On Methods and Strategies of Repertoire Rhetoric in the Presidential Inauguration Speech of Barack Obama and Donald Trump

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Abstract. Being the kernel of persuasive devices in a speech, methods and strategies of repertoire rhetoric ascertain the objective of the persuasion. They are unique and their exertion in an individual doing the persuasion may differ from one to another. This paper attempts to reveal the use of methods and strategies of repertoire rhetoric in the presidential inauguration speech of Barack Obama and Donald Trump. The objectives of the study cover the categorization of the strategies and methods of repertoire rhetoric employed by each of them and compare their strategies and methods of rhetoric to unravel the effectiveness of the persuasion in their presidential inauguration speech. This study is based on the qualitative paradigm resorting to multiple case study model. The sampling of data and data source are purposive. The research method implemented the principles of ethnography in terms of data collection and data analysis. The result of the study shows that both Obama and Trump resort to three different methods of rhetoric, with the same propensity towards pathos method. However, it is also found that Obama's use of logos is almost as high as his use of pathos, leaving Trump's logos far behind. Even so, the finding of Trump also resorting to logos is contradictory with the common and media belief that Trump solely employs pathos method in all of his remarks. In terms of strategies of rhetoric, both utilize a wide range of options with Obama tending to use syntactic devices and Trump opting for repetition mostly as expected.

Keywords: repertoire rhetoric method, repertoire rhetoric strategies, Barack Obama, Donald Trump, presidential inauguration speech

Abstrak. Karena menjadi bagian penting dalam alat persuasif dalam pidato politik, metode dan strategi repertoir retoris dapat memantapkan tujuan persuasi. Dua aspek tersebut bersifat unik dan penggunaannya pada masing-masing individu yang melakukan persuasi berbeda-beda. Artikel ini bertujuan untuk mengungkap penggunaan metode dan strategi retorik dalam pidato inaugurasi kepresidenan Barrack Obama dan Donald Trump. Tujuan penelitian mencakup pengategorian strategi dan metode repertoir retoris yang digunakan oleh keduanya dan membandingkan metode dan strategi masing-masing untuk mengungkap keefektifan persuasi dalam pidato inaugurasi tersebut. Penelitian ini menggunakan paradigma kualitatif yang berjenis model studi kasus ganda. Pengambilan sampel data dan sumber data bersifat purposif. Metode penelitian ini menerapkan prinsip-prinsip etnografi dalam pengumpulan dan analisis data. Hasil penelitian menunjukkan bahwa baik Obama maupun Trump menggunakan tiga metode retoris, dengan penekanan sama-sama pada metode pathos. Meskipun dmeikian, juga ditemukan dalam penelitian bahwa frekuensi penggunaan metode logos oleh Obama sama tingginya dengan penggunaan pathosnya, sedangkan Trump jarang menggunakan metode logos. Tetapi, hasil temuan yang mengungkap bahwa Trump juga memanfaatkan metode logos dalam

pidatonya kontradiksi dengan kepercayaan umum dan media yang memandang Trump selalu menerapkan pathos saja dalam pidatonya. Dalam hal strategi retorik, keduanya menerapkan pilihan yang beragam dengan Obama lebih banyak menggunakan syntactic devices dan Trump sering menggunakan repetisi seperti yang sudah diduga.

Kata kunci: *metode repertoir retorik, strategi repertoir retorik, Barrack Obama, Donald Trump, pidato inaugurasi presiden*

INTRODUCTION

Political speech serves as a climacteric device for politicians to prompt the crowd for certain causes, or to generally persuade people to do or not to do something (Borgstorm, 1982; Walton, 2007; Schaffner, 2014) for the sake of their political agenda. Therefore, the foremost requirement of a solid political speech is being persuasive (Walton, 2007; Cameron & Shaw, 2014). Whether or not a political speech by a politician is good and whether or not it is effective in attaining the political goals are determined by the strength of the persuasive commands in the speech. Even, oftentimes, the oration skills of politicians are scaled on the basis of the persuasiveness of their political speech.

In addition to that, the power of persuasion of the speaker residing in the political speech is construed by the repertoire rhetoric, which is manifested in the form of speaker's methods and strategies of repertoire rhetoric (Cockroft & Cockroft, 1992; Kulo, 2009). The rhetoric in this case refers to the art of persuading people and is related with skills of communication (Knudsen, 2014).

There are various types of methods and strategies of repertoire rhetoric (Cockroft & Cockroft, 1992). First, rhetorical methods cover three types: when the focus of persuasion targets the personal character of the audiences (ethos); when the focus of persuasion fixes at the emotion of the audiences; and when the focus of persuasion appeals to the logic of the audiences (logos). Second, the types of rhetorical strategies consist of lexical choices that comprise of literary lexis choice and functional lexis choice; sound patterning; figurative language that comprises of metaphor, irony, metonymy, synecdoche, and mislabel (catachresis); and schematic language that comprises of antithesis, wordplay, syntactic device, repetition, amplification and diminution, and ploy.

Furthermore, as the repertoire rhetoric in political speeches marks the oration skills of politicians, every politician has a certain rhetoric style in their oration manifested in particular methods and strategies as well. For instance, President Barack Obama is reported by media and pictured by people to often address the logic of the audience when delivering speeches while President Donald Trump is perceived by the media and the people to often target and stir the emotion of the audiences (Knudse, 2014). In such a case, Obama is assumed to be a man of logic in rhetoric while Trump is asserted to be emotion provoker. In addition to that, Trump is also found to often make repetitions in his remarks, which is also a form of strategy of repertoire rhetoric. These repetitions are also a strong suit to get his message across the audiences and also to strengthen it (Haoming, 2019). The uniqueness of the individual style of rhetoric has granted them a particular image in the society and around the globe. What is more, it becomes their brand image, used to appeal to particular groups of people.

The researches regarding rhetoric have been conducted several times. For instance, a study on rhetorical development of students' research paper background was conducted (Soraya, et al., 2019). This study focuses on the factors of emotional and rational of the subjects without presenting clear

linguistic elements. The argument presented in the study is rather assumptive than descriptive. Other than that, rhetoric analysis on Forbes' 2019 most valuable brands was done (Moore, 2020). The study involves the analysis of logos, pathos, and ethos. However, it does not specify the manifestation of the methods into strategies. Therefore, only the bigger picture of the methods were found.

On the basis of the significance of repertoire rhetoric in political speeches and its implication on construing the political image of politicians and also on the basis of the previous studies conducted, this paper attempts to reveal the methods and strategies of repertoire rhetoric of Barack Obama and Donald Trump in their presidential inauguration speech. The revelation of their methods and strategies of rhetoric is expected to unfold their rhetoric and oration style, which then becomes a linguistic aspect that characterizes their political image branding.

METHOD

This paper is a descriptive study that is based on the qualitative paradigm resorting to multiple case study model with the focus being the rhetoric methods and strategies of Barack Obama and Donald Trump in their presidential inauguration speeches. It is a multiple case study because it deals with two different research objects: presidential inauguration speech of Barack Obama and Donald Trump. In the case of Obama, his first presidential inauguration speech was used in this study.

The sampling of data and data source were purposive. The data in the form of sentences that contain methods and strategies of repertoire rhetoric were collected purposively based on the theory of methods and strategies of repertoire rhetoric (Cockroft & Cockroft, 1992). The source of data, which are the presidential inauguration speeches of Obama and Trump, were chosen purposively on the basis of their differently perceived political image, especially in the way they persuade their audiences through rhetoric in their speech. The scripts of the speech were taken from official website of the White House in the archive section that collects the presidential inauguration speeches.

The research method of this study implemented the principles of ethnography (Spradley, 1980) in terms of data collection and data analysis. The data were collected with document analysis done by the researchers based on the theory of methods and strategies of repertoire rhetoric. After that, the data were analyzed by using domain analysis, taxonomy analysis, componential analysis, and finally finding the cultural values of the interrelation of all aspects. In domain analysis, the origin of the data was elucidated. Next, in taxonomy analysis, the sentences that contain repertoire rhetoric were categorized based on their methods and strategies of rhetoric. In the stage of componential analysis, the categories of rhetoric methods and strategies were interrelated with the origin, namely Obama and Trump, and based on this relation analysis, the rhetoric style of the two figures was determined. The explanation of such relations was dug deeper and presented in the finding cultural value phase. In addition to that, the interpretation of data and the finding in componential analysis and cultural value finding was based on the hermeneutics concept of understanding (Holroyd, 2007) to produce a more objective and not misleading recontextualization of realities in the conclusion of the study.

RESULTS AND DISCUSSION

The result of the study shows that Barack Obama uses more rhetoric than Donald Trump in their presidential inauguration speeches, with Obama resorting to 85 sentences of rhetoric and Trump resorting to 54 sentences of rhetoric. In addition to that, both of them resort to three different rhetoric

methods and various types of rhetoric strategies. The details of their choice of methods and strategies in their presidential inauguration speech are listed in Table 1 and Table 2.

Table 1 shows the choices of rhetorical methods and strategies of Barack Obama in the presidential inauguration speech. First, in terms of methods, he resorts to 38 sentences of pathos, 29 sentences of logos and 18 sentences of ethos. Those methods are realized in various types of strategies. The 38 sentences of pathos method are realized into 29 schematic language strategy that consist of 13 syntactic devices, 13 repetitions, 2 amplifications and 1 antithesis; 5 figurative language strategies that consist of 5 metaphors; 3 strategies of patterning; and 1 strategy of lexical choice manifested in 1 literary lexis. The 29 sentences of logos are realized in 23 schematic language strategies that consist of 11 syntactic devices, 10 repetitions, and 2 antithesis; 3 sound patterning; 2 lexical choices manifested in 2 functional lexis; and 1 figurative language realized in 1 metaphor. The 18 sentences of ethos are realized in 17 schematic language strategy that consist of 9 syntactic devices, 7 repetitions and 1 antithesis; 1 sound patterning; and 1 figurative language in the form of metaphor.

Table 1 Methods and Strategies of Repertoire Rhetoric of Barack Obama

Method of Rhetoric	Σ	Strategy of Rhetoric	Σ
Pathos	38	Schematic Language	
		Syntactic Device	13
		Repetition	13
		Amplification	2
		Antithesis	1
		Figurative Language	
		Metaphor	5
		Sound Patterning	3
		Lexical Choice	
		Literary Lexis	1
Logos	29	Schematic Language	
		Syntactic Device	11
		Repetition	10
		Antithesis	2
		Sound Patterning	3
		Lexical Choice	
		Functional Lexis	2
		Figurative Language	
		Metaphor	1
Ethos	18	Schematic Language	
		Syntactic Device	9
		Repetition	7
		Antithesis	1
		Sound Patterning	1
		Figurative Language	
		Metaphor	1
Total	**85**	**Total**	**85**

It can be deduced from Table 1 that Obama uses pathos the most, followed by logos, and ethos. The comparison between pathos and logos used in the speech is not far apart. It also can be seen from the table that he often employs syntactic devices the most in all three methods.

Next, Table 2 displays the use of rhetoric methods and strategies by Donald Trump in his inauguration speech. He adopts three methods of rhetoric as well in his speech, with pathos being the most frequent method, followed by logos and ethos. This configuration is exactly the same with Table 1, different only in terms of the number of sentences realizing the methods. There are 38 sentences of pathos that are realized into 37 schematic language strategy that consist of 19 repetitions, 11 syntactic devices, 5 antithesis, and 2 amplifications; and 1 sound patterning strategy. Then, there are 10 sentences of logos realized in 10 schematic language strategy that consist of 9 antithesis and 1 syntactic device. Last, there are 5 sentences of ethos realized in 3 schematic language strategy in the form of repetition; 1 figurative language in the form of metaphor; and 1 sound patterning strategy.

Table 2 Methods and Strategies of Repertoire Rhetoric of Donald Trump

Method of Rhetoric	Σ	Strategy of Rhetoric	Σ
Pathos	38	Schematic language	
		Repetition	19
		Syntactic Device	11
		Antithesis	5
		Amplification	2
		Sound patterning	1
Logos	10	Schematic language:	
		Antithesis	9
		Syntactic Device	1
Ethos	5	Schematic language	
		Repetition	3
		Figurative Language	
		Metaphor	1
		Sound Patterning	1
Total	**53**	**Total**	**53**

It can be elucidated from Table 1 and Table 2 that Obama and Trump resort to the same three methods with almost the same choices of strategies. What tells them apart is that there is found the use of lexical choice strategy realized in the use of literary lexis and functional lexis in Obama's speech while it does not exist in Trump's speech. The use of the methods and strategies in both presidents' inauguration speech is described and presented in the following.

Methods of Repertoire Rhetoric

1. Pathos

In both figures, pathos is the most used method of rhetoric in the inauguration speech. The following is a sentence of pathos extracted from Trump's speech.

Excerpt 1

```
'For too long, a small group in our nation's Capital has reaped the rewards of
government while the people have borne the cost.'
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This sentence is the realization of pathos method since it appeals to the emotion of the audiences in the way that it provokes the sense of justice of the audiences. Through the sentence, Trump stirs the emotion of the audiences by presenting the existing problems in the nation that involves the gap between the privileged few and the underprivileged many in the country.

2. Logos

Logos is the second most frequently used method in both speeches. The following is a sentence that realizes the method extracted from Obama's speech.

Excerpt 2

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'Together, we determined that a modern economy requires railroads and highways to
speed travel and commerce; schools and colleges to train our workers.'
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This sentence shows a flow of logic, the requirements that should be met in order to boost the modern economy of the United States. Obama lays the logical proposition to the audience so that they digest it and take it into their logical consideration.

3. Ethos

While being the last resorted method, ethos still plays an important role in both inauguration speeches. The following is an excerpt sentence extracted from Trump's speech.

Excerpt 3

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'We must speak our minds openly, debate our disagreements honestly, but always
pursue solidarity.'
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In this sentence, Trump urges the audience to have ethical and principled personality. He appeals to the personality of the audiences in this regard, making a trait example they can follow and practice on how an American personality should be.

Strategies of Repertoire Rhetoric

1. Schematic Language: Syntactic Devices

Obama is found to often use this rhetoric strategy in his inauguration speech. This strategy is a form of repeated similar syntactic patterns in the form of phrases, clauses, or sentences. The following is an excerpt of a sentence that has a syntactic device strategy in it.

Excerpt 4

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… 'because she is an American, she is free, and she is equal, not just in the eyes
of God but also in our own.'
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The three clauses typed in bold are the realization of syntactic device strategy. They have the same syntactic patterns, constructed by subject, auxiliary verb be, and complement adjective. The syntactic device strategy makes equal tone, length, and stop, which contributes to the clarity of the message as well as pleasing aesthetics of the flow of clauses heard by audiences.

2. Schematic Language: Repetition

This strategy is often used by Trump. Even, he is known for this trait, making repetitions of words to strengthen his intention and his message. This strategy is little similar with syntactic device in the way that they require more than one construction (words, phrases, clauses, sentences). However, repetition requires the repetition of exactly same forms while syntactic device requires repetition of

similar syntactic constructions. The subject 'she' in the instance of syntactic device (Excerpt 4) that appears three times is a form of repetition. In addition to that, the following sentence from Trump's speech contains a repetition.

Excerpt 5

'We are **very, very, very** ready to tackle what is ahead of us.'

Trump repeats the intensifier 'very' three times in the sentence to strengthen the message of readiness. He means to amplify his readiness to lead the country years ahead. Indeed, repetition in general is utilized to strengthen the message and to boost the quality of something or someone as a way to appeal to the audiences.

3. Schematic Language: Antithesis

Trump is found to utilize this strategy a lot more often than Obama in the speeches. This rhetoric strategy tells of a contrast fact or contrast narrative. The following is an excerpt taken from Trump's presidential inauguration speech.

Excerpt 6

'We've made other countries rich while the wealth, strength, and confidence of our country has disappeared over the horizon.'

The sentence by Trump above tells about the contradiction of action taken by the previous government, which invested in a great deal overseas yet invested so little in the homeland. This antithesis proposition means to shake the awareness of the audiences that there is a conflict happening and they need to act upon that.

4. Schematic Language: Amplification

This strategy is found to be used by the two presidents in their inauguration speech equally. Amplification strategy is a strategy of rhetoric that intensifies the proposition so that it catches the attention of the readers and makes the message stronger. It is usually realized in the use of hyperbole. The following extract is taken from Obama's inauguration speech.

Excerpt 7

'**America's possibilities are limitless,** for we possess all the qualities that this world without boundaries demands: youth and drive; diversity and openness; an endless capacity for risk and a gift for reinvention.'

In that excerpt, Obama convinces the audiences that America's future is open so wide that many good things can and will happen to them if they make use of what they have. This assurance is delivered via a hyperbole that proposes the limitlessness of the possibilities of the country. This hyperbole can grow hope in the heart of the people as the strength of the proposition can provoke their positiveness.

5. Sound Patterning

This strategy is a rhetoric strategy that utilizes the similarities and sameness of sounds of the words, either the sound starting the words or ending them, in a rhetoric sentence. The purpose is to make the

proposition more interesting to hear and easier to follow. The following is an excerpt of sound patterning rhetoric taken from Trump's speech.

Excerpt 8

'We must speak our minds **openly,** debate our disagreements **honestly,** but always pursue **solidarity.'**

The sound pattern is found in the end of every word ending the clauses in the sentence, which is the sound of /i/ in 'openly', honestly' and 'solidarity'. The aesthetic of the sound pattern is meant to make audiences interested in the proposition and for them to enjoy it while also digest it.

6. Figurative Language: Metaphors

This strategy is a rhetoric strategy that delivers the propositional rhetoric in a manner of metaphor, which is the expression that compares the nature of one thing with another. Other than for the purpose of aesthetics, the use of metaphor is to make a proposition easier to understand and also to avoid a brutally direct exposition of a sensitive fact. The following is an excerpt of metaphor taken from Obama's speech.

Excerpt 9

'We believe that America's prosperity **must rest upon the broad shoulders of a rising middle class.'**

The expression 'rest upon the broad shoulders of a rising middle class' in the sentence is a metaphor. First, this expression is based on the common expression 'rest upon shoulders' which means to take comfort from someone or to entrust our feeling to somebody else. In addition to that, the expression 'broad shoulders' means that someone is willing to take many demands and responsibilities. Therefore, the expression means that America's prosperity depends on the rising middle class who are willing to take challenges and responsibilities to the country and to the people of America.

7. Lexical Choice: Literary Lexis

This strategy is a rhetoric strategy that benefits the lexical choice of speaker realized in the form of literary lexis. The use of literary lexis is meant to add aesthetic value to the sentence and also to give a sacred sense to it. This strategy is only found in the Obama's speech. The extract below is taken from it.

Excerpt 10

'We hold these truths to be self-evident, that all men are created equal, that they are **endowed** by their Creator with certain unalienable rights, that among these are Life, Liberty, and the pursuit of Happiness.'

The lexis 'endowed' in the sentence is similar in meaning with the common term 'given' or 'gifted'. The use of the literary 'endowed' is motivated by the actor of the passive verb, which is God, or referred to as 'their Creator' in the sentence. The literariness of the lexis gives a sense of sacredness of the proposition as in the Bible. This is to differentiate between the action of giving conducted by people and one conducted by God. Other than that, it also adds aesthetics to the proposition.

8.   Lexical Choice: Functional Lexis

Similar with literary lexis choice strategy, this strategy is also a form of lexical choice by the speaker realized in the form of the use of functional lexis. By functional, it means that the lexis use is technical and specially related to a particular field. This strategy is also only found in the script of Obama's presidential inauguration speech. The following is the extract taken from the speech.

Excerpt 11

`'For the American people can no more meet the demands of today's world by acting alone than American soldiers could have met the forces of` **fascism** `or` **communism** `with muskets and militias.'`

The lexis 'fascism' and 'communism' are technical and functional terms related to political ideology field. The two lexis are chosen to mark the opposing ideologies of democracy upheld by the America. Obama mentions the two lexis to strengthen the message of their stance on democracy and to make his speech relevant to the discourse of political speech.

Discussion

From the presentation and description of the result of the study, it is elucidated that both Obama and Trump resort to three different rhetoric methods altogether in their presidential inauguration speech. Even though Obama is found to utilize more rhetoric than Trump, but both of them use the same pattern of use, which is adopting pathos the most, followed by logos and ethos.

In spite of two figures similarly having logos on the second choice of rhetoric, but both have rather huge gap of number of the logos rhetoric, with Obama leading far and leaving Trump behind. This finding confirms the result of the previous study that describes Obama's rhetoric style to attend more to the logical oration than otherwise (Allen & Flynn, 2016). In contrast, for Trump to resort to logos in a relatively significant number in his speech is quite an astonishment considering his political image well-known for emotional and personal bashing. The appeal-to-emotion oration style of Trump has been concerned and researched (Savoy, 2016; Savoy, 2018; Holtzman, 2020; Perez-Curil, et al., 2021). However, these studies are not concerned with the methods of rhetoric so the result does not reveal that Trump also resorts to propositional logics in his oration. This finding in a way reconstrues his political image.

In addition to that, in terms of rhetoric strategies, both use almost equally wide choices of strategies, with Obama tending to utilize syntactic devices strategy the most and Trump using repetition strategy. The finding of Obama to resort to many varieties of rhetoric strategies comes as a no surprise as concluded in the previous study as well (Kayam, 2014; Allen & Flynn, 2016; Rahayu, et al., 2018; Theodoreopoulou, 2020). He is known to be a president who masters the rhetoric and is even said to have won the two presidential elections due to his powerful rhetoric (Rahayu, et al., 2018). In addition to that, Trump's frequent choice of strategy, namely repetitions, is another confirmation of his rhetoric style (Savoy, 2016; Savoy, 2018; Holtzman, 2020; Perez-Curil, et al., 2021). He is often found to use many repetitions of words, phrases, and clauses in his remarks. It is believed that the repetitions he utters serve as a means to intensify the proposition of his message and also to strengthen his proposition as well.

All in all, the methods and strategies of repertoire rhetoric adopted by Barack Obama and Donald Trump in their presidential inauguration speech serve as a device for persuasion. The various methods

and strategies employed by both presidents tell their mastery of rhetoric and may ensure an effective communication with their audiences. Three different methods used make it possible to appeal to audiences in three different perspectives: emotional, logical, and personal. While, various rhetoric strategies signify the many forms of realizations of the rhetoric that make their speeches more interesting, less boring, and more powerful. These all aspects help them get their political agenda done and get their message across the audiences smoothly.

CONCLUSION

In conclusion, Obama and Trump resort to all three types of rhetoric methods altogether in their presidential inauguration speech, namely logos, pathos and ethos with Obama and Trump similarly tending to use pathos. This dominant method used by both figures is in accordance with the popular belief regarding their style of persuasion. However, for Trump to also resort to logos is contradictory with the common and media belief that views Trump to employ pathos and ethos method in all of his remarks. Regarding strategies of rhetoric used, both use various types with Trump proving the popular belief that he tends to resort to many repetitions of words in his remarks. On the other hand, Obama syntactic devices many times. These individual choices of persuasive moves manifested in the methods and strategies of rhetoric help them achieve the goal of persuasive communication in their own respective ways, making people listen to them and get moved by their persuasion. It can be said then that their persuasion is effective.

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