

Semantic frames found in Donald Trump's Inauguration Speech

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Introduction

Thanks to Donald Trump's vivid language, his speeches are a great example for corpus of semantic analysis.

Aim

The aim of the project is to understand better the different images of America presented by DT in his speech by using the tool *Framenet*.

Methodology

First I am going to go through the whole text, searching for the most significant, that is to say a "key" word in a sentence, which can evoke an important frame relating to the image of American *before* or *after* the election, has taken place. Then, the key word is going to be analysed in terms of semantic frames using the tool – *Framenet* to make the analysis more reliable. The definitions, core and non-core elements given by Framenet are going to be placed in my work. In the case of a word, which has not been found in FN, the dictionary definition on which the frame is based is going to appear.

Results

As it is widely known in the semantic world, Donald Trump is one of the politicians, who knows very well how to "frame" and how to use (semantic) frames to manipulate the language and the contents of a particular piece of information. My analysis has just proven that phenomena.

In my analysis, I have described and pointed out 22 different frames relating to the image of America before and during his administration. There are like the following: CAUSE_CHANGE, DESTINY, BUILDING, PROTECTION, LEADERSHIP x2, REMOVING, DEPARTING, THEFT, PREVENT_OR_ALLOW_POSSESSION, WEALTHINESS, DESIRING, ABANDONMENT, BEING IN CONTROL, UNDERGO_CHANGE, THRIVING, EXPENSIVENESS, TRANSFER-RETURNING, COME_TOGETHER, CONFRONTING_PROBLEM, CONTROL, REJUVENATION and AMALGAMATION.

Results I

By evoking the frame of <LEADERSHIP> two times, Donald Trump wants to underline his position and rule in the process of <BUILDING> and <REJUEVENATION> a new <THRIVING> <DESTINY> for American citizens. That is to say, DT wants his voters to live in the best place in the world, where their problems and issues will be heard and listened over other nations. His speech was strictly related to his presidency slogan – America First. Moreover, by evoking frames such as <CONFRONTING_PROBLEM>, <PROTECTION>, <COME_TOGETHER> or <AMALGAMATION> he puts himself in a position of a good father, where he as a president is going to protect and gather his voters together in hard situations. By evoking the frame <DESIRING>, Donald Trump points out the different necessities, which his voters desire and makes them several promises, which can be found in his discourse.

Results II

On the other hand, in his speech, we can find different frames related to the previous administration and the state in which they have left America. There are <THEFT> or <ABANDONMENT>. Those two frames bring negative connotation about Trump's opponents and their period of presidency. By evoking frames such as <REMOVING> or <TRANSFER-RETURNING> in particular utterances of his speech, he continuously describes the bad image of the USA under Obama's administration. However, in that particular Trump's discourse, we do not find many negative frames about his political "enemies".

Summary

Summing up, in my project, Donald Trump in his Inaugural speech described the two different and contrasting images of America. The first one, related to his presidency is portrayed by using frames, which brings positive connotations and the other one, related to the image of the USA under Barack Obama presidency with strictly negative undertone, which I have proven in my analysis.