexical words. Trump's lexical diversity was found to be **29%**.

Biden used 13.0 words per sentence on average, which falls just short of the recommended 15-20 words.

6. Discussion

6.1.Trump Discussion

Trump is widely known for his rich use of language, so below, some examples of his use of rhetorical devices will be explained, as well as his linguistic approach of structuring the language in his speech to reach the desired effect.

Within this paragraph ("6.1. Trump discussion") all direct quotations were obtained from the Donald Trump inauguration speech transcript that was analysed to obtain the data for this research. The analysis of the speech transcript, which was obtained from (Politico Staff, 2017), was done by hand. The speech can be found in appendix B.

6.1.1. Use of Repetitions and Climax

Trump uses repetitions regularly, making them an interesting point of discussion. His use of repetitions is somewhat unique, as it defines the flow of his speeches and makes them recognisable. Most commonly, repetitions are used in one of two ways. Firstly, he uses them in combination with the climax device to either exaggerate or denounce ideas. He repeats a word (most commonly at the start of the phrase - anaphora) following it up by a noun or phrase which emphasises by using climax to, in essence, create a story. This can be seen in two examples below:

"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.",

“and the crime, and the gangs, and the drugs “.

In the first example, he glorifies his vision of the future, essentially creating a story of “things we will do”, creating the vision of a glorious future in the listener’s head. In the second example, he denounced bad ideals, showing the bad things that should be fought against. In both examples, he uses the anaphora to generate a flow, while in combination with a climax, a micro-story appears, a story of what should be done or avoided.

Another way in which Trump uses repetition is to gather his supporters against the “enemy”. The enemy, in this case, may be anything from terrorists to the powerful elite. He uses a combination of anaphora and epistrophe to create an opposition between “you” and “them”. An example below demonstrates this:

“Their victories have not been your victories. Their triumphs have not been your triumphs”.

As seen, he creates a seeming division between the opposing side and his supporters, using the melodic nature of the repetitions to gain their attention and create strong feelings of unison against the enemy.

6.1.2. Invective

Trump uses invective to purposefully throw shade or denounce ideas or regimes that oppose him. He uses foul language to portray them in the worst image and uses his ideas as a contrast to that negativity. An example of invective use is seen below:

“unite the civilized world against radical Islamic terrorism “.

He uses the word “radical” to illustrate the terrorists as irrational, and the undisputed evil enemy and therefore gathering support to fight against it, invoking an emotional response towards the negativity in which the terrorists are presented.

6.1.3. Gemination

The gemination is perhaps the most Trump-like rhetorical device. Most people would think of Trump when hearing this device. It involves repeating a word and adding “and” in-between. The device exhibits simple language and most of all demonstrates a very large quantity. Trump uses it to exaggerate the success of his endeavours or the failure of his opposition as seen below: “spent **trillions and trillions** of dollars overseas”.

Trump uses gemination in order to present something as very large or large in quantity, in this case, the amount of money that has been lost abroad.

6.1.4. Sentences

Trump uses longer sentences to accommodate for the usage of repetitions, climaxes, and other figures. He makes the whole sentence longer by adding words that need not be there, making the whole sentence more coherent and easier to follow. He achieves this with repetitions such as seen below.

“demands of **righteous** people and a **righteous** public”

As can be seen, the word “righteous” could have been omitted from the second use, making the restructured sentence shorter. But he uses the figure in order to make the sentence easier to understand, because we know the subjects of the sentence, i.e., the people and public, to both be righteous. Trump also uses the determiner “your” when addressing his audience, giving them a feeling like he is speaking specifically for them.

6.2.Biden Discussion

Despite Biden being less known for using rhetorical devices, he still uses them on a regular basis, his devices even seem to be more complex as opposed to Trump's. His style of using devices is both similar and different to that of Trump in certain areas. Linguistically, he uses much shorter sentences, meaning they are often less decorated and have a clearer point.

Within this paragraph ("6.2. Biden discussion") all direct quotations were obtained from the Joseph Biden inauguration speech transcript that was analysed to obtain the data for this research. The analysis of the speech transcript, that was obtained from (The New York Times, 2021), was done by hand. The speech can be found in appendix C.

6.2.1. Repetitions and Climax

Much like Trump, Biden combines repetitions with the Climax. He, in the same sense, uses it to tell a story. But in contrast to Trump, Biden also uses the **epistrophe** much more and also takes advantage of the anadiplosis. Examples are shown below.

"**listen to one another again, hear one another, see one another**"

"**There** is truth and **there** are **lies. Lies** told"

In the examples we see that Biden uses a combination of **epistrophe** and climax to create a story, but also to connect the text, making a sort of "to-do list", with the repetition connecting the things that must be done. Biden also connects two sentences to form a singular story with anadiplosis, as can be seen in the second example. He connects the sentences by repeating the last words, essentially continuing the content of the previous sentence with a more defined structure.

6.2.2. Metaphor

Biden uses the metaphor a fair amount in his speech. He uses it in two ways. The first emphasises the point by making it more descriptive, comparing abstract terms to something easier to understand. The second involves making things sound nicer than they actually are by saying things indirectly but rather with the use of a metaphor. Examples of both are as follows:

“A cry for survival comes from the planet itself “,

“violence sought to shake the Capitol's very foundations”.

6.2.3. Sentences

Biden uses comparably shorter sentences, making the whole speechless descriptive as the sentences are more direct and blunter. This makes the content presented simpler, but not too easy to understand as the content isn't as well described.

Biden also uses the pronoun “we” when addressing the audience, creating a sense of unity between the crowd and the speaker.

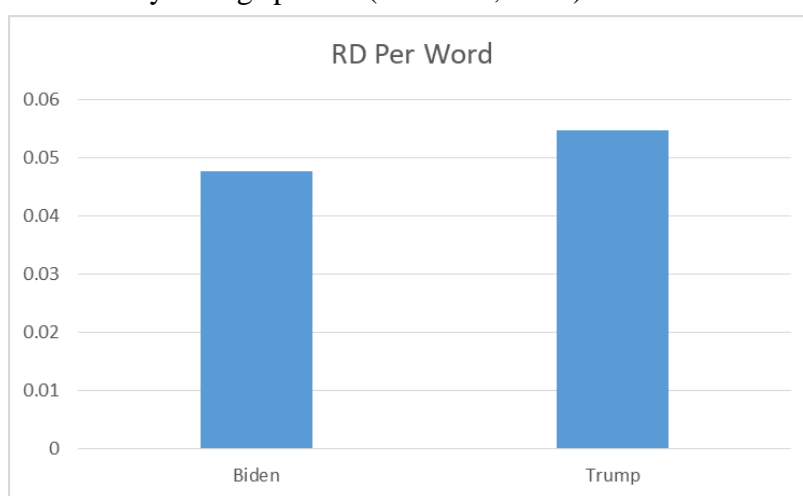
7. Comparison

7.1. Rhetorical Analysis

Both Trump and Biden relied heavily on rhetorical devices to make their speeches more convincing, glorious and make them attract more followers and attention. Both candidates' speeches were filled with rhetorical devices with more than 24% of the speech consisting of rhetorical devices. In total 194 rhetorical devices were used over the 3861 words in both speeches. This shows that using rhetorical devices is an essential part of public speaking. Both presidents, despite originating from parties with different political agendas, used rhetorical devices liberally, showing that the use of good and convincing rhetoric is an essential part of politics, regardless of the agenda and is an effective way of compelling the masses. Despite

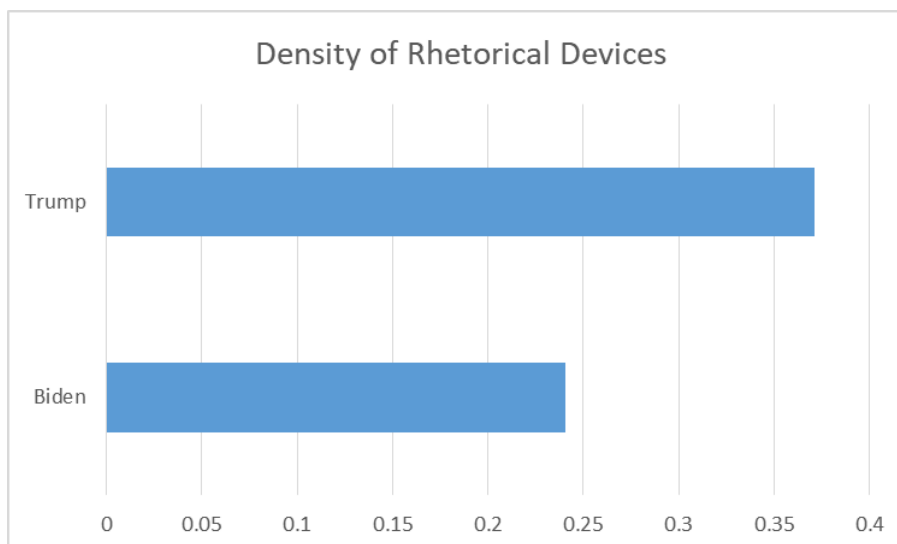
both speakers using rhetorical means, a difference in the number, composition, intent and usage of these devices is present and not negligible.

The first difference is found when examining the sheer number of rhetorical devices used. Using the PW and PHW metrics, we can compare the speeches regardless of their differing lengths and gain an understanding of how many rhetorical devices each president used. As can be seen in graph 5 below, Trump used more rhetorical devices per one word and hundred words with 5.46 PHW compared to Biden's 4.76 PHW. This result is consistent with Trump's reputation of being a more rhetorically strong speaker (Rowland, 2021).

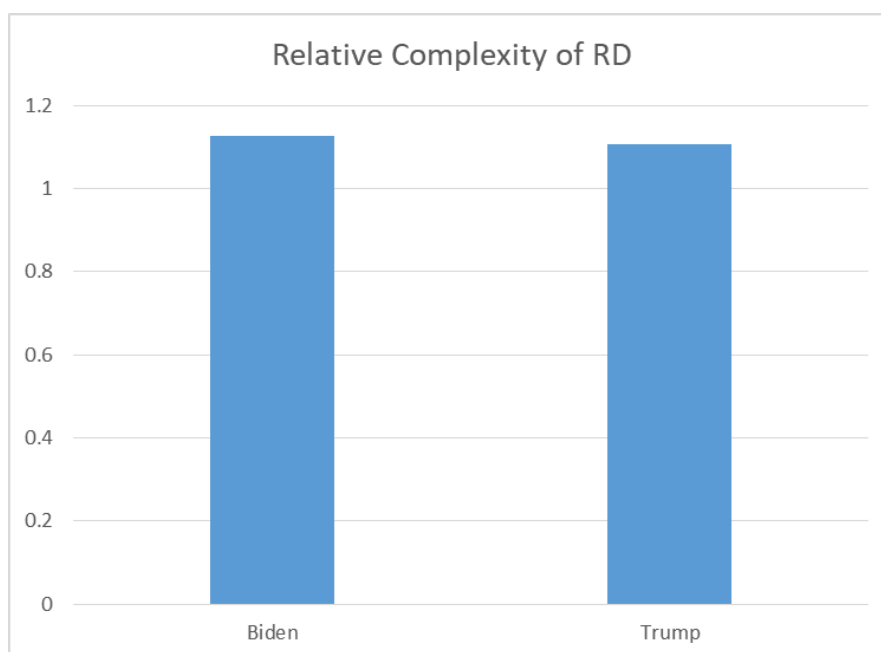


Graph 5 : Comparison of Trump's and Biden's use of rhetorical devices per word (by author).

Despite the difference seeming marginal, Biden's speech with the length of that of Trump, would, on average, only contain 69 rhetorical devices compared to Trump's 80. Furthermore, investigating the density of rhetorical devices, or how many of the words are rhetorical devices, the difference becomes more apparent. Trump has more, and longer rhetorical devices, based on the word count. In graph 6 the comparison can be seen. However, in Graph 7, it can be observed that Biden's use of RD is marginally more complex in terms of layering. As can be seen in graphs 1 and 3, the general composition of rhetorical devices is similar between speakers.



Graph 6 : The graph shows the density of rhetorical devices, or how many of the words are rhetorical devices (by author).



Graph 7 : The graph shows Biden's use of rhetorical devices is ever so slightly more complex (by author).

7.1.1. Repetitions

Trump used on average 2.73 repetitions per one hundred words, while Biden used 2.71 per one hundred words. This shows that, on average, both presidents used about the same number of repetitions.

Both Trump and Biden use the anaphora the most, but Biden used it a bit more compared to other repetitions as can be seen in graphs 2 and 4. Both speakers usually combined it with Climax, making the point more convincing.

Gemination, a distinctly Trump device, was actually used more by Biden. However, Trump's usage of the device was in his signature fashion as can be seen below. Trump usually uses the figure to make the quantity of the thing he's talking about seem larger, while Biden uses it to emphasise a point.

Trump:

“about the **millions and millions** of American “ (Politico Staff, 2017).

Biden:

“We have never, **ever, ever, ever** failed in “ (The New York Times, 2021).

7.1.2. Metaphors

Both Trump and Biden used metaphors to compliment examples, emphasise points and capture the imagination of the listeners in their speeches. While Biden used 0.584 metaphors per 100 words, Trump used a whole 0.819 metaphors per 100 words of his speech. This means Trump's speech contained more metaphorical examples.

7.1.3. Invective

Invective is perhaps, where the speakers' usage of rhetorical devices differs the most. While Trump used the device a total of 5 times, making a total of 0.341 uses per 100 words, Biden only used it once, making a usage of only 0.0417 uses per 100 words. Since the device has a

distinctly negative undertone, this is a testament that Trump's rhetoric in this inauguration speech was more negative than Biden's.

7.2. Linguistic Analysis

The linguistic comparison of the speeches drew some interesting results, showing how the speakers may use complex or less complex sentences, and how this affects the readability and therefore the understanding of the speeches.

7.2.1. Readability

Both of the speeches were analysed in SEO scout for multiple parameters that are an essential part of linguistic analysis. Readability was the first of these parameters. As seen in figures 1 and 2 below, the reading ease score is lower for Trump than for Biden, meaning Trump's speech is more difficult to understand.

63.3%

READING EASE

Figure 1: Trump Reading Ease

74%

READING EASE

Figure 2: Biden Reading Ease

To complement the reading ease parameter, the readability parameters require a significantly lower education requirement to understand Biden's speech. The readability score for Biden is **6.2** and the Coleman-Liau index is **9**, while Trump's is **8.3** and **11.3** for the Coleman-Liau. This all shows that Trump's speech is on a higher level linguistically. It also means that Biden's speech is simpler and that a less educated audience should understand Biden more than Trump.

7.2.2. Words per Sentence

Another analysed parameter is the average words per sentence. Trump reaches within the recommended norm with 15.6 words per sentence on average, while Biden stays below with 13.0. This is perhaps also the reason why the speech is marked as easier to understand as shorter sentences are consistent with lower levels of education.

7.2.3. Lexical Density and Diversity

Lexical density and diversity are the last analysed parameters. Both were higher in Trump's speech, showing that Trump's inaugural address contained more lexical words per section of speech compared to Biden and that Biden's speech was not as direct in showing points and setting examples. The diversity parameter also shows Trump's speech has a more diverse vocabulary and that Biden used more of the same words. It should also be noted, however, that this might partially be a consequence of Biden's speech being that much longer in terms of the word count.

8. Conclusion and Evaluation

The inaugural address is supposed to unite and inspire people to follow and support the president. For that reason, both presidents used rhetorical devices and linguistic approaches. In this paper, rhetorical and linguistic aspects of the speeches were analysed, and the data provided insight into both the presidents' rhetorical and general approaches when it comes to public speaking.

Hypothesis 1 was **ACCEPTED** as the Trump speech contained significantly more rhetorical devices than Biden's in both the "device per word" and "density of rhetorical devices" metrics. This proves that Trump not only used more rhetorical means but also that, on average, his rhetoric used up more words.

Hypothesis 2 was **REJECTED** as both Trump and Biden used a comparably equal number of repetitions in the "repetitions per word" metric, and Biden even used a larger share of repetitions compared to other rhetorical devices as opposed to Trump. Despite Trump being famous for his repetitions, in this address both the presidents were about equal.

Hypothesis 3 was **ACCEPTED** since Trump used more metaphors as compared to Biden by a large margin. This implies that Trump's vivid speaking, filled with examples and metaphors has persisted in his inaugural address. Biden, compared to Trump, uses fewer metaphors, and therefore, has a more direct and literal speech that is less encapsulating.

Hypotheses 4 and 5 were **REJECTED** as Biden's speech was linguistically far simpler in terms of both lexical diversity and density as well as readability. Despite this address being less political than campaign speeches, the level of linguistic clarity differs drastically between candidates. Trump's speech is by several percentage points more lexically dense and diverse as well as it requires 2 years more education to understand, as compared to Biden's. This shows that despite popular belief, Trump's speech was relatively complex.

While the analysis of speeches provides us with insight into the presidents' rhetoric and speeches in general, only one speech from each president has been analysed. Since inaugural addresses are one of the most politically unbiased speeches in a politically challenging landscape, the speeches remain comparable. It should also be noted that one of the main limitations of this paper is that speeches are meant to be listened to, and not read. However, reading remains the most viable method of analysis. With the other limiting factors being the lengths of speeches, differing political parties and a time difference of four years. Additionally, the fact that this speech was analysed by hand may mean that, on rare occasions, some things were overlooked, miscounted, miscategorised or misinterpreted. I do believe, however, that due to the length of the speeches and repeated counting and confirming correct interpretations, any small error that might have occurred is of negligible importance.

In conclusion, both speeches are rhetorically enriched and contain a similar number of repetitions. This shows that repetition is used by both parties, and is, therefore, of vital importance. With repetition, the speech is easier to follow, certain sections are therefore emphasised and the content clearer for the listener. Trump is shown to be more metaphorically and in general rhetorically adept, as he uses substantially more devices. Finally, Biden's speech is easier to understand and requires a lesser level of education to understand fully but is also less dense and diverse with lexical words. This came as a surprise as I expected Biden to use more complex structures and be denser in lexical words.

9. Social Responsibility

A research paper dealing with the rhetoric of world leaders carries the responsibility of analysing this rhetoric and informing the public of the techniques used. The techniques serve as a method of invoking an emotional response and it is an important aspect of this research paper, to recognise and inform about their use. This does not, however, mean that the political content was considered in the making of this paper. I did my best not to be influenced by political opinions, and not to introduce any bias into this research, by only factually analysing the rhetorical and linguistic nature of the speeches, focusing on the devices used and factual data obtained from formulae and indices. It should also be noted that the presidents' inauguration addresses were taken, instead of some debate speech, precisely for this purpose, to merely reflect their rhetoric, with as little influence of the political agenda as possible. This research gives some insight on how these two speakers take advantage of rhetorical devices and sentence structuring to achieve the desired effect and should in no way be used to create or endorse an opinion for or against their personality and political persona. It is merely an analysis of the presidents' respective speaking styles.

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Appendices

Appendix A

Anaphora

Epistrophe

Anadiplosis

Climax

Metaphor

Invective

Gemination

Hyperbole

Appendix B – Trump Speech

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 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 nation's 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 shuddered 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 our 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 you unite the civilized world against radical Islamic terrorism, which we will eradicate completely 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, 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 industries and technologies of tomorrow. A new national pride will stir our souls, 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 windswept plains of Nebraska, they look up at the at the same night sky, they fill 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 we will make America great again. Thank you. God bless you. And god bless America. Thank you. God bless America.

Appendix C – Biden Speech

This is America's day. This is democracy's day. A day of history and hope, of renewal and resolve.

Through a crucible for the ages, America has been tested a new and America has risen to the challenge.

Today we celebrate the triumph not of a candidate but of a cause, a cause of democracy. The people – the will of the people – has been heard, and the will of the people has been heeded.

We've learnt, again, that democracy is precious. Democracy is fragile. And, at this hour my friends, democracy has prevailed.

So now on this hallowed ground, where just a few days ago, violence sought to shake the Capitol's very foundations, we come together as one nation under God – indivisible – to carry out the peaceful transfer of power as we have for more than two centuries.

As we look ahead in our uniquely American way, restless, bold, optimistic and set our sights on a nation we know we can be and must be. I thank my predecessors of both parties. I thank them from the bottom of my heart.

And I know the resilience of our Constitution and the strength, the strength of our nation, as does President Carter, who I spoke with last night who cannot be with us today, but who we salute for his lifetime of service.

I've just taken a sacred oath each of those patriots have taken. The oath, first sworn by George Washington. But the American story depends not on any one of us, not on some of us, but on all of us. On we the people who seek a more perfect union.

This is a great nation, we are good people and over the centuries through storm and strife in peace and in war we've come so far. But we still have far to go.

We'll press forward with speed and urgency for we have much to do in this winter of peril and significant possibility.

Much to do, much to heal, much to restore, much to build and much to gain.

Few people in our nation's history have been more challenged or found a time more challenging or difficult than the time we're in now.

A once in a century virus that silently stalks the country has taken as many lives in one year as in all of World War Two.

Millions of jobs have been lost. Hundreds of thousands of businesses closed. A cry for racial justice, some 400 years in the making, moves us. The dream of justice for all will be deferred no longer. A cry for survival comes from the planet itself, a cry that can't be any more desperate or any more clear now. The rise of political extremism, white supremacy, domestic terrorism, that we must confront and we will defeat.

To overcome these challenges, to restore the soul and secure the future of America, requires so much more than words.

It requires the most elusive of all things in a democracy – unity. Unity.

In another January on New Year's Day in 1863, Abraham Lincoln signed the Emancipation Proclamation. When he put pen to paper the president said, and I quote, 'if my name ever goes down in history, it'll be for this act, and my whole soul is in it'.

My whole soul is in it today on this January day. My whole soul is in this. Bringing America together, uniting our people, uniting our nation.

And I ask every American to join me in this cause.

Uniting to fight the foes we face – anger, resentment and hatred. Extremism, lawlessness, violence, disease, joblessness, and hopelessness.

With unity, we can do great things, important things. We can right wrongs, we can put people to work in good jobs, we can teach our children in safe schools. We can overcome the deadly virus, we can rebuild work, we can rebuild the middle class and make work secure, we can secure racial justice and we can make America once again the leading force for good in the world.

I know speaking of unity can sound to some like a foolish fantasy these days. I know the forces that divide us are deep and they are real.

But I also know they are not new. Our history has been a constant struggle between the American ideal, that we are all created equal, and the harsh ugly reality that racism, nativism and fear have torn us apart. The battle is perennial and victory is never secure.

Through civil war, the Great Depression, World War, 9/11, through struggle, sacrifice, and setback, our better angels have always prevailed.

In each of our moments, enough of us have come together to carry all of us forward and we can do that now. History, faith and reason show the way. The way of unity.

We can see each other not as adversaries but as neighbours. We can treat each other with dignity and respect. We can join forces, stop the shouting and lower the temperature. For without unity there is no peace, only bitterness and fury, no progress, only exhausting outrage. No nation, only a state of chaos.

This is our historic moment of crisis and challenge. And unity is the path forward. And we must meet this moment as the United States of America.

If we do that, I guarantee we will not fail. We have never, ever, ever, ever failed in America when we've acted together. And so today at this time in this place, let's start afresh, all of us.

Let's begin to listen to one another again, hear one another, see one another. Show respect to one another. Politics doesn't have to be a raging fire destroying everything in its path.

Every disagreement doesn't have to be a cause for total war and we must reject the culture in which facts themselves are manipulated and even manufactured.

My fellow Americans, we have to be different than this. We have to be better than this and I believe America is so much better than this. Just look around. Here we stand in the shadow of the Capitol dome.

As mentioned earlier, completed in the shadow of the Civil War. When the union itself was literally hanging in the balance. **We endure, we prevail.** **Here we stand**, looking out on the great Mall, where Dr King spoke of his dream.

Here we stand, where 108 years ago at another inaugural, thousands of protesters tried to block brave women marching for the right to vote. And today we mark the swearing-in of the first woman elected to national office, Vice President Kamala Harris.

Don't tell me things cannot change. **Here we stand** where heroes who gave the last full measure of devotion **rest in eternal peace.**

And **here we stand** just days after a riotous mob thought they could use violence **to silence the will of the people, to stop the work of our democracy, to drive us from this sacred ground. It did not happen, it will never happen, not today, not tomorrow, not ever. Not ever.**

To all those who supported our campaign, I'm humbled by the faith you placed in us. **To all** those who did not support us, let me say this. Hear us out as we move forward. Take a measure of me and my heart.

If you still disagree, so be it. That's democracy, that's America. The right to dissent peacefully. And the **guardrail of our democracy** is perhaps our nation's greatest strength.

If you hear me clearly, disagreement must not lead to disunion. And I pledge this to you. I will be a President for **all Americans. All Americans.**

And I promise you I will fight for those who did not support me as for those who did.

Many centuries ago, St Augustine – the saint of my church – wrote that a people was a multitude **defined by the common objects of their love. Defined by the common objects of their love.**

What are the common objects we as Americans love, that define us as Americans? I think we know. Opportunity, security, liberty, dignity, respect, honour, and yes, the truth.

Recent weeks and months have taught us a painful lesson. **There** is truth and **there** are **lies. Lies** told for power and for profit. And each of us has a **duty** and a **responsibility as citizens as Americans and especially as leaders. Leaders** who are pledged **to honour our Constitution to protect our nation. To defend the truth and defeat the lies.**

Look, **I understand** that many of my fellow Americans view the future with fear and trepidation. **I understand** they worry about their jobs. **I understand** like my dad, they lay in bed at night staring at the ceiling thinking: **'Can I keep my healthcare? Can I pay my mortgage?'** Thinking about their families, about what comes next. I promise you, I get it. But the answer's not to turn inward. To retreat into competing factions. Distrusting those who don't look like you, or worship the way you do, who don't get their news from the same source as you do.

We must end this **uncivil war that pits red against blue**, rural versus urban, conservative versus liberal. We can do this if we **open our souls instead of hardening our hearts**, if we show a little tolerance and humility, and if we're willing to stand in the **other person's shoes**, as my mom would say. Just for a moment, **stand in their shoes.**

Because here's the thing about life. There's no accounting for what fate will deal you. Some days you need a hand. There are other days when we're called to lend a hand. **That's** how it has to be,

that's what we do for one another. And if we are that way our country will be stronger, more prosperous, more ready for the future. And we can still disagree.

My fellow Americans, in the work ahead of us we're going to need each other. We need all our strength to persevere through this dark winter. We're entering what may be the darkest and deadliest period of the virus. We must set aside politics and finally face this pandemic as one nation, one nation. And I promise this, as the Bible says, 'Weeping may endure for a night, joy cometh in the morning'. We will get through this together. Together.

Look, folks, all my colleagues I serve with in the House and the Senate up here, we all understand the world is watching. Watching all of us today. So here's my message to those beyond our borders. America has been tested and we've come out stronger for it. We will repair our alliances, and engage with the world once again. Not to meet yesterday's challenges but today's and tomorrow's challenges. And we'll lead not merely by the example of our power but the power of our example.

Fellow Americans, moms, dads, sons, daughters, friends, neighbours and co-workers. We will honour them by becoming the people and the nation we can and should be. So I ask you, let's say a silent prayer for those who lost their lives, those left behind and for our country. Amen.

Folks, it's a time of testing. We face an attack on our democracy, and on truth, a raging virus, a stinging inequity, systemic racism, a climate in crisis, America's role in the world. Any one of these would be enough to challenge us in profound ways. But the fact is we face them all at once, presenting this nation with one of the greatest responsibilities we've had. Now we're going to be tested. Are we going to step up?

It's time for boldness for there is so much to do. And this is certain, I promise you. We will be judged, you and I, by how we resolve these cascading crises of our era. We will rise to the occasion. Will we master this rare and difficult hour? Will we meet our obligations and pass along a new and better world to our children?

I believe we must and I'm sure you do as well. I believe we will, and when we do, we'll write the next great chapter in the history of the United States of America. The American story.

A story that might sound like a song that means a lot to me, it's called American Anthem. And there's one verse that stands out at least for me and it goes like this ...

'The work and prayers of centuries have brought us to this day, which shall be our legacy, what will our children say?

Let me know in my heart when my days are through, America, America, I gave my best to you.'

Let us add our own work and prayers to the unfolding story of our great nation. If we do this, then when our days are through, our children and our children's children will say of us: 'They gave their best, they did their duty, they healed a broken land.'

My fellow Americans I close the day where I began, with a sacred oath. Before God and all of you, I give you my word. I will always level with you. I will defend the Constitution, I'll defend our democracy.

I'll defend America and I will give all – all of you – keep everything I do in your service. Thinking not of power but of possibilities. Not of personal interest but of the public good.

And together we will write an American story of hope, not fear. Of unity not division, of light, not darkness. A story of decency and dignity, love and healing, greatness and goodness. May this be the story that guides us. The story that inspires us. And the story that tells ages yet to come that we answered the call of history, we met the moment. Democracy and hope, truth and justice, did not die on our watch but thrive.

That America secured liberty at home and stood once again as a beacon to the world. That is what we owe our forbearers, one another, and generations to follow.

So with purpose and resolve, we turn to those tasks of our time. Sustained by faith, driven by conviction and devoted to one another and the country we love with all our hearts. May God bless America and God protect our troops.

Thank you, America.

Appendix D - Trump raw data

Type	Device
Climax	fellow Americans, and people of the world
Gemination	many, many
Climax	We will face challenges. We will confront hardships, but we will get the job done
Anaphora	We will face challenges. We will confront hardships, but we will get the job done
Metaphor	but we are transferring power from Washington, D.C., and giving it back to you, the people
Metaphor	For too long, a small group in our nation's capital has reaped the rewards of government, while the people have borne the cost
Metaphor	Washington flourished, but the people did not share in its wealth
Anaphora	Their victories have not been your victories. Their triumphs have not been your triumphs
Anaphora	Their victories have not been your victories. Their triumphs have not been your triumphs
Epiphora	Their victories have not been your victories.
Epiphora	Their triumphs have not been your triumphs
Epiphora	this moment is your moment
Anadiplosis	--- it belongs to you. It belongs to everyone
Climax	it belongs to you. It belongs to everyone gathered here today, and everyone watching, all across America.
Climax	This is your day. This is your celebration, and this, the United States of America, is your country.
Anaphora	This is your day. This is your celebration, and this, the United States of America, is your country.
Anaphora	The forgotten men and women of our country, will be forgotten no longer
Climax	Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves
Anaphora	righteous people and a righteous public
Hyperbole	students deprived of all knowledge
Anaphora	and the crime, and the gangs, and the drugs
Climax	and the crime, and the gangs, and the drugs
Invective	that have stolen too many lives
Invective	robbed our country of so much unrealized potential
Metaphor	and robbed our country
Climax	their pain is our pain. Their dreams are our dreams and their success will be our success.
Anaphora	their pain is our pain. Their dreams are our dreams and their success will be our success.
Anaphora	their pain is our pain. Their dreams are our dreams and their success will be our success.
Epiphora	their pain is our pain.
Epiphora	Their dreams are our dreams
Epiphora	their success will be our success.
Climax	We share one heart, one home, and one glorious destiny
Anaphora	We share one heart, one home, and one glorious destiny
Epiphora	industry at the expense of American industry
Gemination	trillions and trillions
Climax	wealth, strength and confidence
Metaphor	has dissipated over the horizon
Metaphor	One by one, the factories shuddered and left our shores
Gemination	millions and millions
Metaphor	The wealth of our middle class has been ripped from their homes and then redistributed all across the world.
Climax	in every city, in every foreign capital, and in every hall of power
Anaphora	in every city, in every foreign capital, and in every hall of power
Anadiplosis	America first. America first.
Anaphora	American workers and American families
Invective	ravages of other countries
Climax	making our products, stealing our companies and destroying our jobs.
Hyperbole	I will fight for you with every breath in my bod
Anadiplosis	start winning again, winning like never before
Climax	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.
Anaphora	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.
Anaphora	We will build new /.../our wonderful nation. We will get
Anaphora	American hands and American labor
Anadiplosis	shine as an example. We will shine
Anaphora	We will shine for everyone to follow. We will reinforce /.../, which we will
Invective	against radical Islamic terrorism
Invective	eradicate completely from the face of the Earth
Anaphora	our loyalty to our country, we will rediscover our loyalty
Metaphor	When you open your heart to patriotism, there is no room for prejudice.
Anaphora	When America is united, America
Climax	We are protected, and we will always be protected.
Climax	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.
Epiphora	protected, and we will always be protected
Anadiplosis	we will always be protected. We will be protected
Climax	Finally, we must think big and dream even bigger
Metaphor	Now arrives the hour of action.
Metaphor	birth of a new millennium
Climax	will stir our souls, lift our sights and heal our divisions
Anaphora	we all bleed the same red blood of patriots. We all enjoy
Metaphor	same red blood of patriots
Climax	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.
Climax	they look up at the at the same night sky, they fill their heart with the same dreams and they are infused with the breath of life by the same almighty creator.
Metaphor	And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska,
Anaphora	they look up at the at the same night sky, they fill their heart with the same dreams and they are
Climax	near and far, small and large, from mountain to mountain, from ocean to ocean
Hyperbole	You will never be ignored again
Anaphora	Your voice, your hopes, and your /.../. And your courage
Anaphora	and goodness and love
	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
Anaphora	will make we will make America
	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
Climax	will make we will make America great again
Anadiplosis	And god bless America. Thank you. God bless America.

Total words	Total devices:	Total repetitons:	Anaphora:	Epiphora:	Anadiplosis:	Gemination:	
1465	80	40	23	8	6	3	1

Total emphasis:	Hyperbole:	Invective:	Total other:	Metaphor:	Climax:
8	3	5	32	12	20

Readability

Reading Ease	63.3%
Grade Level	8.3
Gunning Fog	10.1
Coleman Liau Index	11.3
Smog Index	8.5
Automated Reading Index	8

Appendix E - Biden raw data

Type	Device
Anaphora	This is America's day. This is democracy's day.
Climax	This is America's day. This is democracy's day.
Epiphora	This is America's day. This is democracy's day.
Anadiplosis	democracy's day. A day of history
Climax	A day of history and hope, of renewal and resolve.
Metaphor	Through a crucible for the ages,
Anaphora	America has been tested a new and America has risen to
Anadiplosis	but of a cause, a cause of
Anaphora	the will of the people – has been heard, and the will of the people
Climax	has been heard, and the will of the people has been heeded.
Anaphora	democracy is precious. Democracy is fragile. And, at this hour my friends, democracy has prevailed.
Climax	democracy is precious. Democracy is fragile. And, at this hour my friends, democracy has prevailed.
Metaphor	violence sought to shake the Capitol's very foundations
Climax	we can be and must be
Epiphora	we can be and must be
Anadiplosis	and the strength, the strength of our
Climax	any one of us, not on some of us, but on all of us.
Anaphora	strife in peace and in war
Metaphor	this winter of peril
Climax	Much to do, much to heal, much to restore, much to build and much to gain
Anaphora	Much to do, much to heal, much to restore, much to build and much to gain
Metaphor	virus that silently stalks
Metaphor	cry for survival comes from the planet itself
Anaphora	any more desperate or any more clear
Climax	we must confront and we will defeat.
Anaphora	To overcome these challenges, to restore the soul and secure the future
Climax	To overcome these challenges, to restore the soul and secure the future
Gemination	unity. Unity.
Hyperbole	My whole soul is in it today,
Hyperbole	My whole soul is in this
Climax	uniting our people, uniting our nation
Anaphora	uniting our people, uniting our nation
Climax	anger, resentment and hatred
Anaphora	we can do great things, important things. We can/.../, we can put /.../, we can /.../. We can overcome the deadly virus, we can rebuild work, we can rebuild the middle class and make work secure, we can secure racial justice and we can
Anaphora	we can rebuild work, we can rebuild the middle class and make work secure, we can secure racial justice and we can
Epiphora	do great things, important things
Anaphora	I know speaking of /.../ these days. I know the/.../But I also know they
Metaphor	The battle is perennial and victory is never secure
Anaphora	Through civil war, the Great Depression, World War, 9/11, through struggle
Climax	struggle, sacrifice, and setback
Anadiplosis	show the way. The way of unity.
Anaphora	We can see each other not as /.../ We can treat each other with dignity and respect. We can join
Metaphor	but as neighbours
Climax	We can see each other not as adversaries but as neighbours. We can treat each other with dignity and respect. We can join forces, stop the shouting and lower the temperature
Anaphora	is no peace, only bitterness and fury, no progress, only exhausting outrage. No nation, only a
Anaphora	is no peace, only bitterness and fury, no progress, only exhausting outrage. No nation, only a
Climax	no peace, only bitterness and fury, no progress, only exhausting outrage. No nation, only a state of chaos.
Gemination	ever, ever, ever
Anaphora	this time in this place,
Anaphora	let's start afresh, all of us. Let's begin
Climax	listen to one another again, hear one another, see one another. Show respect to one another.
Epiphora	listen to one another again, hear one another, see one another. Show respect to one another.
Anaphora	we have to be different than this. We have to be better than this
Epiphora	we have to be different than this. We have to be better than this
Climax	we have to be different than this. We have to be better than this
Anaphora	We endure, we prevail.
Climax	We endure, we prevail.
Anaphora	Here we stand, looking /.../Here we stand, where/.../Here we stand where heroes /.../And here we stand just
Metaphor	rest in eternal peace
Invective	riotous mob
Climax	to silence the will of the people, to stop the work of our democracy, to drive us from this sacred ground
Anaphora	to silence the will of the people, to stop the work of our democracy, to drive us from this sacred ground
Climax	It did not happen, it will never happen
Epiphora	It did not happen, it will never happen
Climax	not today, not tomorrow, not ever.
Anaphora	not today, not tomorrow, not ever.
Gemination	not ever. Not ever.
Anaphora	To all those who supported /.../To all those
Metaphor	guardrail of our democracy
Gemination	all Americans. All Americans
Gemination	defined by the common objects of their love. Defined by the common objects of their love.
Anaphora	There is truth and there are
Anadiplosis	lies. Lies told

Anaphora	for power and for profit
Climax	duty and a responsibility
Anaphora	as citizens as Americans and especially as leaders.
Climax	responsibility as citizens as Americans and especially as leaders
Anadiplosis	as leaders. Leaders who are
Anaphora	to honour our Constitution to protect our nation. To defend
Anaphora	to honour our Constitution to protect our nation. To defend
Climax	to honour our Constitution to protect our nation. To defend the truth and defeat the lies.
Anaphora	I understand that /.../ I understand they worry about their jobs. I understand like
Anaphora	'Can I keep my healthcare? Can I pay my mortgage?'
Metaphor	uncivil war that pits red against blue
Metaphor	open our souls instead of hardening our hearts
Metaphor	other person's shoes
Metaphor	stand in their shoes
Anaphora	That's how it has to be, that's what we
Climax	stronger, more prosperous, more ready for the future
Anaphora	we're going to need each other. /.../ this dark winter. We're entering
Anaphora	We need all our strength to persevere through/.../ deadliest period of the virus. We must set
Metaphor	dark winter
Gemination	together. Together.
Anadiplosis	world is watching. Watching all
Epiphora	challenges but today's and tomorrow's challenges.
Anadiplosis	by the example of our power but the power of our example.
Anaphora	We will be judged, you and I, by how we resolve these cascading crises of our era. We will rise to
Anaphora	Will we master this rare and difficult hour? Will we meet
Anaphora	I believe we must and I'm sure you do as well. I believe
Climax	we must and I'm sure you do as well. I believe we will, and when we do, we'll write
Anadiplosis	American story . A story that might
Anaphora	They gave their best, they did their duty, they healed a broken land.'
Climax	They gave their best, they did their duty, they healed a broken land.'
Anaphora	I will always level with you. I will defend the Constitution, I'll /.../I'll defend America and I will
Hyperbole	always level with you
Climax	I'll defend our democracy. I'll defend America
Hyperbole	give all – all of you – keep everything I do in your service.
Anaphora	Thinking not of power but of possibilities. Not of personal interest but of the public good.
Anaphora	of hope, not fear. Of unity not division, of light, not
Anaphora	of hope, not fear. Of unity not division, of light, not
Climax	decency and dignity, love and healing, greatness and goodness
Anaphora	the story that guides us. The story that inspires us. And the story that
Climax	the story that guides us. The story that inspires us.
Climax	forbearers, one another, and generations to follow.

Total words	Total devices:	Total repetitions:	Anaphora	Epiphora:	Anadiplosis:	Gemination:
2396	114	65	43	7	9	6
		Total emphasis:	Hyperbole:	Invective:	Total other:	Metaphor: Climax:
		5	4	1	44	14 30

Readability

Reading Ease	74%
Grade Level	6.2
Gunning Fog	8.3
Coleman Liau Index	9
Smog Index	6.9
Automated Reading Index	5