

## **Element of American Isolationism; A Critical Discourse Analysis of Donal J. Trump's Inaugural Speech**

Irtiza Haider  
M.Phil Scholar, University of Lahore Lahore.

### **ABSTRACT**

*Political discourse analysis is a field of discourse analysis which emphasis on discourse in political forums (such as speeches, uttering, debates and hearings) as the fact of concentration. The study intends to investigate how Donald John Trump gave the message of isolation in his election campaign and especially in his Inaugural address (2017). The sample of the study is the inaugural address of Donald J. Trump (2017). The study followed qualitative research paradigm. Political Discourse Analysis is used as the method for this research. The analysis of the speech revealed that repetition is used as the main instrument in Trump's speech to support his narrative of 'America First'. Donald Trump by using different techniques like repetitions and anaphora has conveyed the message of Isolationism in his inaugural address (2017).*

**Keywords:** Political Discourse Analysis, American Isolationism, Inaugural Address

### **Introduction**

The people of America chose Donald Trump as their 45<sup>th</sup> President of the state on 20<sup>th</sup> January 2017. Donald Trump in his inaugural ceremony declared that he would look America First in every matter which many critics think America's new foreign policy of Isolation.

### **Background**

Political Discourse Analysis is the field of study in which political speech, political uttering and political debates are observed, scrutinize and examine. The aim of doing PDA is to find out the hidden and secret meaning, perspectives, interactions and context. Political Discourse Analysis is the one of most complicated analysis because it has to deal with different strategies and perspective of the speaker. The term isolationism is a kind of policy in which a state pulls itself back from the events happening in the world and concentrates on its internal conflicts and circumstances and makes Policy to improve the livelihood of its own country. This term is especially concomitant with America as they first adopted this policy after the farewell speech of George Washington in 1796. He warned his country not to take any interest in anything happening in world at that time. He said that European nations have their own interest in colonization and America has nothing to do with it. He further voiced that it would be very unwise for the Americans to go in the process of colonization with European powers and she must stay away from it.

America adopted this policy and went in isolation. The rest of 19<sup>th</sup> century, America remained in isolation. In 1898, the American Spanish war marked America a glorious victory

and they undoubtedly became the Great Power of the world. In the start of 20<sup>th</sup> century when First World War (1914-1919) was fought, USA did not restrain on this policy and fought the war. After the war, there was the atmosphere of great depression and loss in America and rest of the world. The people of America at that time wanted to isolate themselves from anything happening in Europe. US government had to react upon swear public reaction so America in 1930s again implemented the same policy and became isolationist. The isolationists were mostly businessmen and peace activists who kept American government under pressure to remain isolationist and to take her back from world events. In the Second World War (1939-1945), it was fear that America would go in war once again so people started protesting against this new policy and favoured isolation policy. The writers and poets of the age started writing against the war. But Japan attack on Pearl Harbour (1941) changed the things over night. USA abandoned the Isolation Policy and fought the war and played a decisive role. In the result of Second World War, United Nation Organization came into being in 1945. The isolation policy did not completely vanish from USA but it did not happen again. Because after World War II USA and USSR both were two super powers so in the era of cold war and the Afghan war USA did not adopt this policy and kept themselves busy in world's events.

Now in the 21<sup>st</sup> century, the inauguration speech of Trump is of much importance in term of Isolationism. Trump has used the Phrase “America First” which in views of many thinkers will be rise in new foreign policy of the US. Trump said:

“From this day on a new vision will govern our land – from this day onwards it is only going to be America first – America first! (Trump, 2017)

According to many critics Trump can repeat the history once again and will adopt the Isolation Policy. Los Angeles Times (2017) writes that Trump is not much clear about the repulsive history of this phrase ‘America First’. The newspaper further added that through his words he wanted to sell his messages and promises that in every matter America would be his first and only priority. This study scrutinises his inauguration speech to understand how he upkeeps American isolationism.

## **1.2 Statement of the Problem**

Donald John Trump raised the slogan of America First in his election campaign (2016-2017) and especially in his inauguration speech 20<sup>th</sup> January 2017 after election. He has uttered different repeated words, phrases and clauses to support his message of isolation. He has completely described that he would make America isolate and also that he would think of America first in every matter. Many people think that it will give rise to new Policy of the US. This study analyses his inauguration speech to see how he supports American Isolationism.

## **Objectives of the Study**

The objective of this research is

To do Political discourse analysis of the inauguration speech of President Trump to see how he supports American Isolationism

### **Research Question**

The question of this research is:

How does Trump delivered the message of Isolation in his inauguration speech (20th Jan 2017) to the entire world?

### **Delimitation**

This study is delimited to Trump's oath taking speech on 20<sup>th</sup> January 2017. And the research is done by using Political Discourse Analysis.

### **Significance of the Study**

This study is significant because it will highlight the usage of words being analyses in this research (I, We, They, Our, Us) uttered by the President trump and help us to understand the motive behind this speech and so possibly his new Policy.

### **Literature Review**

Political Discourse Analysis is the one which deals with political discourse such as political speeches, blogs, interviews, debates and parliamentary speeches. Paul Clinton is considered as one the pioneer of PDA. He is a linguistics professor at University of East Anglia. He wrote his research and book about political discourse analysis and he is of the view that political speeches are not like common one. The speaker utters different things using different techniques i.e representation and interaction etc (Clinton, 2004). He further writes that how language has been used in politics to convey the agenda. Critical Discourse Analysis is the field of study which examines the discourse critically. Michel Foucault is generally known as Foucault was a French philosopher and literary critic. His views and theories address the relationship between power and language and how they are used as a device to control the world. There are two main models of doing CDA, one is Van Dijk model and second is Fairclough. Van Dijk is the scholar in the field of the text linguistics, discourse analysis and critical discourse analysis. He contributed through the expansion of the psychology of text dispensation. His work determined on the learning of discursive facsimile of discrimination, reproduction and theories of ideology and context. Another in the field is Norman Fairclough. He is a professor of Linguistics at Lancaster University. He is one of the founders of CDA as functional to sociolinguistics. According to him there are three distinctions for different kind of analyses a) Text analysis b) Processing Analysis c) Social analysis. By using these three distinctions a discourse can be analysed.

Graham (2017) has discussed trump inauguration speech in his article which is published by 'The Atlantic'. The writer has understood Trump speech as dark and political because of his wordings. He said that a new president was supposed to use the language of unity, strength and

positivity but his speech was not like of a president. He added that trump has used the same language in his oath taking speech as he did in his election campaign. Graham has, for that reason, declared this speech as dark and political.

Then further, he has compared Trump inauguration speech with two oath taking speeches of Ex-President of the US 'Obama'. He inscribed that when Obama took the charge, US was not in comfortable position. The country was in deep economic and social crisis. It was very hard for Obama to take care of the state but when Trump took the charge the country though was divided politically but there were no such conditions as Obama faced. The unemployment and crime rate was at its lowest rank.

The author discussed about Isolation in a paragraph but the most important part of President's speech was the Phrase "America First" and the writer did not elaborate this as much. The Phrase contains a very deep and significant message for USA and for her allies and the rest of the world. The clear message from this part of speech is that in every matter America would be preferred. Trump's new policy is not new in US history. Some US president has adopted the same policy but under the current circumstances when the US is so busy on different fronts would be very interesting to see that how US new policy of isolationism gets a new rise.

In the same context another writer Stokes (2016) in his Article has mentioned the things that are letting the USA to adopt this policy. He says that most of the Americans have view that America should covenant her own problems and let other nations confront their own challenges. He has given some the statistics of the US people that how they support the Isolation Policy since 2010. He explains that almost 57 percent of Americas have a view that USA should deal its own problem and troubles and allow other countries for their own issues. This figure shows that the sentiments of Americans have increasingly changed with the passage of time. A report in 2010 showed that 46 percent of people of America had such views that now USA should think of her own problems. And recent survey showed that now 57 percent Americans want isolation.

The writer has given a detail explanation of American Isolationism that how the people of America supports American Isolationism.

Collins (2018) in his article on CNN has made a comprehensive analysis on Trump's Foreign Policy. He is in the view that this policy can be a setback for US because US allies are thinking about them after Trump's egress from Iran nuclear deal. More he explained that this act of President can back fire US because European diplomats have some serious reservations with Trump's new strategy. He further added that after cancelling Iran deal and now demanding huge concessions from China on trade, US administration may pay for it. It can cost them badly. Collins (2018) then raised a point that Shifting US embassy in Israel from Jerusalem, Trump has made his Arab allies angry but he keeps on acting upon his policy of Isolationism without caring for anyone. The author further delivered that Trump supporters on one hand are happy from him because they support 'America First' policy but writer said that Trump critics have a very solid point. They raised the objections that while doing this Trump administration may lose their allies and the rest American nation may go in deep sorrow, great depression and huge chaos and which may lead US to fall. In this report, Collins (2018) does not welcome this new foreign policy by

Trump's administration and he emphasises that US should rethink and review about her isolationist policy.

White and Brinbaum (2018) in their research work said, on the inaugural address he gave a clear guideline about his new foreign policy which he said as 'America first'. The supporters of this policy said that it was delivered defeat in Military to Islamic state and a pledge to dump the International agreements such as NAFTA, Paris Climate accord and Iran Nuclear deal. The both authors described that the policy has a drawback. This very policy has caused America far more isolated from the world. They said that the diplomats, analysts and the politicians have observed the overall impact of this policy as a clear cutback of US power. And also US have given a wide chance to his adversaries like China and Russia. Both the writers added that the role of America in the world has been abating for some years and on the contrary, other countries have larger their economies, ambitions and militaries. Further, they elaborated that The Trump's administration has emphasized on counterterrorism and US economy benefit in their new policy and downgrading the traditional US priorities like Democracy, Human rights, Peace and International Development. This approach of President Trump was praised by some countries like Saudi Arabia and Israel but at large this is very unpopular in many nations. According to a Gallup Survey in 134 countries showed a significant drop in US support. Norbert Rottgen, chair of the Parliament of Germany's foreign relation committee and Chancellor Angela Merkel's ally said whatever Trump has achieved so far is just that he is in process of weakening of America's moral standing. He added that America first has made US much weaker in the entire world. Across the world, the both writers told, US adversaries are in a good position to take her place in the world and to break US allies by signing different pacts and treaties. In a meeting of World Trade Organization Chinese officials were forcefully advocating the free trade and then tried the side-lines to make deal with other countries, according to a senior European official present at meeting. So the authors have largely described that 'America First' policy one the one hand is praised by some of US allies like Israel and Saudi Arabia and on the other hand most of countries and even US allies are not supporting this policy.

Another writer Brown (2018) in his research talked about isolationism and he quoted "The adage says that when the US sneezes, the rest of the world catches a cold. It is also said when the US shines, the rest of the world basks in its glow. When the US does well, the global economy generally enjoys the balm of stronger growth and faster world trade flows."

Brown (2018) further explained that US has done a great deal in 1930s in great depression and Marshall Plan after Second World War and the 2008 crash, it were the US policies that has made US as world leader but 'America First' is about looking US inwardly. It means to look the condition of US internally and to make the policies to make US great again as Trump raised this in his election campaign and as well as in his Inaugural address. The author then explained that any rational leader would want the best for his country and that's what President Trump narrative 'America First' is. This phrase is understandable that US wants to improve the lifestyle of her own citizens but this is not that much easy to get because US has to make her allies fuming and to think about her own internal matters. Since this year has started,

the world has seen a marked shift in the business pattern and the sentiments has been apparent with Japan, Europe and BRICS (Brazil, Russia, India and China) countries, countries all losing out the stronger bustle in North America. The writer concluded that it is very early to decide what will happen now but that is for sure that BRICS economies are now under threat. David Brown in his article has explained thoroughly 'America First' policy and also described how Trump this policy can activate a tremor in the global economic order.

Dorell (2018) in his critique has mentioned about the 'America First' policy that this is more likely to be America Alone. He added that due to the very harsh steps taken by President Trump, America has left her alone in world arena. Aaron David Miller, A Middle East Advisor said that The US is now less accepted, less admired, less esteemed, less valued and less feared because of Donald Trump's new strategy. It has made US allies to rethink about their bond with USA. Miller further argued that it would be difficult for USA to stick upon this policy and make her close ones angry and frustrated. Dorell has raised some events due to which he said that by following this policy of 'America First' US is left alone. First he talked about US pulled out of International Trade Agreements that on his first official day at office he took US back from a major trade signed by Ex-President Barak Obama with 11 countries which he called 'a great thing for American worker'. On the similar day, US administration said that Trump will refocus, relocate and renegotiate NAFTA 1994 with Mexico and Canada that if it would not give the benefit to US then he would cancel the deal. Both steps were implementation of 'America First' policy but it is on the other hand making America alone. Secondly, Oren talked about the ban imposed on different countries by USA. He added that in his first week in office Trump administration made eight countries banned to travel to USA and most of them were Muslim countries like Syria, Iran, Libya, Yemen, Somalia and Chad. This decision was decried by rest of the world. He also pledged to make a wall at US-Mexico border to stop the Illegal immigrants to cross the borders. Thirdly, the writer elaborated the battled NATO over money; Trump avowed his vow to support every NATO state, if attacked. But the damage was done, Trump harsh decisions about NATO had compelled them to think to survive even without America. Fourth, author discussed pulling out US from Climate Accord in Paris. President Obama did an agreement with other nations to diminish carbon emanation to avoid global warming but President Trump pulled out the USA from this accord. On Fourth, Dorell writes about repudiated the nuclear deal with Iran, and said that Trump gave an ultimatum to his European allies to cancel out the deal with Iran or to make Iran in control by signing a new pact. President Trump wants to restrict Iran to lesser use the nuclear facility as much as possible and to stop Iran of making a Nuclear Bomb. So, US have abandoned the deal with Iran. Fifth, Dorell explained the reorganization of Jerusalem as Israel's Capital. He said that this decision of Trump has left America alone because it had very strong reaction from Muslim countries and also 128 countries around the world. But Trump administration acted exactly on their 'America First' policy and did not care about others. In the end the writer has entirely present the 'America First' policy that it is going to be 'America Alone'. This study analyses that how Trump has conveyed the message of Isolation through his words to the entire world in his Inauguration speech.

## **Methodology**

### **Research Paradigm**

This research is qualitative and descriptive in nature.

### **Content**

Trump's oath taking speech on 20<sup>th</sup> January 2017 at Washington D.C

### **Method**

The method to analyse Trump's Inauguration speech (January 2017) is Political Discourse Analysis and Boyd and Filrado Model. The model is further divided in three portions Analysis of text related features, Analysis of representation and Analysis of interaction. By applying this method the inaugural address of Trump (2017) is analysed that how he has used different features like repetitions of words, phrases, clauses and anaphora and how Trump has represented his perspective and ideology and also how much interaction has he developed between himself and his audience.

### **Methods of data Collection**

The data of this research includes the inaugural address of US 45<sup>th</sup> President Donald Trump which he delivered on January 20<sup>th</sup>, 2017 in Washington DC. The data has collected from the official website of White House and the supply of audio, video and transcript can be finding on website.

### **Data Analysis**

Critical Discourse Analysis is a field of study which examines, inspects, studies, scrutinises any kind of written and spoken discourse. The main purpose of doing CDA is to know, find out and discover the hidden, concealed, unveiled, covered and secreted meaning in given texts. There are two most common models which are often used in CDA, one is Fairclough model and second one is Van Dijk's model. Political Discourse Analysis is different to CDA in a way that CDA is about all kinds of written and spoken discourse but PDA is only for political discourse. Political Discourse includes political speeches, political debates, political blogs, political interviews, political statements, political press conferences and parliamentary debates. This research is about the inaugural speech of Donald Trump after winning election (2017) and it is purely a political speech. So to analyse the speech Boyd and Filrado model (2013) has been applied. In this model there are three distinctions to analyse a political speech.

First is 'Analysis of text related features' in which we say that what the text is about and then we examine the features of given texts. We study that which features has been used by the speaker to address his/her audience. More, it also shows the ideological beliefs of a speaker that by uttering the words what ideology he is portraying. Second part of the given model is 'Analysis of representation' that how the speaker has represented himself and his message to his audience.

This further is divided in two things, a) Perspective and its ideological implementation that what is the narrative, perspective of the political speaker, b) context that in which context the speaker and the narrator has addressed his listeners and viewers. The third distinction is about 'Analysis of Interaction' that how much interaction is developed between speaker and audience. And more it analyses that how much a political speaker develops the interaction among his audience. This model is applied to analyse, examine and study the political discourse to find out the hidden plan.

A political speech can be the most challenging discourse because there are different techniques and strategies use by speaker to attain the audience attention. The study is divided in two parts. First section of the study is about the repetition of words, phrases and clauses in Trump's inaugural speech (2017) and second section tells how through his speech he supports 'American Isolationism'.

A speech of 1467 words has a lot of repetition in it. The main purpose of repetition is to emphasis on the particular agenda which the speaker is uttering. The speaker uses repetition to hit the emotions of his audience to deliver his agenda successfully. In the inaugural speech of Trump (2017), he uttered many repeated words, phrases and clauses. For example, Trump spoke "we" 95 times, "you" 19 times, "they" 5 times and "I" 3 times with their variants (Al-saeedi, 2017). According to Boyd and Filrado model (2013) the analysis of text related features is of much important that which features has been used. Donald Trump is his inaugural address (2017) used many features which is analysed in this research.

Trump after expressing his appreciation to the guests starts his speech by using first-person plural "we", he said "We, the citizens of America, are now joined in a great national effort to rebuild our country and to restore its promise for all of our people" (Trump, 2017). Trump has an agenda behind using the word 'we' 95 times in his speech. He wanted to catch the attention of the listeners and to convey his agenda by addressing all the US people. He also used 'we' to show that he was a patriot and he knew the pain of his people, he said, "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" (Trump, 2017). Trump also has uttered 'our' to show that he is among the common people and his policies would be based on what his nation wants. Further, by the use of the pronouns 'you' and 'your', Trump specially wanted to catch the audience not only standing in front of them but to the entire nation who were listening to him through different sources. He by using these pronouns hit the emotions of the rest of the American nation. He voiced, "This is your day. This is your celebration. And this, the United States of America, is your country" (Trump, 2017). Then use of pronoun "I" is also there in Trump's inaugural address (2017). He declared himself as US leader, gaining the attention of his people, ensuring them a good life style and also backing them in every matter by using pronoun 'I'. He mentioned that, "I will fight for you with every breath in my body – and I will never, ever let you down" (Trump, 2017).

A politician must be a good speaker that he must know how to convince his audience through language. Phrasal repetition is one of the very useful techniques of delivering a better speech. Donald Trump in his inaugural address used the phrase "we will" 41 times (Al-saeedi,



2017). Trump is involving the rest of the audience by using the phrase ‘we will’, to ensure that his speech might be liked by everyone. He spoke, “We will be protected by the great men and women of our military and law enforcement and, most importantly, we are protected by God” (Trump, 2017). Then the oath taking President Trump articulated another phrase ‘we all’, probably referring to the all of the American people without any difference of colour, creed, customs and traditions. He expressed, “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.” Another very important term ‘anaphora’ is used by Trump in his speech. Anaphora is the repetition of a word or more and of a phrase at the start of two successive sentences. Anaphora is used to make the speech more affective and more realistic. It increases the synchronization of any speech. Trump used it like, “**This is your day. This is your** celebration. And **this**, the United States of America, **is your** country” (Trump, 2017).

Another way of delivering an effective speech is use of Clausal repetition. A speaker uses it to emphasize or want to tell the importance of something. The agenda of his repetition is that his audience may remember whatever he has said and repeated. Clausal repetition is one which is repeated in a clause in an uttering. Donald Trump has used clausal repetition in his inaugural address (2017) to emphasis on his agenda. He added, “**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” (Trump, 2017). In the preceding line Donald Trump has used both pronouns ‘we’ and ‘our’ to tell the audience that everything which he will do it will be done with the help of American People. US government and nation would be on same page. Further, he used another clausal repetition in his speech, He elaborated that, “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” (Trump, 2017). The same repetition is used by Trump at the last of his speech in which he hoped to make America great again. “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**” (Trump, 2017). Now we see that repetition of words, phrases, clauses and anaphora has been used by Trump to convey his message. These are text related features (Boyd and Filrado 2013) used in his speech.

The second part of the study is to find out various points in his speech to see that how he supports American Isolation. In his inaugural address (2017) Trump has described two things, first social disparity and other economic disparity. Trump has mentioned the background of the Socio-economic disparity and the causes of it and then he told that how he and his administration would do the things in American favour.

The term Social disparity is used when a society is collapsed socially and the culture, traditions, norms and rights have been violated. It emerges when people do not get their fundamental rights. Donald Trump in his inaugural address (2017) has mentioned this. He said that there exists an unlike reality for most of our populace, our mothers and children are fascinated by scarcity in inner cities. He added that our education system lies on cash and rich

person gets more education than common man. And it leaves young student jobless and hence they omit crimes, use drugs and rob our country (Trump, 2017).

In these lines Trump has used so many pauses to emphasize the social issues of US. By uttering small sentences he highlighted the problems faced by the American socially. But he then giving comfort to his audience said, “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” (Trump, 2017). Now here Trump has used many repeated words like ‘we’, ‘our’, ‘one’ and ‘their’ to ensure that his speech would be in hearts of people of America. By using ‘their’ he has hit the emotions of that socially dispersed class which he has talked about, and then relating ‘their’ with ‘our’, he has gained the attention and attraction of American people. But now the question arises how this can be said as American Isolation? The answer is that oath taking President Trump has spoken that in the past, the governments did not care for their own people but for others, ignoring the all of the American people to get the benefits for some small number of people. He then expressed that, “we are transferring power from Washington, D.C. and giving it back to you, the American People”. This line is of very importance in term of Isolationism because Donald Trump’s one of the main manifesto of the elections 2017 were ‘America First’ and that is why he mentioned here that now all the policies would be made for US. Further, Trump added, “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” (Trump, 2017). Trump’s wording in these lines shows that how the American people were socially isolated previously by government. The message he wanted to convey is that from now, American people would get the better life style. All the policies would be made to give benefit to American people. According to Boyd and Filrado model (2013) the speech is to be analysed in the way it is represented and it includes first perspective and then context. Now it is clear that Trump’s perspective and ideology is American Isolationism that he wants US to be isolated from all the accomplishments around the globe. The context he developed in his speech (2107) was that that America has socially and economically collapsed due to its negligence of own people. That is why he wanted US to be in isolation.

The most important point of his speech was economic disparity and how he would isolate America economically to make America great again. Trump’s purpose of isolating America was just to make policies in favour of American people. Economic condition of any country is very important to judge its empowerment in the world, so that is why Trump has emphasized the economy in his inaugural address on January, 2017. He told about the background of economy going down and said that we have made foreign industries rich and our industries suffered badly. Further he mentioned that we have defended other borders and let our borders unsecure. And also he voiced that USA has spent plenty of dollars in this matter and our country has fallen into disorder and decompose (Trump, 2017). These lines show Trump’s aggression towards wrong economic policies. In these lines there are lot of pauses to emphasize on each uttering which Trump has spoke. These lines show that he wanted to tell his people that he would be doing

anything for them. Further Trump has spoken the most important uttering in term of Isolation, he said, “From this day forward, a new vision will govern our land. From this moment on, it’s going to be America First, America First” (Trump, 2017). His message was clear that America and its people would be his main concern and all policies would be made to give the benefits of American labours, workers, students and women. Though this phrase ‘America First’ could be heard by Trump in his election campaign but in his inaugural address it is worth mentioning, especially with the previous context he has talked about. The repetition of phrase ‘America first’ is the key term of this speech as well as this research because there is a clear message to all of the world that America is to adopt this policy. Trump, as an oath taking President is declaring this policy. He further explained that, “Every decision on trade, on taxes, on immigration, on foreign affairs, will be made to benefit American workers and American families” (Trump, 2017). A very clear memorandum from Trump in these lines is to that America is not going to think about the other but the American workers. This is the isolation which Trump has adopted in his new policy to make their workers in a stable position. This speech was highly appreciated by the people of America because it touched their heart. They thought that Trump was uttering the feeling of their hearts. According to Boyd and Filrado model (2013) in Political Discourse we also analyse that how much developed relation is among speaker and audience in term of interaction. By using the model it is cleared that the interaction level between Trump and his audience was very high as Trump was uttering the feelings, emotions, sentiments, excitements and passion of his people to whom he was talking and delivering speech.

## **Findings:**

The main concern of the research was to find out how trump gave the message of isolationism to the world. Political Discourse Analysis is used as an approach to do it and Boyd and Filrado model (2013) is used to analyse the speech. The findings of the speech are

- Trump has used repetitions as his main instrument to deliver his message.
- The sudden pauses in speech have made it valuable for listeners.
- He used anaphora to spread harmony in his speech to convey his meaning.

## **Conclusion**

To sum up this, political speech is the one which has many techniques in it so that is why political discourse analysis is one of the most difficult one. Donald Trump’s inaugural address (2017) is of much value. He has used repetition and pauses in his speech to convey his message.

The analysis of Trump’s inaugural address has shown that he has used many repetitions in his speech to support his idea and policy that is ‘American Isolation’. It is because he wanted to engage American and to spread patriotism and harmony among them. Moreover, the combinations of repetitions with other devices like anaphora were used to create the cohesion and harmony among the speech to make it more realistic. It is relatable to wrap up that Trump has given a very clear message of Isolation for his own people of his own country. By using

different repetitions like Phrasal, clauses repetition with amalgamation of anaphora made it look more worthy for his people.

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