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D. TRUMP'S INAUGURAL ADRESSES: COMPARATIVE ASPECT

The following work is devoted to comparison of the USA current President Donald Trump Inaugural speeches of 2017 and 2025, which are defined in given work as the political, institutional, argumentative, declarative and appealing to act discourses. It is stated that the given Inaugural speeches have differences and similarities. It is emphasized that similarities of the D. Trump Inaugural speeches of 2017 and 2025 are determined by the similar nature of the Inaugural speeches, while their differences are determined by D. Trump's experience of the politician and former President; by style of his working; by his political image realization; by the world and national challenges. It is stressed that the D. Trump Inaugural speeches of 2017 and 2025 differ in time of their duration, in volume of their message, in content of the politico-economic plan of the country development, in President's image presentation and his personal identity. It is underlined that the D. Trump Inaugural speech of 2025 is twice longer and durable than the Inaugural speech of 2017. It is found out that the 2025 politico-economic plan of the country development contains unique and revolutionary insights and proposals with the concrete steps, measures and directives for the executive branch of power in a form of Executive orders in comparison with the 2017 politico-economic plan of the country development. It is determined that the 2017 politico-economic plan of the country development has more inspirational and declarative character in comparison with the 2025 Inaugural speech of D. Trump, which is considered to be the realization plan of the country restoration and innovating. It is underlined that D. Trump uses image of the charismatic leader in his 2017 Inaugural speech and image of the experienced politician, effective top manager in his 2025 Inaugural speech. It is stressed that D. Trump identifies himself a God messiah for the American community safety, restoration, progress and prosperity and global peacemaker and unifier for the entire planet in his 2025 Inaugural speech; he determines the years of his presidency, from 2025 up to current moment, as the golden age for America and he underlines his extraordinary role in the history of the USA and mankind.

Key words: political image, discourse, inaugural speech, personal identity, charismatic leader.

Statement of the problem. The inaugural speech is considered to be the political document of newly elected person for the post of President, which contains his/her vision and vision of his/her political force of the country development for the period of presidency. The current President of the USA Donald Trump was elected and made his Inaugural speeches twice, in 2017 and 2025. It is acute to explore and differentiate the peculiarities of the given Inaugural speeches of D. Trump with emphasis on the pragma-communicative aspect of each message, with further comparison and defining the system of their similarities and differences.

Analysis of recent research and publications. Donald Trump as politician, former and current President of the USA attracts scientists and explorers attention, using different investigation approaches and methods [1; 2; 4; 6]. The leading communicative and cognitive approaches for studying language determine Donald Trump's speeches and messages exploring as types of discourses with their strategies

and tactics [5; 7; 10], with their stylistic peculiarities [3; 8; 11; 12], with the peculiarities of D. Trump idiolect [9]. The given research is part of the D. Trump Inaugural discourses investigation [2; 3; 4] with emphasis on their pragma-communicative objectives realization. The innovating character of the given research deals with the comparison procedure to define the system of similarities and differences of the given Inaugural discourses of D. Trump. The results of the following scientific exploring may contribute Discourse Analysis, Text Analysis, Comparative Analysis.

Task statement. The purpose of the given work is to explore and compare the USA current President Donald Trump Inaugural speeches of 2017 and 2025, to differentiate similar and different pragma-communicative peculiarities of them, using Discourse Analysis and Comparative approaches. Realization of this objective is possible by using several methods: method of simple calculation, pure sampling method, discourse analysis method, comparative method.

Outline of the main material of the study.

The current President of the USA Donald Trump made his Inaugural speeches twice: on the 20-th of January, 2017, and on the 20-th of January, 2025, at the age of 70 and 78, as the 45-th and 47-th President of the United States, for the term of 2017–2021 and of 2025 up to current moment. Two speeches were produced with interval of 8 years. It is obvious, they have similarities and differences.

Thus, D. Trump speeches differ in time of their duration. His first Inaugural speech lasted for 19 minutes, while his second one was pronounced during 30 minutes. Speeches differ in volume: with the amount of 1457 words in his first speech and with the amount of 2901 words in his second speech, that is twice longer than the first one.

Both D. Trump's Inaugural speeches of 2017 and 2025 are considered to be the political, institutional, argumentative, self-promoting, declarative, appealing to act and discrediting opponents discourses with the pragma-communicative purposes to express gratitude to voters for the chance to be elected as a President; to propose politico-economic program of the country internal and external development for the period of presidency; to declare values, changes and concrete measures for the country development plans realization; to promote the political image of President. his/her political force and allies; to criticize the opponents and enemies, to discredit and neutralize them; to propose the appropriate system of valid arguments to provoke voters' positive support and approval of the proposed politico-economical changes for the country development; to orient voters and to appeal them for the actions, proposed by the President and his political party.

Both speeches as the politico-institutional discourses have strict structure of their presentation: introduction, the main body and final part. President D. Trump follows the strict rules of inaugural speeches. In his speeches' introduction he addresses the former Presidents, officials, Americans, and he also addressed the people of the world in his first speech:

1. *Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans, and people of the world* [13].

2. *Vice President Vance, Speaker Johnson, Senator Thune, Chief Justice Roberts, Justices of the Supreme Court of the United States, President Clinton, President Bush, President Obama, President Biden, Vice President Harris, and my fellow citizens* [14].

The main body of both D. Trump's Inaugural speeches contains the material of the speeches themselves. The final part of the given speeches consists of the good wishes and God's blessing for America and D. Trump's gratitude for the American citizens:

1. *Thank you. God bless you, and God bless America. Thank you. God bless America* [13].

2. *Thank you. God bless America. Thank you all. Thank you. Thank you very much. Thank you very much. Thank you* [14].

It is important to state that President D. Trump strictly follows the rules of inaugural speeches by using neutral and literary language units in both his Inaugural speeches, which makes it possible to sound officially and formal. At the same time, D. Trump uses once some kind of colloquial forms in his 2025 Inaugural speech, which sounds even a bit vulgar:

The inflation crisis was caused by massive overspending and escalating energy prices, and that is why today I will also declare a national energy emergency. We will drill, baby, drill [14].

D. Trump uses this colloquial form of address *baby* deliberately to create the atmosphere of the informal conversation with the American citizens, to demonstrate himself as one of them, as an ordinary person, to be closer to them in their understanding of his messages.

Both D. Trump's Inaugural speeches of 2017 and 2025 are considered to be argumentative discourses with the specific feature to appeal to the reason, to the mind of the voters not through the valid arguments in a form of proofs and statistics, but through the system of values relevant for the voters and through the authoritative view points of the well-known persons or sources of information.

Thus, D. Trump only once uses statistics in his Inaugural speeches of 2017 and 2025, "*lost 38,000 lives in the building of the Panama Canal*", but instead he uses quotation of the well-known sources of information (2), *Bible*, and names of well-known, authoritative persons (1, 3), *President McKinley, Teddy Roosevelt, Martin Luther King*, to prove his ideas for the American citizens in order to accept these insights and to follow them:

1. *President McKinley made our country very rich through tariffs and through talent – he was a natural businessman – and gave Teddy Roosevelt the money for many of the great things he did, including the Panama Canal, which has foolishly been given to the country of Panama after the United States – the United States – I mean, think of*

this – spent more money than ever spent on a project before and lost 38,000 lives in the building of the Panama Canal [14].

2. *The Bible tells us, “How good and pleasant it is when God’s people live together in unity.” We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity. When America is united, America is totally unstoppable* [13].

3. *Today is Martin Luther King Day. And his honor – this will be a great honor. But in his honor, we will strive together to make his dream a reality. We will make his dream come true* [14].

The given argumentation with mentioning quotations of the well-known sources of information and names of the well-known, authoritative persons makes it possible to express and prove the ideas of the Panama Canal returning back to the USA (1); of the national unity as a resource of the country development (2); of the race equality as a great liberty of the USA community (3).

In terms of values, both D. Trump’s Inaugural speeches are created with the orientation on the Christian and American values of love, respect, freedom, honesty, justice, equality, patriotism and the American democratic liberties and rights:

1. *... 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* [13].

2. *My recent election is a mandate to completely and totally reverse a horrible betrayal and all of these many betrayals that have taken place and to give the people back their faith, their wealth, their democracy, and indeed, their freedom* [14].

Both speeches contain orientation on the national unity of the USA. D. Trump considers the value of nation unity is a great resource of the former, current and future advantages and victories of the American citizens:

1. *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* [13].

2. *We are one people, one family, and one glorious nation under God.We will be a nation like no other, full of compassion, courage, and exceptionalism. Our power will stop all wars and bring a new spirit of unity to a world that has been angry, violent, and totally unpredictable* [14].

It is important to state, that the nation unity orientation of the American nation as a great resource of its successful development is mentioned

in both D. Trump’s Inaugural speeches: at the beginning, in the middle and at the end of the speeches. It makes it possible to strengthen the idea of nation unity as an advantage of the American society development and to promote the given idea with the purpose of its accepting by the American citizens.

Moreover, D. Trump tries to increase the level of American nation identity by appealing to the advantages and victories of the American ancestors, current patriots and frontiers, as well as the future prosperous generation in his 2025 Inaugural speech:

Ambition is the lifeblood of a great nation, and, right now, our Nation is more ambitious than any other. There’s no nation like our Nation. Americans are explorers, builders, innovators, entrepreneurs, and pioneers. The spirit of the frontier is written into our hearts. The call of the next great adventure resounds from within our souls. Our American ancestors turned a small group of colonies on the edge of a vast continent into a mighty republic of the most extraordinary citizens on Earth. No one comes close [14].

Inaugural speech is known to be the political program of the president for the term of his/her presidency. Comparative analysis shows that the 2017 political program and the 2025 political program of D. Trump differ.

Thus, D. Trump names the political program of 2017 as a program of democratic restoration of the American society in all spheres of its life:

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 [13].

He claims his 2017 Inauguration day the “celebration” for all the Americans, the starting point of the nation progress, prosper and development (1) and he outlines the purpose of the American society development as the necessity to be first worldwide (2):

1. *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* [13].

2. *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* [the same].

In his 2025 Inaugural speech D. Trump continues his policy of making the USA first worldwide by

proclaiming the idea of the American superiority in the world:

1. *From this day forward, our country will flourish and be respected again all over the world. We will be the envy of every nation, and we will not allow ourselves to be taken advantage of any longer. During every single day of the Trump administration, I will, very simply, put America first* [14].

2. *And our top priority will be to create a nation that is proud, prosperous, and free. America will soon be greater, stronger, and far more exceptional than ever before* [the same].

In comparison with the political program of 2017, the 2025 D. Trump Inaugural speech contains his vision of the American society development not only as restoration, but as “the golden age of America”:

1. *The golden age of America begins right now* [14].

2. *We will stand bravely, we will live proudly, we will dream boldly, and nothing will stand in our way because we are Americans. The future is ours, and our golden age has just begun* [the same].

At the same time D. Trump identifies himself as a messiah for the American society to make the economic break-through of the country in terms of its prosperity, in terms of the golden age realization (1), he identifies himself as a messiah having blessed by God (2), and the day of his 2025 Inauguration is proclaimed by him as liberation day (3, 4); in terms of foreign policy D. Trump identifies and announces himself as a “peacemaker and unifier” (5):

1. *I return to the Presidency confident and optimistic that we are at the start of a thrilling new era of national success. A tide of change is sweeping the country, sunlight is pouring over the entire world, and America has the chance to seize this opportunity like never before* [14].

2. *Just a few months ago, in a beautiful Pennsylvania field, an assassin's bullet ripped through my ear. But I felt then and believe even more so now that my life was saved for a reason. I was saved by God to make America great again* [the same].

3. *For American citizens, January 20, 2025, is liberation day. It is my hope that our recent Presidential election will be remembered as the greatest and most consequential election in the history of our country* [the same].

4. *We will not be conquered, we will not be intimidated, we will not be broken, and we will not fail. From this day on, the United States of America*

will be a free, sovereign, and independent nation [the same].

5. *We will measure our success not only by the battles we win, but also by the wars that we end and, perhaps most importantly, the wars we never get into. My proudest legacy will be that of a peacemaker and unifier. That's what I want to be: a peacemaker and a unifier* [the same].

In his 2017 Inaugural speech D. Trump proposes to stop empty discussion and start actions, to start process of doing some necessary deeds for the USA progress and prosperity (1), while in his 2025 Inaugural speech he determines his and the Government mission as the revolution activity in terms of the proclaimed changes volume for the American society (2):

1. *The time for empty talk is over. Now arrives the hour of action* [13].

2. *With these actions, we will begin the complete restoration of America and the revolution of common sense. It's all about common sense* [14].

In this case, the results of the comparative analysis prove that the D. Trump political program of 2017 is considered to be fuzzy program without concrete steps within the foreign and domestic policy of the USA (1), while the political program of 2025 contains concrete steps of its realization in a form of executive orders and directives (2); the political program of D. Trump for the country development, 2017–2021, has rather declarative character than the program of 2025–2029 which contains concrete measures for the executive branch of power, Government, to realize the given program:

1. *Every decision on trade, on taxes, on immigration, on foreign affairs, will be made to benefit American workers and American families* [13].

2. *Today I will sign a series of historic Executive orders* [14].

The difference between the D. Trump political programs of 2017 and 2025 may be demonstrated by comparison of the proposals to save national borders of the USA in D. Trump's Inaugural speeches. Thus, in his 2017 Inaugural speech D. Trump proposes to protect borders (1), while in his 2025 Inaugural speech he declares “a national emergency at southern border” and proposes to return “criminal aliens back to the places from which they came” (2), which is considered the first, the priority measure among the executive measures:

1. *We must protect our borders from the ravages of other countries making our products, stealing our companies, and destroying our jobs* [13].

2. *First, I will declare a national emergency at our southern border. All illegal entry will immediately be halted, and we will begin the process of returning millions and millions of criminal aliens back to the places from which they came. We will reinstate my "Remain in Mexico" policy* [14].

It is essential to add that the 2025 political program of D. Trump contains the fresh, unique ideas of country development and concrete executive measures of their realization, which may be considered the revolutionary ones. Among them are the following measures as: to end the "green deal" and to limit the electric vehicles manufacturing (1); to renovate the external tariffs (2); to increase the level of Federal Government competence and effectiveness by creating the Department of Government Efficiency (3); "to stop all Government censorship and bring back free speech to America" (4); to support and provide policy of only 2 genders: female and male (5); to stop illegal practice to vaccine people on duty (6); to return back Panama Canal (7); to explore and exploit Mars (8):

1. *...we will end the "green new deal," and we will revoke the electric vehicle mandate* [14].

2. *For this purpose, we are establishing the External Revenue Service to collect all tariffs, duties, and revenues* [the same].

3. *To restore competence and effectiveness to our Federal Government, my administration will establish the brand new Department of Government Efficiency* [the same].

4. *I also will sign an Executive order to immediately stop all Government censorship and bring back free speech to America* [the same].

5. *As of today, it will henceforth be the official policy of the United States Government that there are only two genders: male and female* [the same].

6. *This week, I will reinstate any servicemembers who were unjustly expelled from our military for objecting to the COVID vaccine mandate with full backpay. And I will sign an order to stop our warriors from being subjected to radical political theories and social experiments while on duty* [the same].

7. *And above all, China is operating the Panama Canal. And we didn't give it to China. We gave it to Panama, and we're taking it back* [the same].

8. *And we will pursue our manifest destiny into the stars, launching American astronauts to plant the Stars and Stripes on the planet Mars* [the same].

The differences between the 2017 D. Trump political program and the 2025 political program of D. Trump are correlated with D. Trump's experience

as of the political leader, of the USA President, with the style of his political carrier in 2017 and 2025, with the global and national challenges.

D. Trump, as a creator of his political programs, uses strategy and tactics of the charismatic leader in his 2016–2017 election campaign and in his 2017 Inaugural speech [2], while in his 2025 Inaugural speech he uses the image of the experienced politician, effective former President and competed top manager, able to bring extraordinarily effective changes for the country prosperity and progress.

In this case, the usage of the charismatic leader image within the 2017 Inaugural speech makes it possible to inspire the American citizens by the D. Trumps insights of national restoration and rebuilding in all spheres of its life, while the effective top manager image of D. Trump within the 2025 Inaugural speech orients the American community on the effective revolutionary changes, on the concrete actions for these innovations and renewing.

Consequently, it is more appropriate, more correct to name the 2017 Inaugural speech of D. Trump as the inspirational political document of country restoration, while the 2025 Inaugural speech of D. Trump is considered to be the realization political document of the country restoration and innovating.

It is important to emphasize that both D. Trump's Inaugural speeches contain promotion of the President political image, his political force and criticism of the opponents to discredit them, having features of the self-promoting (1, 2) and the opponents discrediting discourse (3, 4):

1. *The oath of office I take today is an oath of allegiance to all Americans* [13].

2. *It is my hope that our recent Presidential election will be remembered as the greatest and most consequential election in the history of our country* [14].

3. *Washington flourished, but the people did not share in its wealth. Politicians prospered, but the jobs left, and the factories closed* [13].

4. *My recent election is a mandate to completely and totally reverse a horrible betrayal and all of these many betrayals that have taken place and to give the people back their faith, their wealth, their democracy, and indeed, their freedom* [14].

In his Inaugural speeches of 2017 and 2025, D. Trump uses tactics to appeal the American citizens for doing some actions, proposed by him and his political force, which sounds as direct

commands for the American community to “*buy and hire American*” (1) in his Inaugural speech of 2017, and both his Inaugural speeches contain the implicit appeals to fulfil the common nation deeds, given in a form of statements in Future tense with the deictic form of the collective We, such form of expression makes it possible to sound categorically as an evitable truth and fact of reality (2):

1. *We will follow two simple rules: Buy American and hire American* [13].

2. *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* [the same].

3. *We will be prosperous, we will be proud, we will be strong, and we will win like never before* [14].

The direct and implicit appeals for actions within the D. Trump Inaugural speeches of 2017 and 2025 bring the features of the appealing to act discourse to the given messages.

Conclusions. The D. Trump Inaugural speeches of 2017 and 2025 have similarities with the pragmatic-communicative purposes of the political, institutional, argumentative, self-promoting, declarative, appealing to act and discrediting opponents discourses; with the orientation on the Christian and American values, on the American democratic liberties and rights; with the strict structure of the politico-institutional discourse; with the argumentative component of the well-known quotation usage and of mentioning the well-known, authoritative persons names; with the direct and implicit appeals to act for the effective, progressive changes in the American society; with the process of the President image and his political force promotion and discrediting their opponents; with the literary and neutral language units usage to sound official and formal.

The D. Trump Inaugural speeches of 2017 and 2025 have differences and similarities. They differ

in time of their duration, in volume of their message, in content of the politico-economic development of the country, in President's image and identity presentation.

The D. Trump Inaugural speeches of 2025 is twice longer and durable than the Inaugural speech of 2017. Its politico-economic plan of the country development contains fresh, unique, revolutionary proposals for the country break-through and the global policy. The 2017 politico-economic plan of the country development is declared by D. Trump as the plan of country restoration, which has more inspirational nature than the 2025 Inaugural speech of D. Trump, which is considered to be the realization plan of the country restoration and innovating, containing concrete steps, measures and directives for the executive branch of power in a form of Executive orders.

The D. Trump image of President in his 2017 Inaugural speech is given as of the charismatic leader, while in his 2025 Inaugural speech his image is given as of the experienced politician, effective top manager. In his 2025 Inaugural speech D. Trump identifies himself as a God messiah for the American community safety, restoration, progress and prosperity, as a global peacemaker and unifier for our planet; he identifies the years of his presidency, from 2025 up to current moment, as the golden age for America and thus he stresses his extraordinary role in the history of the USA and mankind.

It is stated that similarities of the D. Trump Inaugural speeches of 2017 and 2025 are determined by the similar nature of the Inaugural speeches, while their differences are determined by the experience, style of President, his image realization, by the world and national challenges.

It is prospective to explore stylistic peculiarities of the D. Trump Inaugural speeches, to make their comparative analysis, to deal with the D. Trump idiolect and ideostyle.

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Туршукова Н. Г. ІНАВГУРАЦІЙНІ ПРОМОВИ Д. ТРАМПА: ПОРІВНЯЛЬНИЙ АСПЕКТ

Подана робота присвячена порівнянню інавгураційних промов чинного президента США Дональда Трампа 2017 та 2025 років, які в даній роботі визначені як політичні, інституційні, аргументні, декларативні та закликаючі до дії дискурси. Зазначено, що наведені інавгураційні промови мають відмінності та схожість. Наголошено, що схожість інавгураційних промов Д. Трампа 2017 та 2025 років визначається подібною природою інавгураційних промов, а їх відмінності визначаються досвідом Д. Трампа як політика та колишнього президента; стилем його роботи; реалізацією його політичного іміджу, а також світовими та національними викликами. Зазначено, що інавгураційні промови Д. Трампа 2017 та 2025 років відрізняються за часом їхньої тривалості, за обсягом подання, за змістом політико-економічного плану розвитку країни, а також за його іміджем як Президента та за поданням його особистої ідентичності. Підкреслено, що інавгураційна промова Д. Трампа 2025 року є вдвічі довшою та тривалою, ніж інавгураційна промова 2017 року. Зазначено, що політико-економічний план розвитку країни 2025 року містить унікальні та революційні ідеї та пропозиції з конкретними кроками, заходами та директивами для виконавчої гілки влади у формі виконавчих указів у порівнянні з політико-економічним планом розвитку країни 2017 року. З'ясовано, що політико-економічний план розвитку країни 2017 року має більш надихаючий, декларативний характер порівняно з політико-економічним планом розвитку країни у інавгураційній промові Д. Трампа 2025 року, який вважається реальним планом відновлення та інновацій. Підкреслено, що Д. Трамп використовує образ харизматичного лідера у своїй інавгураційній промові 2017 року та образ досвідченого політика, ефективного топ-менеджера у своїй інавгураційній промові 2025 року. Наголошено, що Д. Трамп у своїй інавгураційній промові 2025 року визначає себе месією від Бога для забезпечення та реалізації безпеки, відновлення, прогресу та процвітання американської спільноти, а також визначає себе глобальним миротворцем і об'єднувачем всієї планети, а роки свого президентства, з 2025 року до нинішнього моменту, подано ним як золотий вік для Америки, чим підкреслюється його надзвичайна роль в історії США та людства.

Ключові слова: політичний імідж, дискурс, інавгураційна промова, особиста ідентичність, харизматичний лідер.