

การเปรียบเทียบด้านวาทกรรมและกลวิธีทางวาทศิลป์ที่พบในสุนทรพจน์ ประกอบพิธีสาบานตนเข้ารับตำแหน่งประธานาธิบดี จอร์จ บุช จูเนียร์ และ ประธานาธิบดี บารัค โอบามา

Comparing Speech Acts and Rhetorical Devices Found in the Inaugural Addresses of President George Bush Jr. and President Barack Obama

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บทคัดย่อ

วัตถุประสงค์ของการวิจัยในครั้งนี้ เพื่อเป็นการค้นหาวาทกรรมและกลวิธีทางวาทศิลป์ที่ใช้ในสุนทรพจน์ประกอบพิธีสาบานตนเข้ารับตำแหน่งประธานาธิบดีสหรัฐอเมริกาของ จอร์จ บุช จูเนียร์ และ บารัค โอบามา รวมทั้งสิ้น 4 สุนทรพจน์ ผลของการวิจัยพบว่า มีการนำเอาวาทกรรมกลุ่มบอกกล่าว (assertive speech act) มาใช้ในสุนทรพจน์มากที่สุด และเครื่องมือที่ใช้ในกลวิธีทางวาทศิลป์ที่ถูกนำมาใช้มากที่สุดคือ กลวิธีการกล่าวซ้ำ (repetition) การใช้โครงสร้างประโยคแบบคู่ขนาน (parallelism) และอุปมาอุปไมย (metaphor) โดยที่เครื่องมือที่ใช้ในกลวิธีทางวาทศิลป์ดังกล่าวนี้ มีการนำไปใช้ โดยการสอดแทรกเข้ากับวาทกรรมกลุ่มบอกกล่าวมากที่สุด ซึ่งวาทกรรมกลุ่มบอกกล่าวนั้น ช่วยให้ประธานาธิบดี ถ่ายทอดข่าวสารด้านการเมืองผ่านสุนทรพจน์ประกอบพิธีสาบานตนเข้ารับตำแหน่ง ในลักษณะที่ตรงไปตรงมา มีประสิทธิภาพ และยังช่วยให้ผู้ฟังสามารถเข้าใจข้อความข่าวสารนั้นได้ง่าย ในขณะที่กลวิธีการกล่าวซ้ำสามารถย้ำแนวความคิดด้วยวิธีการใช้คำซ้ำ ๆ อันเป็นกลวิธีทางวาทศิลป์ที่ทำให้ข้อความข่าวสารนั้น ง่ายต่อการจดจำ จากนั้นก็นำเอาโครงสร้างประโยคแบบคู่ขนาน มาใช้สร้างจังหวะจะโคน เมื่อต้องการนำเสนอแนวคิดที่มากกว่าสองแนวคิด ซึ่งมีความสำคัญในระดับที่เหมือนกัน อีกทั้งการใช้อุปมาอุปไมยที่สามารถทำให้ประเด็นที่มีความสลับซับซ้อน เข้าใจได้ง่ายขึ้น โดยเฉพาะในส่วนที่เป็นนามธรรม ด้วยการกล่าวถึงสิ่งหนึ่งแทน เพื่อโยงไปถึงสิ่งที่ต้องการจะกล่าวถึง แม้ว่ากลวิธีทางวาทศิลป์ของประธานาธิบดีทั้งสองท่าน จะแตกต่างกันออกไปบ้าง แต่ยังคงมีความเหมือนกันอยู่บ้างในด้านการนำมาใช้บ้างพอสมควร และท้ายที่สุดการใช้วาทกรรมร่วมกับกลวิธีทางวาทศิลป์ได้อย่างมีประสิทธิภาพนั้น จะทำการเขียนและการกล่าวสุนทรพจน์ โดยเฉพาะอย่างยิ่งสุนทรพจน์ทางการเมืองนั้น ได้รับประสิทธิผลที่ดี

คำสำคัญ: วาทกรรม, กลวิธีทางวาทศิลป์, สุนทรพจน์ประกอบพิธีสาบานตนเข้ารับตำแหน่งประธานาธิบดี
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Abstract

The main objective of this study is to investigate speech acts and rhetorical devices employed in the inaugural addresses of the Presidents of the United States of America. Data were collected from four of the inaugural addresses of George Bush Jr. and Barack Obama. The findings showed that assertive speech act was the type of speech acts employed the most in the inaugural addresses. Moreover, three types of rhetorical devices namely repetition, parallelism, and metaphor were found the most. Repetition, parallelism, and metaphor showed higher integration with assertive speech acts than any other types of speech acts. Assertive speech acts can assist the Presidents to convey their political messages through the inaugural addresses effectively in a straightforward approach because assertive speech acts can help the audience to understand the messages easily. Meanwhile, repetition reinforced the key ideas several times by using redundant words but through easy-to-remember rhetorical patterns. Then, parallelism was applied to create satisfying rhythm when presenting two or more ideas of the same level of importance. Metaphor could simplify the complexity of the abstract concept in the inaugural addresses by equating with another entity. Though, there are slight differences in employment of each rhetorical device, both Presidents seemed to have much similarity in terms of application. Finally, being well aware of the employment and integration of speech acts and rhetorical devices could yield effective impacts in terms of speech composing and delivery, particularly the political ones.

Keywords: The Inaugural addresses of the Presidents of the United States of America, Speech acts, Rhetorical devices.

Introduction

A number of unforgettable speeches were spoken by political leaders in different occasions around the world to display their leadership. The effectiveness of a political speech relies on the factors beyond the words of the speech, not just how words are used to provide information, but how such feelings and intentionality are conveyed from the speaker to the audience. One of the most interesting speeches is officially known as the inaugural address of the President of the United States. It is traditionally delivered immediately after the

new President-elect swearing in before commencing his administrative term as the U.S. President, Campbell and Jamieson (1990). Language researchers have given significant credits to the inaugural address because not only does it contain numerous unique characteristics of the English language, but it also possesses a variety of linguistic and rhetorical devices, Krisanaviparkporn (2007).

Many researchers have used different theoretical approaches to examine the inaugural address of the U.S. Presidents. One of many approaches is through theoretical framework of "speech acts". Searle (1975) believed that

speech acts are the basic functional unit in communication. He also agreed on the concept that the speech act is meaningful and contains conventional force. It's the verbal force that a speaker performs when making an utterance. In other words, we do not use the language to make only statements but also to perform the actions. Searle (1975) established five classifications of speech acts namely assertive, commissive, directive, expressive, and declaration.

Besides speech acts, in order to give their speech effectively, political speakers must apply rhetorical devices which are somehow interwoven with the speech acts. Rhetorical devices are the instruments used to achieve purposes with target audience in the ways that may influence the human's beliefs, attitudes, emotions, and judgment on specific matters such as the political address. Hamilton (2011) mentioned that rhetorical devices can be used to rearrange sentences in unusual ways and change the ordinary meaning of the words regardless of the terms that are used for them. McGuigan (2007) stated that there are four objectives in the application of rhetorical devices to persuade, inform, express, and entertain. Moreover, Rozina and Karapetjana (2009) stated that the language applied in political speeches used a broad range of rhetorical devices at the phonological, syntactic, lexical, semantic, pragmatic and textual levels. Thus, it is worthwhile to compare the application of speech acts and rhetorical devices that are used in the inaugural addresses of the President of the United States of America.

Objectives

1. To explore the frequency of occurrences of speech acts found in two inaugural addresses of George Bush Jr. and Barack Obama.
2. To explore the frequency of occurrences the types of rhetorical devices found in two inaugural addresses of George Bush Jr. and Barack Obama.
3. To investigate how frequently rhetorical devices are used for each speech act in all of the inaugural addresses of George Bush Jr. and Barack Obama.

Methodology

1. Purposive sampling method was used in the present study to analyze four selected the inaugural addresses of George Bush Jr. and Barack Obama namely:
 - 1.1 The first inaugural address of George Bush Jr. given on 20 January 2001.
 - 1.2 The second inaugural address of George Bush Jr. given on 20 January 2005.
 - 1.3 The first inaugural address of Barack Obama given on 20 January 2009.
 - 1.4 The second inaugural address of Barack Obama given on 21 January 2013.
2. Types of speech acts (SA) based on Searle (1975), which include assertive, commissive, directive, declaration, and expressive, were used as the theoretical framework of the study to analyze each unit of analysis. One unit of the data for the analysis was equal to one sentence ended with a sentence-ending punctuation mark. Definitions

of terms and examples are as follows:

2.1 Assertive is the type of speech act that represents an actual state of affairs in the world by using the performing verbs such as to inform, to claim, to confirm, to disagree, to identify, and likewise. For example, the sentence "Sometimes in life we're called to do great things", (Bush's first inaugural address) is shown that assertive is used in the sentence.

2.2 Commissive is the statement that contains the words in which the speaker has the purpose of committing himself to some future course of action such as to promise, to swear, to guarantee, to offer, to threaten, to volunteer, to vow, to invite and to pledge. For example, the sentence "America will remain the anchor of strong alliances in every corner of the glob", (Obama's second inaugural address) is shown that commissive is used in the sentence.

2.3 Declaration is the statement that contains the words in which the speaker aims to change the reality in association with the propositional content of the message or to bring into existence the state of affairs such as to declare, to sentence and to pronounce. For example, the sentence "I now pronounce you man and wife" is shown that declaration is used in the sentence.

2.4 Directive is the statement that contains the words in which the speaker aims at making the hearer to take action such as to direct, to command, to request, to require, to order, to instruct, to permit, to forbid, to suggest, to invite, to ask, to advise, to suggest, to beg, to urge, to dismiss, and to warn. For example, the sentence "I ask our youngest citizens to believe the evidence of your eyes", (Bush's second inaugural address) is shown that directive is used in the sentence.

2.5 Expressive is the statement that contains the words in which the speaker reveals his mental, psychological state, attitude or emotion at the time of speaking to some prior action or state of affairs such as to greet, to thank, to farewell, to excuse, to regret, to apologize, to complain, to complement, to praise, to recognize, to condole, to accept, to acknowledge, and to praise. For example, the sentence "May God bless you, and may He watch over the United States of America," (Bush's second inaugural address) is shown that expressive is used in the sentence.

Additionally, the frequencies of the occurrences were calculated in percentages under the following formula:

$$\frac{(\text{Total counts of each type of speech acts} \times 100)}{\text{Total number of sentences in the inaugural addresses of each President}}$$

3. Types of rhetorical devices (RD) were based on modified frameworks of Harris (2013), Hamilton (2011), and McGuigan (2007), which include the following rhetorical devices:

3.1 Antithesis: two contrastive ideas deliberately used in consecutive phrases or sentences such as in "Silent speaks when the words can't."

3.2 Hyperbole: exaggerating statement creating a strong emotional response such as in “Hush or I will kill you.”

3.3 Metaphor: a description of something by equating it with another thing such as in “Thailand is the kitchen of the world.”

3.4 Parallelism: successive application of identical or nearly identical syntactical patterns within a sentence such as in “Easy comes, easy goes.”

3.5 Personification: non-human portrayed in such a way like human such as in “Time and tide waits for no man.”

3.6 Repetition: repetitive use of consonants, vowel sounds, words, phrases, clauses, or sentences in two or more successive sentences such as in “Not time, not money, not

laws, but willing diligence will get this done.” In this case, “not” is repetitive.

3.7 Simile: a noun compared with another different noun normally applied with the words “as” or “like” such as in “John is as old as the hill.”

To analyze each unit of analysis, one unit of analysis was equal to one sentence ended with a sentence-ending punctuation mark. However, some units of analysis contained more than one RD, so each RD found was counted as a “hit”. On the other hand, not every unit of analysis contained rhetorical devices. Some unit did not have any RD at all. The calculation of rhetorical devices was based on the following formula:

$$\frac{\text{(Total hits of each type of RD found in the inaugural addresses} \times 100)}{\text{Total hits of all RD applied in the inaugural addresses of each President}}$$

4. The analysis in the perspective of how frequent rhetorical devices were used for each speech act found was to see the variety of rhetorical devices in different speech acts. Jones and Peccei (2004) cited in Al-Faki (2014) once mentioned that rhetoric teaches politicians how to speak well, how to impressively present their ideas in vigorous and persuasive discourse, and how to effectively convey their thoughts through communication. Therefore, without rhetorical device, a sentence may sound dull and cannot attract attention from audience. However, not every sentence contained rhetorical devices. In some sentences, more than one rhetorical device can be found, but some sentences did not contain any of them at

all. For instance, the sentence without any rhetorical device of the present study can be seen in the following sentence: “My most solemn duty is to protect this Nation and its people from further attacks and emerging threats,” Bush (2005) cited in Woolley and Peters (2015). On the other hand, the sentence with rhetorical devices of the present study can be seen in the following sentence: But we are also heirs to those who won the peace and not just the war; who turned sworn enemies into the surest of friends and we must carry those lessons into this time as well”, Obama (2013) cited in Woolley and Peters (2015). As seen in this sentence, antithesis was employed (peace: war, and enemies: friends), and parallel

structure was used in the sub-ordinate clause turned sworn enemies into the surest of friends”
 “who won the peace and not just the war; who as seen below:

who	won	the peace	and not just the war
who	turn	sworn enemies	into the surest of friends

Thus, this sample sentence was counted one for parallelism. The calculation of this
 2 hits for RD: one for antithesis and the other approach was based on the following formula:

(Total hits of each type of RD found integrated with each type of SA × 100)

Total hits of the same type of RD found in the inaugural addresses of each President

For example, according to Table 3, George Bush Jr. employed repetition at 66 hits and showed the highest integration with assertive at 46 hits. Thus, in this case, the integration percentage between repetition and assertive was 46 out of 66 hits which is equal to 70 %.

5. The comparative analysis between speech acts and rhetorical devices found and how frequent they are integrated in the first and the second inaugural addresses of each President was based on content analysis of what were found in methodology items 2, 3, and 4.

Results

The results regarding the speech acts as stated above are illustrated in Table 1.

Table 1 Comparative chart of frequency of occurrences and percentages of speech acts found in the inauguration addresses of George Bush Jr. and Barack Obama.

Inauguration addresses of		George Bush Jr. (1 st & 2 nd)	Barack Obama (1 st & 2 nd)	Total (four inaugural addresses)
Total Sentences		198	209	407
Types of Speech Acts	Assertive	140 (71 %)	158 (76 %)	298 (73%)
	Commissive	29 (15 %)	24 (11 %)	53 (13%)
	Directive	20 (10 %)	18 (9 %)	38 (9%)
	Expressive	9 (5%)	9 (4%)	18 (5%)
	Declaration	0(0%)	0(0%)	0(0%)

All percentages are rounded up to the nearest whole numbers.

Based on Table 1, first, it is very evident that assertive is the type of speech acts that George Bush Jr. and Barack Obama applied the most in all of their inaugural addresses because they were found at the highest percentages. According to Table 1, Bush employed 71% of assertive followed by commissive (15 %), directive (10 %), and expressive (5%) respectively. As for Obama, assertive was also employed the most at 76% followed by commissive (11 %), directive (9 %), and expressive (4%) respectively. Finally, declaration is the only type of speech act that was not at all found in all inaugural addresses of the present study.

As we can see from Table 1, both Bush and Obama employed speech acts in the same frequency ranks ranging from greater to fewer: assertive, commissive, directive, and expressive respectively. When it was summed up as seen in the last column, the pattern of application remained the same as shown in Bush and Obama. It can be assumed that assertive was popularly used followed by commissive, directive, and expressive in inaugural addresses of the present study.

The following examples show the use of assertive, commissive, directive, and expressive were respectively used in the inaugural addresses.

1. Sometimes in life we're called to do great things. (Assertive: Bush's first inaugural address).

2. America will remain the anchor of strong alliances in every corner of the globe. (Commissive: Obama's second inaugural address).

3. I ask our youngest citizens to believe the evidence of your eyes. . (Directive: Bush's second inaugural address).

4. I thank President Bush for his service to our Nation, as well as the generosity and cooperation he has shown throughout this transition. (Expressive: Obama's first inaugural address).

Next, the rhetorical devices found in the inaugural addresses of George Bush Jr. and Barack Obama are based on the modified frameworks of Harris (2013), Hamilton (2011), and McGuigan (2007) which include antithesis, hyperbole, metaphor, parallelism, personification, repetition, and simile. The results regarding rhetorical devices are illustrated in Table 2.

Table 2 The comparative chart of hits and percentage of rhetorical devices found.

Inauguration Addresses of (name of the Presidents)		George Bush Jr. (1 st & 2 nd)	Barack Obama (1 st & 2 nd)	Total (four inaugural addresses)
Total hits		185	193	378
Types of Rhetorical Devices	Repetition	66 (36 %)	76 (39 %)	142 (38 %)
	Parallelism	39 (21 %)	34 (18 %)	73 (19%)
	Metaphor	34 (18 %)	46 (24 %)	80 (21%)
	Antithesis	25 (14 %)	22 (11 %)	47 (12%)
	Personification	17 (9 %)	10 (5 %)	27 (7 %)
	Simile	4 (2 %)	5 (3 %)	9 (2%)
	Hyperbole	0(0%)	0(0%)	0(0%)

All percentages are rounded up to the nearest whole numbers.

According to Table 2, it is obvious that George Bush Jr. and Barack Obama applied repetition the most in their inaugural addresses as it shows the highest percentage than any other types of rhetorical devices. Bush employed 36 % of repetition and 39 % for Obama respectively. Next, parallelism is ranked the second in the inaugural addresses of George Bush Jr. (21%) but ranked the third for Obama (18%). Next, metaphor is ranked the third for Bush (18%) but ranked the second in Obama (24%).

As for antithesis, personification, and simile, they were used in the same frequency ranks by both Bush and Obama, as seen in Table 2. Finally, hyperbole is the only type of rhetorical device that was not at all employed in every inaugural addresses of the present study.

In summary, both Bush and Obama employed rhetorical devices in slightly different frequency ranks. Bush employed rhetorical devices ranging from greater to fewer as

follows: repetition, parallelism, metaphor, antithesis, personification, and simile respectively. In contrast, Obama employed rhetorical devices ranging from greater to fewer as follows: repetition, metaphor, parallelism, antithesis, personification, and simile respectively. In addition, when they were all summed up as seen in the far right column in Table 2, the summarized frequency ranks of application was the same as that of Obama. However, regardless of individual's frequency ranking of each President in terms of employment, repetition, parallelism, and metaphor were still popularly used in inaugural addresses of the present study.

The following examples show the application of repetition, metaphor, and parallelism respectively in the inaugural addresses.

1. By our efforts, we have lit a fire as well, a fire in the minds of men. (Repetitive: Bush's second inaugural address). The underlined words begin with repetitive consonants - /f/ and /m/.

2. Do you not think an angel rides in the whirlwind and directs this storm? (Metaphor: Bush's first inaugural address). The underlined clause is metaphorical expression.

3. But we are also heirs to those who won the peace and not just the war; who turned sworn enemies into the surest of friends and

we must carry those lessons into this time as well. (Parallelism: Obama's second inaugural address). The parallel structure is used as seen in underlined clauses.

In response to objective 3, the findings of how frequently rhetorical devices are used for each speech act are illustrated in Table 3.

Table 3 Comparative chart of frequency of rhetorical devices used for each speech act found in the case of George Bush Jr. and Barack Obama.

Legend of Abbreviations													
Speech Acts													
AS			C			D			E				
Assertive			Commissive			Directive			Expressive				
Rhetorical Devices													
A		M		Pa		Per		R		S			
Antithesis		Metaphor		Parallelism		Personification		Repetition		Simile			
The Presidents													
B = Bush						O = Obama							
Types of Rhetorical Devices (RD)													
		R		Pa		M		A		Per		S	
President		B	O	B	O	B	O	B	O	B	O	B	O
Total RD hits		66	76	39	34	34	46	25	22	17	10	4	5
AS	Hits	46	54	25	30	33	36	21	17	13	8	4	1
	%	70	71	64	88	97	78	84	77	76	80	100	20
C	Hits	13	16	7	1	None	3	None	3	2	2	None	1
	%	20	21	18	3		7		14	12	20		20
D	Hits	6	4	6	3	1	6	4	2	1	None	None	3
	%	9	5	15	9	3	13	16	9	6			60
E	Hits	1	2	1	None	None	1	None	None	1	None	None	None
	%	1	3	3			2			6			

With reference to Table 1 and Table 2, speech act declaration and hyperbole were not at all employed in the inaugural addresses of George Bush Jr. and Barack Obama, so they were not included in Table 3.

Based on Table 3, the case of Bush, repetition showed the highest integration with assertive 70%, and with commissive 20%, directive 9% and with expressive 1% respectively. In comparison, Obama employed repetition integrated with assertive 71%, commissive 21%, directive 5%, and expressive 3% respectively.

As for parallelism, Bush employed parallelism integrated with assertive 64%, with commissive (18%), with directive 15%, and expressive 3% respectively. In comparison, Obama used parallelism integrated with assertive (88 %), commissive 3%, directive 3 %, and expressive 9% respectively.

As for metaphor, Bush employed metaphor integrated with assertive 97 %, and directive 3% with and no hit with commissive, expressive, and declaration respectively. In comparison, Obama, employed metaphor integrated with assertive 78 %, commissive 7%, directive 13% with, expressive 2% respectively. As for antithesis, Bush employed antithesis integrated with assertive 84 %, directive 16% with, and shows no hit with commissive, expressive, and declaration respectively. In comparison, Obama employed antithesis integrated with assertive 77 %, commissive 14%, directive 9% and no hit with expressive respectively.

As for personification, Bush employed personification integrated with assertive 76 %, commissive 12%, directive 6%, expressive 6%

respectively. In comparison, Obama employed personification integrated with assertive 80%, commissive (20%), and no hit with directive and expressive respectively.

As for simile, Bush used all similes integrated with assertive 100%. In contrast, Obama, employed simile integrated with directive 60 %, assertive 20%, and commissive 20% and no hit with expressive respectively.

The following examples show the use of repetition, metaphor, and parallelism respectively integrated with assertive in the inaugural addresses.

1. You and I, as citizens, have the power to set this country's course. You and I, as citizens, have the obligation to shape the debates of our time not only with the votes we cast, but with the voices we lift in defense of our most ancient values and enduring ideals, (Obama's second inaugural address). The use of repetition is underlined and integrated with an assertive sentence.

2. Now it is a seed upon the wind, taking root in many nations, (Bush's first inaugural address). The use of metaphor is underlined and integrated with an assertive sentence.

3. We know that America thrives when every person can find independence and pride in their work; when the wages of honest labor liberate families from the brink of hardship, (Obama's second inaugural address). The use of parallelism is underlined and integrated with an assertive sentence.

Finally, the shaded numbers show the President's individual styles of employment regarding the integration between speech acts and certain rhetorical devices which will be

discussed in details in the following section.

Discussion and Conclusion

The present study analyzed the types of speech acts and rhetorical devices applied in the U.S. presidential inaugural addresses of George Bush Jr. and Barack Obama. The integration between speech acts and rhetorical devices together with the similarity and differences between the selected inaugural addresses can be discussed and concluded as follow.

It is obviously seen that assertive is far more practical than any other types of speech acts (Table 1). Assertive can be used to present the messages and assist the understanding of the speech in a clear and simple approach. The audience should have no difficulty understanding the message when assertive played a major role in the inaugural addresses. In such a special moment and with limited time given, assertive can assist the Presidents to convey their political messages through the inaugural addresses effectively. However, the inaugural address of the Presidents was not intended to change the reality or bring into existence of anything. In fact, it is a formal ceremony to mark the beginning of the presidential term, Campbell and Jamieson (1990).

As for rhetorical devices, repetition, parallelism and metaphor were most commonly employed (Table 1). First, repetition can be used to emphasize the same idea several times in consecutive sentences which generate the internal rhymes. In addition, repetition was employed to emphasize or

reinforce the key ideas through the compilation of redundant words into easy-to-remember messages in the inaugural addresses. Next, metaphor was used to help the audience visualize the complicated concepts in different visible and imaginable ways. Certain messages, especially the abstract ones, are difficult to be described in brief; as a result, metaphor can be useful to serve as a supplemental function. Then, parallelism helped maintain the consistency within the inaugural addresses and create a balanced flow of ideas because it can facilitate the audience to remember long sentences when they are rearranged into one identical or nearly identical structure.

In contrary, based on Table 2, it is obvious that antithesis, personification, and simile had much lower occurrence than repetition, parallelism, and metaphor. In addition, hyperbole was not at all applied because hyperbole is a rhetorical device applied to exaggerate the statement to create a strong emotional response, Hamilton (2011). McGuigan (2007) made a remark that hyperbole could be a terrible distraction when improperly applied. Therefore, it can be assumed that antithesis, personification, simile, and hyperbole are not popularly practical for the inaugural address as seen in the case of George Bush Jr. and Barack Obama.

The third objective was to establish the integrating patterns between speech acts and rhetorical devices employed in the inaugural addresses of the present study. According to Table 3, repetition, parallelism, and metaphor showed the highest integration with assertive than with any other types of speech acts. It can

be justified from the findings that George Bush Jr. and Barack Obama mainly relied on the aforesaid pattern of integration to generate effective rhetorical outcome in the inaugural addresses. In addition, the shaded numbers revealed the President's individual styles of employment regarding the integration between speech acts and certain rhetorical devices. For instance, when Obama used commissive speech act, he tended to use a variety of rhetorical choices than Bush did as seen in shaded numbers in Table 3. This occurrence

may reveal that when obligating himself into the future course of action, Obama tried to use a variety of ways to deliver his statements as clear as possible to avoid misinterpretation. It can also be inferred that Obama tried to distribute a variety of rhetorical choices into all types of speech acts than Bush did.

Though, there were slight differences in employment of each rhetorical device, both Presidents seemed to have a lot of similarities in terms of application as summarized in Table 4 as follows:

Table 4 The similarities and the differences of speech acts and rhetorical devices found in the inaugural addresses of George Bush Jr. and Barack Obama.

Points of Comparison	Similarities of the employment of George Bush Jr. & Barack Obama	Differences	
		George Bush Jr.	Barack Obama
Speech Acts	Assertive was employed more than any other types followed by commissive, directive, and expressive. Declaration was not at all employed in all inaugural addresses	George Bush Jr. employed commissive slightly more than Barack Obama.	Barack Obama employed assertive slightly more than George Bush Jr.
Rhetorical Devices	Repetition was employed more than any other types, but hyperbole was not at all employed in all inaugural addresses.	George Bush Jr. employed parallelism, antithesis, and personification, slightly more than Barack Obama.	Barack Obama employed repetition, metaphor, and simile more than George Bush Jr.
Integration between Speech acts & Rhetorical devices	Repetition was integrated with assertive more than any other types of speech acts.	George Bush Jr. employed parallelism integrated with commissive (18%) much more than Barack Obama (3%).	Barack Obama employed metaphor integrated with directive (6%) much more than George Bush Jr. (1%).

As seen in Table 4, George Bush Jr. employed parallelism integrated with commissive much more than Barack Obama. This could indicate that George Bush Jr. made more promises to the audience and used parallelism to put his words in single patterns to attract the attention from the audience. Next, Barack Obama employed metaphor integrated with directive much more than George Bush Jr. This could indicate that when Barack Obama tried to instruct or persuade the audience to understand his abstract or complicated messages, he used metaphor to reduce such complication. This is because metaphor can help the Presidents clarify the abstract phrases, arouse audience's emotion, and reach their political aims.

In conclusion, based on findings in Table 4, repetition, parallelism, and metaphor integrated with assertive were mainly employed. Even though there were similarities and differences in terms of employment of such devices of each President, the inaugural addresses were still well equipped with a number of language tools to help the Presidents in delivering the messages much more easily. It can be concluded from the findings that the lack of using repetition, parallelism and metaphor may result in dull and ambiguous delivery of the inaugural addresses and disengage the audience's attention.

Recommendations for Further Study

It is recommended that speech composers or political speakers should be well aware of rhetorical devices and how they should be used in certain speech acts is particularly important as this facilitates the conveyance of inspirational messages and helps enhance the pleasure of delivering the inaugural addresses. However, there are some limitations of the present study. First of all, the present study is limited to the purposively selected four inaugural addresses of the two Presidents: George Bush Jr. and Barack Obama. Thus, it could not provide a thorough insight of the entire inaugural addresses of the Presidents of the United States of America. It is highly recommended that further studies extend a wider range of the inaugural addresses. Finally, since there is no definite framework used to investigate the presidential inaugural address in particular, the modified framework for the present study may give an insight to apprehend another perspective of the inaugural address of the Presidents of the United States, yet to be discovered even though only eight types of rhetorical devices were applied.

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