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COHESION IN POLITICAL DISCOURSE: A CASE STUDY OF PRESIDENT TRUMP'S INAUGURAL SPEECH

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ABSTRACT

This article provides a detailed linguistic study of President Trump's January 20, 2017, inaugural address, focusing particularly on his skillful utilization of cohesive devices. The study's overarching goal is to identify the most crucial coherent devices used in Trump's inaugural speech in order to determine which ones are most characteristic of his political discourse as a whole. The study uses Halliday and Hasan's seminal cohesion model (1976) as its analytical framework and looks at a number of cohesive devices. These include lexical devices like repetition, reiteration, and synonyms, as well as grammatical devices like referencing and conjunctions. These linking mechanisms were crucial in putting together a coherent and convincing argument. The findings emphasize the extensive use of these cohesive techniques in Trump's inaugural address, illuminating their central significance in stressing the need of togetherness and, by extension, defining the overall tone for the new government's course. Insight into the complex ways in which cohesive devices are strategically used to emphasize themes of unity and collective purpose is provided by this study. The results of this research provide new light on the complex relationship between language, rhetoric, and political message, which will be useful to academics, linguists, and political analysts. This study makes a contribution to the area of discourse analysis by

highlighting the importance of coherent devices in molding the language of political leaders and communicating convincing messages to the public.

INTRODUCTION

Competition for power is essential to politics. Politicians require convincing tactics to convince people to approve or reject their plans and programs. Persuasion experts employ words and language to persuade others on a disputed subject (Van Dijk, 1998). Thus, language is essential to persuasion because politicians use it to influence and control their audiences. Politicians use public speaking to sway base supporters. Political discourse includes political speech. Swales (1990) says "genre" includes all material. Swales also defines a genre as a kind of communication with common qualities and aims. Political speeches use language to affect listener's attitudes and views. A successful political speech has a goal. Metaphors and idioms are used to emphasize the argument (Chilton & Schaffner, 1999).

Political monologues are one-sided discussions that disseminate ideologies. Language in politics is a popular academic subject. Pragmatics, stylistics, grammar, and discourse tactics have been examined in political genres. Inaugural addresses are popular political speeches. In their inaugural speeches, newly elected political leaders generally try to persuade the public about various concerns. They appreciate supporters and those who didn't listen. The speakers are selling their leadership vision. Thus, the inauguration address is diplomatic. The inaugural speech, when a new leader makes their imprint, will be full of rhetorical flourishes and worthy of several examinations. Thus, speakers' language choices inform linguists and policymakers. The speaker cannot make linguistic judgments on the fly because ideology affects speech form and content.

RESEARCH PROBLEM AND SIGNIFICANCE

Most politicians use communication to persuade people with their views and platforms during election campaigns. They do this by making their ideas appear normal, as if they had always been part of the social institution's body of knowledge and an accepted and incontestable "order of discourse" and "common sense." Even readers who suffer negative repercussions may be involved in maintaining ideological concerns since texts are so cleverly hidden. Political discourse profoundly affects public opinion. Political speech's tone is crucial, and God has given certain politicians exceptional skills to evoke certain emotions. Abraham Lincoln, Mahatma Gandhi, and Barack Obama have given timeless addresses. This paper examines President Trump's inauguration speech's political overtones and message of American unity. This article examines the changing linguistic categories from a critical discourse analysis perspective, not to instigate political problems raised in Trump's talk.

As one of the world's most powerful political leaders, the US president's rhetoric is crucial. The new president takes the oath of office and addresses critical concerns during this historic ceremony. Here, President Trump's January 20, 2017 inaugural address stands out. The political atmosphere and local circumstances made this unavoidable. This speech is crucial because the new president wants to convey messages to the American people and the

globe. Politicians utilize these speeches to emphasize the importance of US and global politics and society. A ceremonial inauguration ceremony is the first official act of any US president. The oath of office and inaugural address of a newly elected president are historic events. This development marks a new era in American politics. The inauguration traditionally indicates a "peaceful" power transition. The previous president skipped this event.

The inaugural address under study was delivered in this context, therefore it is only natural to assume that it was impacted by its surroundings. The focus of this research is on the linguistic resources employed to convey the notion of unity in that particular communication event. The issue of textual data cohesion is the focus of this research. This study focuses specifically on the following issues:

1. What are the linguistic devices used in portraying the theme of unity in the speech?
2. How is the theme of unity articulated in the given speech?

LITERATURE REVIEW

This study focused on political discourse in public speaking. Many social domains have opposing goals, dominance struggles, and the inclination to instill certain views in in-group and out-group members.

Political Discourse

Politics has the above features more than any other area of society (Bayram, 2010; Sajjad, 2015; Matic, 2012). Political discourse legitimizes or delegitimizes social realities (political events are included) and resists political supremacy, hegemony, power abuse, etc. "When political actors discourse about political themes for political ends," Graber (1981, p. 200) defines political speech. Politicians want political wins to affect social norms, resource distribution, and policy. Politicians may achieve this by ending ideological disagreements in their favor. Van Dijk (2005) notes:

Political ideology is unique among social movements. This is to be expected, given the opposing interests, groups, and power struggles at play. Political parties and coalitions need to be well-organized and ideologically grounded to succeed. (p. 732)

Speech is considered political if it meets two criteria. To begin with, it has to be useful. This suggests its origins in politics, namely within certain cultural and historical settings. It also has to have a political focus and topic (Schaffner, 1996).

Politicians use political speech to set goals, attract support, elevate their views, obtain and keep power, change society's mood, and most significantly, transmit the prevailing ideology. Politicians may utilize political rhetoric to persuade the public to accept their goals. (Bayram, 2010; Bello, 2013; Jones & Peccei, 2004; Matic 2012).

Discourse is seen as a social activity according to CDA. The book argues that all uses of language are ideological and explores the ways in which language mediates and portrays the reality. Findings from functional grammar are crucial to CDA because the functionalist theory of language explores how linguistic forms could be systematically related to social and ideological functions.

The Halliday and Hasan cohesion model (1976) has been recognized as a robust explanatory and evaluative framework for the study of language use in context by researchers in the area of CDA such as Fairclough, Teun van Dijk, Wodak, and others. Discourse theory interprets verbal and written communication as means of constructing meaning and enacting social relationships (Halliday & Matthiessen, 2013).

THEORETICAL FRAME WORK

According to Halliday and Hasan (1976), the lexico-grammatical system includes both vocabulary and grammar. The syntactic system includes constructions like ellipsis, conjunction, and reference, whereas the vocabulary system includes concepts like lexical coherence. According to Halliday and Matthiessen (2004), language is "an interactive instrument" (Bloor & Bloor, 2004, p. 11) that may express ideas via the use of grammar and linguistic techniques, such as emotional expression or the writer's opinion. "The shape of language frequently reveals the exercise of power by persons with specific social positions in certain social contexts," Bloor and Bloor (2004) said, highlighting the importance of language (Bloor & Bloor, 2004, p. 229).

Figure 1

Halliday and Hasan (1976) Cohesion Model

Cohesive Types	Device	Sub-Type
Grammatical	A: Reference	1. Personal
		2. Demonstrative
		3. Selective
	B: Conjunction	Circumstantial
		Demonstrative
		1. Adversative
		2. Causal
		3. Temporal
		4. Additive
		C: Ellipsis & Substitution
2. Verbal		
3. Clausal		
Lexical		1. Reiterations
		2. Synonyms
		3. Repetition

Referencing

According to Halliday and Hasan (1976), reference aligns with presupposed information in the text to construct cohesion and retrieve knowledge. Eggs (1994) states that writers may inject new characters or story aspects throughout a novel and follow them using in-text citations (p. 95). The three main types of referencing are endophoric (reclaiming information from the text), homophoric (sharing information within a culture), and exophoric (sharing information within an immediate situation). Cohesion theory focuses on endophoric referencing cataphoric, euphoric, and anaphoric. Writers use anaphoric allusions to reference prior passages. Cataphoric references are references to subsequent content. Demonstrative references "those," "here," "this," "then," "that," etc. track spatial information.

Ellipsis and Substitution

Ellipsis and substitution form lexico-syntactic language connection, while reference capacities monitor textual discourse semantic meaning. A writer or speaker uses ellipsis or substitution to avoid repeating a phrase or term when they have no other means (Bloor & Bloor, 1995, p. 96). Verbal nominal and clausal substitution and ellipsis represent differing degrees of linguistic and grammatical effort. When one textual element is replaced, the new one plays the same structural duty. Replacement of nouns with one and one words is nominal substitution. Verbal replacement often uses suppling verbs like "do," which is often used with "so," as in "do so."

Conjunction

A conjunction links two or more phrases or sentences logically (Bloor & Bloor, 1995). It forms a semantic solid connection in communication and may be informal, additive, temporal, or adversative. Additive conjunctions like "in addition," "furthermore," "too," "also," "and," etc. enhance the anticipated element to match or bond structurally. The supposed item is qualified as "either," "nor," "not," etc. to refute it. The terms "yet," "only," "but," "though," "in fact," "rather," etc. indicate that something is contrary to what should be.

Lexical Cohesion

Halliday (1976) claims that non-syntactical lexical cohesiveness distinguishes it from other textual coherence. Lexical coherence is how well a book uses relevant terms to unify it. Through the text's vocabulary structure, new vocabulary components connected to previous vocabulary pieces construct it. Thus, lexical cohesion occurs when two words share meanings in the text. Most lexical coherence is collocation and repetition.

Halliday and Hasan (1976) said Cohesion model language shapes human experience. It examines language's social function. The strategy focuses on the "situational context" by integrating social circumstances and linguistic function (Teich, 1999). As CDA focuses on functional grammar, which analyses how language patterns might be systematically tied to social and

ideological purposes, the following sections discuss some of the biggest issues related to this approach and the research data analysis.

After looking into the matter, it is clear that in his political speeches as president of the United States, Donald Trump has yet to address the topic of unity. Also, prior studies on this study's issue of unity did not use thematic analysis. Basically, previous studies have tended to focus on identifying and describing salient discourse features in isolation from the speeches' subject matter.

Previous Studies

Several scholars have worked extensively on the topic of locating the primary cohesive devices.

Munawar's (2018) research goes into the analysis of Donald J. Trump's first presidential address at the White House, adopting a comprehensive framework based on M. K. Halliday's idea of text and Norman Fairclough's three-dimensional discourse model. The study takes a multifaceted look at the speech, analyzing it as both a linguistic artefact and a mirror of power discourse, stressing its cohesiveness and the purposeful deployment of language techniques like adverbs, pronoun changes, and political jargon. The paper seems to place an inordinate amount of emphasis on identifying linguistic elements and power dynamics within the speech, potentially overlooking a nuanced examination of the broader socio-political context and the diverse audience's potential interpretations. The study's insights and knowledge of the speech's effect may have been improved with a more holistic analysis that included the sociocultural backdrop and addressed the ramifications of Trump's speech on various sectors of society.

Wirawan et al. (2018) conducted a detailed examination of referential cohesiveness in Donald Trump's speech transcripts, detecting the widespread usage of personal and demonstrative references, while noticing the lack of comparison references. The research, which was motivated by Halliday and Hasan's Theory of Cohesion, emphasizes the relevance of references in constructing cohesive speech by drawing attention to the function they play in establishing genuine links between ideas. However, the research seems to gloss over a more nuanced analysis of how these cohesive devices contribute to Trump's rhetorical strategy and the persuasive effect of his speeches by focusing on the technical elements of referential cohesiveness. A more in-depth analysis of how these references were used to convey messages, influence audience perceptions, and build Trump's political persona would have enriched the study's analysis, providing a more complete understanding of the complex interplay between language use and political communication.

The analysis of Spanish translations of President Trump's inaugural address by Munday (2018) demonstrates the efficacy of the appraisal-based model in revealing the complex evaluative dynamics inherent to the speech and their possible transformations during the translation and interpretation processes. The study indicates that unscripted speeches may present more challenges than

formal scripted ones due to the impact of delivery speed on the interpretive process and the nuanced role of speech mode in influencing the interpreter's choices. While the research successfully establishes the importance of linguistic nuances and their interpretations, it could have further strengthened its analysis by delving into the broader socio-political context and the implications of the identified evaluative shifts on the perception of Trump's inaugural speech in the Spanish-speaking world.

The research undertaken by Zhao and Zhang (2017) provides a transitivity analysis of Donald J. Trump's inaugural speech, providing insight into the language patterns used and their possible ramifications. The authors find that material processes are the most prevalent in the speech, highlighting the administration's emphasis on action and change, by analyzing the distribution of different process categories. New goals for the country are outlined using relational processes, while the difficulties that the United States and its people confront are shown using existential and behavioral ones. Strategically woven throughout the speech are mental processes that reflect the president's thoughts and goals and are intended to influence and convince the audience. Although the study sheds light on Trump's rhetorical moves, its interpretation of his goals to stabilize the country, cultivate a positive image, and garner international support seems to rest on thin evidence and could benefit from a more in-depth contextual analysis of the political landscape at the time of the speech.

Tchaparian's (2017) study of Trump's inaugural address examines the political backdrop of Trump's candidature and first announcement, highlighting the incorporation of significant campaign concerns in Trump's inaugural address. This article highlights the same values of the Republican Party that underpin Trump's programme while also highlighting his unique voice as a political leader. Although the research accurately identifies the speech's use of appreciation, criticism, and promises to the public, the emphasis on plain language and the appeal for unity to create a bright and safe future for America highlights Trump's rhetorical technique. However, the paper could have provided a more critical examination of the political rhetoric used by delving into the implications of Trump's chosen language and framing strategies on different segments of society and analyzing the potential impacts of his divisive rhetoric on national unity and social cohesion. In order to provide a more nuanced understanding of the implications of Trump's rhetoric within the larger political landscape, the study could have been enriched by including a more comprehensive examination of the broader historical and socio-political context in which the speech was delivered.

Trump's rhetorical methods and linguistic traits are studied, however the research tends to concentrate on technical language usage, which may ignore their socio-political consequences. The present research could benefit from a deeper investigation into socio-cultural influences and how they interact with linguistic cohesion to shape political leaders' discourse, which would provide a more complete understanding of political communication's complexity. Research on how audiences interpret coherent devices might help us understand how political speech affects various tribes and civilizations.

METHODOLOGY

This is a qualitative investigation. It is both descriptive and analytical in nature. Using Halliday's cohesion model, we will use a qualitative approach to analyze Trump's speech transcript in search of discursive structures and topical unity structures. Capturing the essence of people's everyday expressions, actions, and thoughts is a major focus of quantitative research (Wodak& Busch, 2004).

This study examined the coherence of the speech using publicly available contextual information. The study made extensive use of linguistic resources to identify language patterns that indicated a focus on unity. The goal of this study to examine how language plays a role in communicating the idea of oneness through spoken discourse. We used the whole text of the speech as our data. Due to the nature of the content being a conversation, utterances rather than whole sentences were dissected for meaning. Lexical components were shown to be the most important in the analysis of the speaker's speech. The semantic depth of the speech reflected the gravitas of the language employed by a powerful political figure. What's more, our method actively looked for overarching themes. Words and phrases that best illustrate each idea or purpose were identified from the transcripts. Roles in a speech event are conveyed via the use of lexical items and syntactic structures. Vocabulary sets are groups of words and phrases that have a common meaning or focus.

ANALYSIS AND DISCUSSION

The research data is analyzed to see how the topic of unity was presented in Trump's inaugural address and how the various linguistic categories were used. The text of Trump's address has been broken up into numbered lines, as in Appendix, which should be noted.

This study aims to provide linguistic categories included in this speech will be subjected thorough cohesion analysis to attain the objectives underpinning this research.

1. Exploring and analyzing the use of linguistic devices in portraying the theme of unity in Trump inauguration speech.
2. Investigating the theme of unity articulated in Donald Trump inauguration speech.

Personal References

The personal references applied in the text are I, you, she, he, we, they and it. For further information, below is each of personal references analysis exposed in detail.

Table 2*Personal References Used by Donald Trump in his Inaugural Speech*

Personal Reference	Example
I	The oath of office I take today is an oath of allegiance to all Americans.
YOU	We are transferring power from Washington, D.C. and giving it back to you , the people.
WE	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.
He	But I'll tell you, <u>Reince</u> is really a star. And he is the hardest working guy. And in a certain way, I did this — <u>Reince</u> , come up here.
She	I've just received a call from Secretary Clinton. She congratulated us — it's about us — on our victory.
They Their	We are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition. They have been magnificent
It	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.

Demonstrative Reference

The items of demonstrative reference that occur are this, these, that, there, now, here and the neutral the. Below is each demonstrative reference analysis exposed in detail:

Table 3*Demonstrative References in Donald Trump's Inaugural Speech*

Demonstrative Reference	Example
This	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.
That	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.
The	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.

The referential meaning of **there** refers to a place far from the speaker. The demonstrative reference **here** refers to the place where the speaker delivered the speech and the demonstrative reference **now** refers to the time when the speaker delivered his speech.

Table 4*Selective Circumstantial Demonstrative Reference*

Selective Circumstantial Demonstrative Reference	Example
There	I said, <u>Reince</u> — and I know it, I know. Look at all those people over there .
Here	This American carnage stops right here and stops right now .
Now	This American carnage stops right here and stops right now .

The bulk of the speeches' personal referential cohesion was given by anaphoric connections to earlier content. Just a few of the instances had metaphorical references. Since they were talking about what would happen in the next paragraph, most demonstrative references were categorized as cataphoric. Personal references were far and away the most common kind of citation, and they had a major effect on the transcripts of the speeches. The most important component of the speech in terms of generating cohesion was the use of references, which played a critical role in shaping and building a powerful text.

Substitution

Trump's speech had a single remark for nominal replacement and a single remark for verbal substitution in the substitution analysis. When Donald Trump says anything like:

Table 5

Substitution used by Donald Trump in his Inaugural Speech

Nominal substitution	“We will reinforce old alliances and form new ‘ones’ by which ‘ones’ could be interpreted as the substitution for „alliances“.
Verbal substitution	We will seek friendship and goodwill with the nations of the world, but we do so in which „do so“ substitutes „seek friendship and goodwill with the nations of the world“.

Ellipsis

But not the people of our country" is an elliptical variant of the first example since it omits the verb "protected," which was originally part of the statement. In the second of these declarations, the phrase "That all changes" refers to the difficulties experienced by the American people as a result of the deceptive practices of previous administrations. The third instance uses the word "own," which refers back to the term "guarded limits" earlier in the same line.

Table 6

Use of Ellipsis in Donald Trump's Inaugural Speech

1-The establishment protected itself, but not the citizens of our country.
2- That all changes , starting right here and right now.
3-We've defended other nation's borders while refusing to defend our own.

While both ellipsis and substitution serve as language bridges for cohesiveness, ellipsis is distinct from substitution since it involves a zero-based replacement. And yet, they are also seen as vital cohesion devices for connecting various lines of argument. The structural relationship between the assumed parts is clarified by the use of replacements and ellipses.

Conjunction

There are four different kinds of conjunctions utilized in Trump's inauguration address. In order to facilitate future investigation, the following table summarizes and calculates the frequency of employing different conjunctions.

Adversative Conjunction

When introducing a new and unexpected circumstance, adversarial conjunctions are utilized. The conjunction "but" appears more times than any other in Trump's proclamation address.

Table 7

Adversative conjunctions used by Donald Trump in his inaugural Speech

Adversative Conjunction	Example
But	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.

A new result was introduced by Trump using the additive conjunction "or" because the second one is unrelated to the first. If Trump uses the conjunction "or," it's a sign that he'll observe Obama's mistakes.

Causal Conjunction

Words that establish a causal relationship join two sentences together. The inauguration address by Trump makes effective use of fewer causal conjunction terms.

Table 8

Causal Conjunction used by Donald Trump in his inaugural Speech

Causal Conjunction	Example
Because	That all changes — starting ..., because this moment is your moment: it belongs to you. This is your day. This is your celebration.

It is Trump's goal to draw attention to the fact that his newly established government is distinct from Obama's. A more significant impression will be given by this tone.

Temporal Conjunction

The term "temporal relation" describes the logical or chronological precedence of two neighboring phrases. A number of temporal conjunctions, including "now," "then," and "finally," are used by Trump throughout his inaugural address.

Table 9

Temporal Conjunction use in Donald Trump's inaugural Speech

Temporal Conjunction	Example
Then	The wealth of our middle class has been ripped from their homes and
Now	then redistributed across the entire world. But that is the past. And now we are looking only to the future. We assembled here today are issuing a..., and in every hall of power.

Subsequently, it was scattered throughout the whole globe, where "then" indicates a chronological order and "and" establishes an oppositional linking. By using the conjunction "then," Trump expresses his stance in favor of the American middle class.

Additive Conjunction

The use of additive conjunctions to join parallel phrases indicates that further information is required. Each of the four categories of conjunctions is represented by the word "and" in Trump's inaugural address.

Table 10

Additive conjunction use in Donald Trump's inaugural Speech

Additive Conjunction	Example
And	We've defended other nation's borders ...; And spent trillions of
Or	dollars We've made other countries rich ... has disappeared over the horizon. ...But that is the past. And now we are looking only to the future.
	We will build new roads, and highways, and bridges, and airports, and tunnels, and railways We will get ... and back

to work — rebuilding our country with American hands **and**
 American labor. We will follow two simple rules: Buy
 American **and** Hire American.

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
 ...

And whether a child is born in the urban sprawl of Detroit **or** the
 windswept plains of Nebraska, they look up at the same night
 sky.

Trump uses "and" to stress his argument in the following example. Trump's speech is more coherent and organized because to the usage of two "and" in the three phrases above. Moreover, the word "and" serves to emphasize.

Trump's inaugural speech is notable for its heavy use of conjunctions, which help him express his political ideals clearly and convincingly. Based on Halliday's classifications of various conjunctions. Improving one's grasp of spoken language via the use of case studies and statistical analysis

Lexical cohesion

The vocabulary in Trump's address was extraordinary. Throughout the course of so many iterations, a few distinct language patterns emerge. When we talk about anything "repeating," we're referring to the occurrence of a lexical item again and again, even if the occurrences don't always correspond exactly with the assumed lexical item. Synonymy, antonym, metonymy, and hyponymy are all possible causes.

Table 11

Reiterations used by Donald Trump in his inaugural speech

Lexical Pattern	Reiterations
The country (America)	America (17 time), our country (6 times), our land (2 times), United States of America (2times) and our land
American people	our people (6 times), citizens (4 times), our nation (4 times) and Americans (2 times)

Defense and Protection	Protect (7 times), defend (2 times) and safe (2 times).
Prosperity	Wealth (5 times), prosper (3 times), success (2 times), triumphs (2 times), victories (2 times), flourish and thrive.
The Inauguration Ceremony	January 20th, 2017, this moment, Today's ceremony, your celebration, a historic moment and this move.

The analysis of Trump's speech's lexical coherence showed a predictable pattern of logical progression. This inaugural address of the future president of the United States is well-organized thanks to the speaker's careful word selection. Repetition of words with similar meanings creates text texture.

Synonyms

"Americans," "citizens of America," "the people," "the citizens," "the men and women of our country," and "a righteous public" are six expressions that President Trump used interchangeably to describe Americans. All five of these terms America, our country, your country, the US of A, and our magnificent nation are interchangeable with one another, and he used them all five times. In his remarks on the global community, Trump used five different words: global, other countries, other nations, foreign capitals, and the nations of the globe.

Table 12

Synonyms used by Donald Trump in his inaugural speech

American	Citizens of America, the people, the citizens, the men and women of our country, a righteous public
America	our country, your country, the United States of America, our wonderful nation, The government, the establishment
The world	other countries, other nations, foreign capitals, the nations of the world
Our military	our great men and women, our soldiers

The United States and the rest of the world are separated by a line drawn by President Trump. Our nation and its people are often referred to use the possessive pronoun "our" to convey a strong sense of pride and ownership. Everything else in the world is seen as foreign or alien, signifying a divide.

This sheds light on the thinking behind several of Trump's measures that have been met with criticism from the international community.

Repetition

Trump repeats words in his inaugural speech in order to emphasize his speech and to express his intentions. President Trump mainly repeated words and phrases.

Table 13

Words Repetition in Donald Trump inaugural Speech

Country	12 times
Nation	13 times
People	10 times
Dream	6 times

He also repeated a big number of phrases to create this lexical cohesion. Trump repeats words in his inaugural speech in order to emphasize his speech and to express his intentions.

The results of comparing Donald Trump's 2017 inaugural address to Halliday and Hassan's Cohesion Model (1976) provide light on the linguistic tactics Trump used to craft a unified and convincing speech. According to Halliday and Hassan's Cohesion Model, cohesive devices play a crucial role in determining the form and effect of political speech. They demonstrate the importance of linguistic devices. Aligning these results with the widely accepted framework of Halliday and Hassan's Cohesion Model serves to further highlight the significance of cohesive devices in the development of an effective and convincing political discourse that strikes a chord with the target audience and reinforces essential themes.

As highlighted by Zhao and Zhang's (2017) study, which emphasized the importance of transitivity analysis in understanding the language patterns and implications within Trump's speech. Trump's speech is consistent with Wirawan et al.'s (2018) investigation of referential cohesion, especially personal and demonstrative references, indicating a deliberate use of these cohesive devices to establish a strong sense of personal connection and emphasize key points. The power dynamics and persuasive aspects within the speech are reinforced by the use of cohesive devices, such as conjunctions, as shown by Munawar's (2018) study of Trump's discourse as a mirror of power ideology. Cohesive techniques, such as conjunctions are used systematically throughout the discourse to build logical bridges between its many parts and emphasize its overall themes of unity and collective purpose. Trump's rhetorical strategy of fostering a sense of togetherness and optimism for the future is supported by the findings on the usage of references and

conjunctions, echoing Tchapanian's (2017) study, which highlighted the importance of rhetorical techniques in emphasizing unity and a better future. In sum, these results highlight the significance of Trump's linguistic choices in conveying persuasive messages and establishing a cohesive narrative that resonates with the audience, demonstrating the critical role of cohesive devices in shaping the discourse and rhetorical impact of Trump's inaugural speech.

CONCLUSION

The study of Donald Trump's 2017 inauguration address reveals the importance of his deliberate use of grammatical cohesions in creating a unified and convincing argument. Trump was able to drive home his main points by repeatedly alluding to them and providing examples from his own life, from other people's experiences. Substitution and ellipsis were also included to help with the flow of ideas and simplify the transmission of complicated ideas in a clear and succinct manner. Trump's ability to generate meaningful linkages between various parts of the discourse was bolstered by his strategic use of conjunctions, including adversative, additive, causal, and temporal conjunctions, to create a smoother flow and stronger semantic coherence.

These results highlight the importance of cohesive devices in political communication, demonstrating the significance they play in building a coherent and persuasive narrative that hits home with the target audience. Trump's use of grammatical cohesions in his inaugural address demonstrates his intention to craft a convincing and compelling argument and facilitate the efficient delivery of his main political ideas and policy goals. Trump's use of linguistic categories in his inaugural speech in light of the research, the cohesion analysis suggests that Donald Trump's use of linguistic categories to establish continuity and credibility contributes to his high level of linguistic competence. Trump's inauguration speech included an astonishing amount of language coherence, including referencing, ellipses, replacements and lexical consistency.

By examining Trump's speech for lexical coherence, a tight pattern of coherence was found. With careful word selection, the speech's intended function as the next president of the United States' inaugural address is made very obvious. It's called "text texture," and it's created by the frequent use of lexically similar terms. Speakers in political settings should avoid divisive language. Diplomacy is the tone that speakers should use to convey their views tactfully.

While this research is helpful for understanding Trump's language tactics, it is also vital to evaluate the ramifications of his use of these coherent elements in a larger social and political setting. Considering the intricate interaction between language, rhetoric, and political persuasion, future studies should try to investigate the possible influence of these linguistic choices on the audience's perception and comprehension of Trump's political objectives. Understanding the role cohesive devices play in affecting political discourse and public opinion requires a more detailed consideration of the unique rhetorical effects and persuasive methods related with their employment.

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