

Analysis of Donald Trump's Inaugural Speech based on Attitude Within Appraisal Theory

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Abstract: In the 1990s Martin and his colleagues proposed the appraisal theory, which is based on Halliday's Systemic Functional Linguistics (SFL). Martin aims to analyze the appraisal resources for realizing interpersonal functions in discourse from a lexical perspective, which refers to how the speaker expresses the content of the text, the attitude of the author and the communicative intention through the language construction, so as to establish interpersonal relationship with the audience, and then influence the audience's attitude and behavior. Appraisal theory, which focuses on the various attitudes, emotional intensity and value judgments that can be negotiated in discourse, is a supplement and extension of the study of the interpersonal function of Systemic Functional Linguistics (SFL), and has gradually received wide attention from scholars at home and abroad as the theory has been developed and improved. In early 2017, American business tycoon Donald Trump delivered his presidential inaugural address at the U.S. Capitol and was officially sworn in as the 45th president of the United States. Trump swept the U.S. political scene with his unique business flavor and style, shocking the U.S. homeland and bringing unpredictable speculation to today's world politics. His inaugural speech has abundant interpersonal resources, and Trump used different appraisal resources to express his political views and promote the "America First" viewpoint to build a good image. Therefore, this study analyzes the distribution of attitudinal resources in the three subsystems of affect, judgment, and appreciation in President Trump's inaugural speech from the perspective of the attitudinal system in Martin's appraisal theory, using both quantitative and qualitative analysis methods, and explores the reasons for them. It was found that there were 94 attitudinal resources in this speech, among which 20 (21%) were affect resources, 48 (51%) judgment resources, and 26 (28%) appreciation resources. The distribution of different types of attitudinal resources varies because the distribution of resources is related to the identity of the speaker, the topic of the discourse and the audience, which reflects the interpersonal meaning of the discourse.

Keywords: Appraisal Theory; Attitude Resources; Donald Trump; Inaugural Speech.

1. Introduction

The paper takes Martin's appraisal theory as a tool to analyze president Trump's inaugural speech. The paper manually annotates the attitudinal resources in Trump's inaugural speech, aiming to explore the rich interpersonal meanings behind the text. Trump's special identity and his bold statements have attracted the attention of many linguistic scholars around the world, but studies from the perspective of appraisal theory are very rare, so the research is very significant.

Appraisal theory was proposed by Martin White and his colleagues in the 1990s as an extension of Halliday's Systemic Functional Linguistics (SFL). Appraisal theory is a further study of interpersonal functions in language by exploring the attitudes of the writer in discourse and elucidating the speaker's evaluation of things in terms of vocabulary. (Martin and White, 2005: 35) Appraisal theory includes three subsystems: attitude, gradation, and engagement. (ibid, 42) Attitude system is concerned with our feelings, including emotional reactions, judgments about behavior and evaluations of things. (Jia Yiqian, 2017) Gradation system refers to the increase and decrease of attitudes, and the degree can be graduated, which is to do with two subsystem: force and focus. (Liu Lihua, 2010) Engagement system is mainly used to analyze and research the source of attitudes, and mainly involves heterogloss and monogloss. (Hou Yijie, 2020). This paper analyses Trump's inaugural address from the perspective of attitude system of appraisal theory.

The attitude system is the core of the appraisal system, expressing the position and attitude of the speaker or author,

and is divided into three categories: affect, judgment, and appreciation. (Martin and White, 2005: 48) Affect is a system for studying people's evaluation of human relationships and things from the perspective of emotion and is divided into three groups of variables, un/happiness, in/security, and dis/satisfaction (Fang Hongmei, 2014). Judgment is the construction of the attitudinal meaning of a person or identified behavior and contains two subsystems of social esteem and social sanction (Liu Lihua, 2010). Appreciation is the assessment of the value of phenomenon (Hu Zhuanglin, 2004). The writer annotates and analyzes the affect, judgment and appreciation resources in Trump's inaugural speech.

Since its publication, Appraisal theory has attracted the attention of many scholars. Liu Shizhu (2007) discussed the nature, characteristics and classification of evaluation, rejected Martin's trichotomy of attitude system, and regarded appreciation as a subsystem of aesthetic judgment subordinate to judgment, thus dichotomizing the attitude system into affect and judgment, and made a new classification of affect and judgment. He Zhongqing (2011), through the study of the origin and development of the theory of gradation, divided the development of the category of gradation into three stages. Yue Ying (2012) gave an overview of the study of the discourse function of "gradation" in evaluation theory, pointing out the naturalization function of gradation in discourse and the way of naturalizing the author's position. Wang Wei (2014) studied the receptivity of attitudinal resources and the relationship between expression and acceptance. Feng Dezheng (2014) explored the multimodal construction of attitudinal meaning based on the

analytical model of cognitive evaluation theory.

A political speech is a kind of speech to state a position, clarify a point of view and propagate an opinion on the internal affairs and foreign relations of a country. (Zhou Luzhen, 2017) As a unique discourse, political speech is one of the objects and focal points of discourse analysis. It is one of the most important ways for a country to convey its voice to the world, and it is also a witness of political history, playing a pivotal role in international communication and political life. (Yu Zhangya, 2019:52-54)

Trump's inauguration speech is a celebrity political speech. As a political and economic power in the world, United States has always been the focus of attention of other countries. (Zhou Luzhen, 2017) The inaugural speeches delivered by the presidents are of great attention to the world, and they can, to a certain extent, reflect the president's style of action and basic political philosophy. It is clear that presidential inauguration speeches have certain research value and practical significance. Donald Trump, who delivered his inaugural address at the White House in early 2017, has acted in a high-profile manner compared to his predecessors, entering the political arena as a business tycoon and making highly controversial statements.

This paper uses both quantitative and qualitative research methods. The quantitative analysis is to annotate the characteristics of the attitudinal resources and conclude their distribution that appear in Trump's inaugural speech. Qualitative analysis is the explanation of the causes of the distribution phenomenon. First, this paper counts the different attitudinal resources involved in Trump's inaugural speech, then calculates the frequency and distribution of different attitudinal resources in the inaugural speech and presents a table, and finally analyzes and draw conclusions according to the distribution characteristics of different attitudinal resources.

2. Attitude System in Appraisal Theory

The attitude system is concerned with the speaker's or author's feelings, which include affect reactions, judgments about behavior, and appreciation of things. The author/speaker assigns inter-subjective values or evaluations to participants and processes through attitudinal resources. (Martin and White, 2003) Attitude system includes three subsystems, which are affect, judgment, and appreciation. Affect focuses on the emotions of the speaker or author and the emotional relationships between the people, which is the study of people's positive or negative feelings, and belongs to the category of emotion. Judgment is the attitude toward people's behavior, and belongs to the category of ethics, which is an evaluation of the behavior. Appreciation evaluates the values of the phenomenon, and belongs to the category of aesthetics.

2.1. Affect

Affect refers to the emotive dimension of meaning. Affect is concerned with registering positive and negative feelings (Martin and White, 2003). Affect belongs to the category of psychology and is further divided into three groups of parameters, including un/happiness, in/security, dis/satisfaction. The following diagram clearly reflects several subsystems of the affect system.

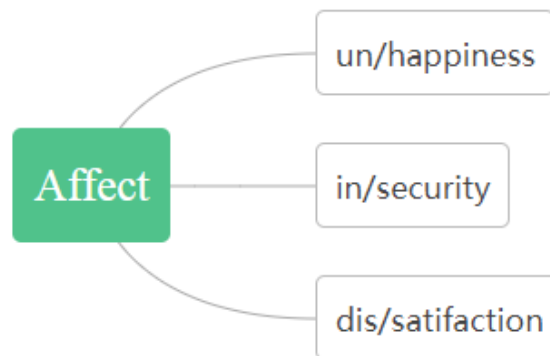


Fig 1. Structure of Affect System

From a lexical point of view, there are many kinds of words to express affect resources, such as nouns, verbs, adjectives, etc. Taking nouns for example, they can be happiness, blissfulness, sadness, anxiousness, confidence, etc. For example, "The happiness in her face was in no way faked". The word "happiness" belongs to the un/happiness of affect resources. Taking adjectives for example, they can be jealous, cheerful, sunny, pleasant, etc. For example, "The captain felt anxious". The word "anxious" can be annotated to in/security of affect resources. Taking verbs for example, they can be laugh, cry, cover up, doubt, etc. For example: "Everyone doubted his motives for joining the party." The word doubted belongs to dis/satisfaction of affect resources.

2.2. Judgement

Judgmental systems belong to the category of ethics. Judgments are evaluations of the speaker's or author's behavior under ethical and legal moral standards of society. (Zhen Linfeng, 2017). These evaluations are either positive or negative, critical or praiseworthy. Within judgment system, resources serve to "admire or criticize, praise or condemn according to rules or conventions of a society". (Martin and White, 2005) That is to say, judgment groups people's behavior as normal or abnormal, capable or incapable, acceptable or unacceptable, reliable or unreliable, moral or immoral according to recognized norms in certain groups of people such as social acceptance, business protocol, laws or group expectation. Judgment contains two subsystems: social esteem and social sanction. Social esteem is divided into three subsystems: normality, capacity, tenacity. Social sanction is divided into two subsystems: veracity and propriety. The following diagram clearly reflects several subsystems of the judgment system.



Fig 2. Structure of Judgement System

Normality refers to how usual somebody is. Such as the words: lucky, normal, charmed, stable, unlucky, erratic, unpredictable. For example, "John is a lucky boy" The word "lucky" can be annotated as a normality resource. Capacity is to do with how capable they are. Such as the words: powerful,

vigorous, robust, mild, weak, unsound. For example, “John has just had an operation and he is very weak” The word “weak” belongs to capacity system. Tenacity deals with resolute they are. Such as the words: plucky, brave, heroic, timid, cowardly, impatient. For example, “His plucky expression shocked everyone.” The word “plucky” can be labeled as a tenacity resource. Veracity is concerned with how truthful someone is. Such as truthful, honest, dishonest, deceitful. For example, “His dishonest behavior made everyone feel cheated” The word “dishonest” can be annotated as a tenacity resource. Propriety refers to how ethical someone is. Such as humble, good, moral, bad, immoral, evil. For example, “His motto is to be humble” The word “humble” can be classified as a propriety resource.

2.3. Appreciation

White (2003) defines appreciation as the affirmative or negative evaluation of things, natural phenomena, and actions. Appreciation belongs to the category of aesthetics, and in a broad sense it includes three aspects: reaction, composition, valuation. The following diagram clearly reflects several subsystems of the appreciation system.

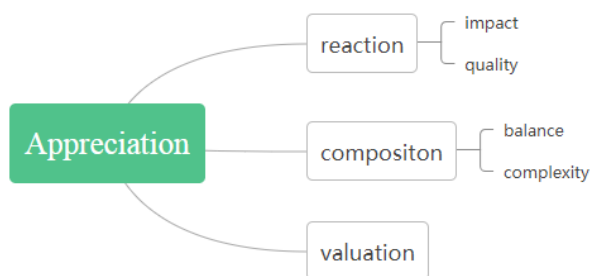


Fig 3. Structure of Appreciation System

Impact answers the question ‘did it grab me’, such as arresting, captivating, engaging, dull, boring, tedious. Quality refers to ‘did i like it’, such as okay, fine, lovely, bad, nasty, ugly. Balance is to do with ‘did it hang together’, such as balanced, harmonious, unified, unbalanced, discordant, irregular. Complexity deals with ‘was it hard to follow’, such as simple, pure, elegant, ornate, extravagant, byzantine. Valuation deals with how we evaluate things, such as profound, innovative, shallow, reductive, conventional, insignificant.

3. An Introduction to President Trump’s Inaugural Speech

Born in New York City, USA, Donald Trump was a German-American Republican politician, entrepreneur, real estate businessman, television personality, and the 45th President of the United States. Trump acts boldly and unconventionally, and due to his unique status, his words and actions often attract widespread attention and discussion. (<https://baike.baidu.com/item/%E5%94%90%E7%BA%B3%E5%BE%B7%C2%B7%E7%89%B9%E6%9C%97%E6%99%AE/9916449?fromtitle=%E7%89%B9%E6%9C%97%E6%99%AE&fromid=20261083&fr=aladdin>)

President Donald Trump delivered his inaugural address at the Capitol on Jan. 20, 2017, and for the first time put forward the idea of “America First”. This speech is a political speech, which is the kick-off to the political arena for American presidents. They use it to make their standpoints clear, state their political views and make promises, with the intention of

inspiring the public and realizing their heroic dreams. The disciplined structure, rigorous logic, brilliant writing and governing strategies of politicians are not only a vivid expression of loyalty, wisdom and ambition, but also a trajectory of American political, economic, social and historical development. To realize ‘America First’, Trump gives the answer: one is to buy American products and the other is to hire American employees. In the text, Trump makes extensive use of imperative and declarative sentences, and points out the current problems of the United States in gun control, economic development, diplomacy, and infrastructure construction in the first person, calling on the masses to bind their fate and dreams to the development of the country and rebuild America under the leadership of the Trump administration.

4. Attitude Resources in Donald Trump’s Inaugural Speech

By analyzing the speech, each type of attitude resources is identified and annotated, and the general proportion of each type of resource is presented in Table 1.

Table 1. Distribution of Attitude Resources

	Attitude			Total
	Affect	Judgement	Appreciation	
Occurrences	20	48	26	94
Proportion	21.3%	51.1%	27.6%	100%

This statistic is based on the understanding of the attitude system in evaluation theory and the analysis of the whole speech.

According to Table 1, there are 20 affect resources in Trump's inaugural speech, which account for 21.3% of the attitudinal resources. By analyzing the speech, we can find Trump's dissatisfaction with some politicians and small groups who encroach on the country's interests through the use of affect resources. They have hindered the development of the United States and stirred up dissatisfaction and negative emotions. Especially the increasing number of shooting incidents, which seriously threaten the life and safety of the nation, Trump rages about it. On the other hand, Trump also calls on the people to unite and makes the people believe that under the Trump administration, the U.S. government will stand with the American people to rebuild America and have confidence in the future development of America.

Table 1 also shows that there are 48 judgement resources, and they account for 51.1% of the attitude resources, ranking the largest percentage. By analyzing annotated judgement resources, we can infer that Trump is anxious about the dangers facing the United States, while most Americans still adhere to the non-interventionism. He repeatedly mentioned returning power to the people, affirmed the normal and reasonable demands of the people, and said he would continue to improve infrastructure, people's livelihood, and economic development in the future. He showed his determination to rebuild America.

From Table 1, it can be seen that there are 26 appreciation resources, accounting for 27.6% of the attitude resources, ranking the second. It can be inferred from the speech that Trump affirmed the strong patriotism and national pride of the American people through the use of appreciation resources. Trump paints a picture to his audience of what the future may hold and will reflect himself as a leader who does what he

says and says what he will do and deserves to be followed and embraced.

4.1. Affect Resources

The affect system reveals the inner feelings of the speaker, and Martin et al. classify emotions into three categories: un/happiness, in/security, and dis/satisfaction. Un/happiness refers to the emotional reactions caused by the emotioner's own internal emotions or by triggers, such as happy, sad, etc. In/security refers to the emotional person's own psychological and the external security given by the external environment. Dis/satisfaction refers to the emotional feelings of the emotional person due to whether the outcome of the activity meets the psychological expectations.

Several examples are cited for analysis as follows:

(1) We are one nation, and their pain is our pain.

(2) For many decades, we've enriched foreign industry at the expense of American industry, subsidized the armies of other countries while allowing for the very sad depletion of our military.

The underlined part in above examples belongs to the un/happiness variable. Trump's use of the unhappiness resource 'pain' is intended to convey that the U.S. government and the American people are always on the same side, reflecting the purpose of political speeches to coagulate the masses. Example 2 points out the problems of the military and reflects the determination of the Trump administration to revitalize the U.S. military, which aligns with people's needs and enhances the emotional connection between the listener and the speaker.

(3) We are protected, and we will always be protected. And most importantly, we will be protected by the great men and women of our military and law enforcement. We will be protected by God.

(4) While America's infrastructure has fallen into disrepair and decay.

(5) Rusted factories scattered like tombstones across the landscape of our nation

The underlined words in the above section belongs to the in/security variables in the affect resource. Example 3 repeatedly uses "protected", a security resource, to emphasize the Trump administration's determination to care about the people and to build a safe domestic environment for them, serving to bring the people closer together in an interpersonal sense. The underlined portions of examples 4 and 5 are insecurity resources. In his inauguration speech, Trump used insecurity resources to point out the problems of the United States in infrastructure and industry and portray a image who cares about the country and is sensitive to the people's feelings, which promotes a sense of intimacy between the speaker and the listener.

(6) And we are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition. They have been magnificent. Thank you.

(7) We will seek friendship and goodwill with the nations of the world.

(8) And your courage and goodness and love will forever guide us along the way.

(9) The forgotten men and women of our country will be forgotten no longer.

(10) We defended other nation's borders while refused to defend our own.

The above example is dis/satisfaction variable. Examples 6-8 are classified as satisfaction variables, and examples 9 and

10 are classified as dissatisfaction variables. Example 6 uses satisfactory resources to express gratitude to the Obama administration and his wife, shape the image of gentlemanly demeanor. Examples 7 and 8 express good wishes for the future of the American people and American diplomacy and serve to encourage people to build a better new life together. Through the dissatisfaction resources in Example 9 and Example 10, Trump criticized the actions of a small group of American politicians who disregarded national security and people's interests, expressed his dissatisfaction with the status quo in the United States, and laterally demonstrated the Trump administration's pro-people and people-friendly political advocacy, which clarifies the political standing of the new president

After studying the speech and analyzing the statistics, the distribution of affect resources in Donald Trump's inaugural speech is illustrated in the Table 2 below:

Table 2. Distribution of Affect Resources

	Affect			Total
	Un/happiness	In/security	Dis/satisfaction	
Occurrences	2	6	12	20
Proportion	10%	30%	60%	100%

The Table 2 shows the distribution of three types of affect resources. The dis/satisfaction resource account for 60% of attitude resources (8 dissatisfaction resources and 4 satisfaction resources), running first. The in/security taking up 30%, ranking second. (5 Insecurity resources, 1 security resources). The un/happiness run third, accounting for 10% and happiness resources did not appear.

By analyzing the content of the speech, it can be inferred that Trump is anxious about the dangers facing the United States, while most Americans still adhere to the long-standing American tradition of non-interventionism. He repeatedly mentioned returning power to the people, affirmed the normal and reasonable demands of the people, and said that he would continue to improve in the future in terms of infrastructure, people's livelihood, and economic development. Among the affect resources, dissatisfaction resources account for the largest proportion and insecurity resources account for the second largest proportion. Analysis can learn that Trump is very unhappy with some politicians and small groups who encroach on the country's interests. They have hindered the development of America and stirred up dissatisfaction and negative emotions. Especially the increasing number of shooting incidents, which seriously threaten the lives of the nation, makes Trump very angry. On the other hand, Trump also calls on the people to unite, so that people believe that under the leadership of the Trump administration, the U.S. government will stand with the American people to rebuild America and have confidence in the future development of the United States

From the above examples, we can find that the United States is currently in a very difficult period. Trump pointed out the current problems of the country in foreign affairs, politics, economy, and people's livelihood. And he called on the American people to reunite and rebuild America. Through the use of various affect resources, he has brought his audience closer to him and promoted his pro-people political ideas.

4.2. Judgement Resources

The judgment system is an attitudinal determination of

people and their behavior, where people praise appropriate, positive behavior and condemn inappropriate, negative behavior. The judgment system is divided into two subsystems: social esteem, which judges people's behavior from the moral level, and social sanction which judges people's behavior from the legal level. Social esteem is divided into three subsystems: normality, competence and tenacity. Normality refers to the judgment of people, such as whether they are lucky, eccentric, etc; competence refers to the judgment of people's ability, such as whether they are strong, mature, etc; tenacity is the judgment of people's perseverance in the face of difficulties, such as whether they are brave, patient, etc. Social sanction are divided into two subsystems: veracity is the judgment of people's honest behavior, such as whether they are trustworthy, honest, etc; propriety is the judgment of whether people's behavior conforms to the relevant legal norms, such as whether they are law-abiding, fair, etc.

Several examples are cited as follows:

(1) Today's ceremony, however, has very special meaning. Because today, we are not merely transferring power from one administration to another or from one party to another. But we are transferring power from Washington D.C. and giving it back to you, the people.

“Special” in examples 1 belongs to normality resources. Trump believes that this special ceremony is not only a change of presidency and a transfer of power between parties, but also an important moment to return power to the American people. He has the confidence and ability to lead the American economy to recovery and guide the American people to a happier life, expressing Trump's pro-people governance strategy of "water can carry a boat and also overturn a boat". which greatly motivates the mood of the crowd and is one of the characteristics of political speeches. Example 2 uses the word forgotten twice, each belonging to a different lexical category. The first time it appears as an adjective, and the second time as a verb. This way of using words enhances the speaker's tone and power, specifies Trump's populist line, and strengthens the speaker's linguistic power.

(2) Washington flourished, but the people did not share in its wealth. Politicians prospered, but the jobs left. And the factories closed.

Underlined part in above example belongs to the capacity resources in the judgment system. "flourished" and "prospered" are a set of synonyms, and both express positive meaning, but here they express opposite meaning. Here Washington represents the government, meaning that the government is thriving, officials are stuffing their pockets but making people's lives more miserable, and people are not enjoying the benefits they should. Through this contrast, Trump proves his determination to change the status quo and sincerely serve the people.

(3) 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 disagreement honestly but always pursue solidarity. When America is united, America is totally unstoppable.

The example 3 is representation of tenacity system. Trump has drawn on three sources of resilience to present a rosy vision of the future of America. When America is united, America is invincible. This also reflects the interpersonal function of political speech, which aims to narrow the distance with the audience through the speaker's appeal, so as

to achieve some political purpose.

(4) These are just and reasonable demands of righteous people and a righteous public. But for too many of our citizens, a different reality exist.

(5) At the bedrock of our politics will be a total allegiance to the United States of America and through our loyalty to our country, we will rediscover our loyalty to each other.

Example 4 and 5 are veracity resources in the judgment system. The words "reasonable" and "righteous" both mean justifiable and reasonable. This shows the president's affirmation of the public's need to provide excellent schooling for children, a safe living environment for families, and good jobs for everyone. On the other hand, it also shows the current problems in the United States in terms of living environment, schooling and employment, and shows President Trump's determination to change the status quo. The three words in Example 5 show three specific solutions proposed by the U.S. to solve the problems which are both enhanced communication and firm spirit of solidarity. The side effects express Trump's attitude of not avoiding and actively dealing with problems.

(6) At the center of this movement is a crucial conviction - that a nation exist to serve its citizens.

The underlined part above is a propriety resource. Trump reinforces the tone he by the use of the word ‘crucial’, which assures the American people that the government is the government of the people. The Trump administration wants the people to convince from the bottom of their hearts that the government is the warmest haven for the people when storms come.

The distribution of judgement resources in Donald Trump’s inaugural speech is illustrated in the Table 3 below:

Table 3. Distribution of Judgement Resources

	Social esteem	Social sanction	Total
Occurrences	17	31	48
Proportion	35.4%	64.6%	100%

According to the Table 3, among the judgement resources there are 17 social-esteem resources and they run second, accounting for 35.4%. There are 31 social-sanction resources and they account for 64.6%, ranking first. Social esteem is concerned with ethics, morality and psychological state. It includes normality, capacity and tenacity. Social sanction involves laws, regulations and social rules. Social sanction has to do with veracity and propriety. Based on the data, we learn that Trump uses social sanction resources more frequently than social esteem resources in his discourse. This reflects that Trump, as a politician, prefers institutional and legal requirements as principles rather than moral standards as principles. Trump criticized some elite groups that do not think about the people and only care about their own interests. He affirmed the American people who have a strong patriotic passion. Trump used many commanding and compelling words to call on everyone to unite and build a prosperous America. For the first time in his essay, he put "America First". He affirmed the legitimate needs of the people for a safe living environment and fair access to education, and stated that he would enhance and improve this part of the problem in the future. Trump has ignited the desire to rebuild America through the use of massive judgment resources and increased public's recognition of the Trump administration.

The distribution of social esteem resources in in Donald Trump’s inaugural speech will be displayed in the following

Table 4.

Table 4. Distribution of Social Esteem Resources

	Social Esteem			Total
	Normality	Capacity	Tenacity	
Occurrences	3	5	9	17
Proportion	17.7%	29.4%	52.9%	100%

According to the analysis of the speech, the data shows that resilient resources account for the highest percentage. This is due to the large number of words Trump used in this particular speech in praise of the great American people. A lot of depressing expressing in his discourse, he pointed out the problems of the United States, and then presented quite infectious statements to call and inspire the American people to unite to build America together. He proposed that Americans should fight for the democracy of the country and its people, pointed out the abilities that Americans should have, and praised the heroic acts of patriotism.

The distribution of social sanction resources in Donald Trump’s inaugural speech will be displayed in the following Table 5.

Table 5. Distribution of Social Sanction Resources

	Social Sanction		
	Veracity	Propriety	Total
Occurrences	12	18	31
Proportion	41.9%	58.1%	100%

Table 5 shows that propriety resources account for a greater proportion of the variables in this group. This is consistent with Trump's status as the new generation of U.S. presidents and such a solemn speaking occasion. He criticized the irresponsible behavior of a small group of people who seek to make profits without regard to the lives of the people. In his speech, he made a solemn promise for the people to lead the American people to revive America and enjoy the benefits of the country equally. He also proposed at the meeting that the country is for the people, reflecting the democratic approach to governance of the new generation of leaders.

4.3. Appreciation Resources

Appraisal system is the assessment of an object, phenomenon or performance. From the three perspectives of appreciation system, the appreciation system can be divided into three subsystems: reaction, composition and valuation. Reaction refers to the attractiveness of the thing to us, composition refers to the balance or complexity of the thing itself, and valuation refers to the determination of the innovation, authenticity and timeliness of the thing.

Several examples are cited for analysis as follow:

(1) 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.

(2) America will start winning again, winning like never before.

Examples 1 and 2 are reaction resources in the appreciation system., which answer the question ‘did it grab me’. The words in both examples express the meaning of "never before" and "brand new". They express President Trump's concern about the current plight of the United States and his eagerness to change the status quo. From these two sets of phrases, we can also learn about President Trump's self-

confidence and his dislike of procrastination, which also shows the strong executive capacity of the Trump administration.

(3) Their victories have not been your victories. Their triumphs have not been your triumphs.

(4) Protection will lead to great prosperity and strength. I will fight for you with every breath in my body. And I will never, ever let you down.

The underlined section above is representation of the quality system. By criticizing the phenomenon of small groups of political parties dividing the collective interests of the masses of people, Trump expresses his urgent determination to change the status quo. He is determined to protect the lives of the people, and he is convinced that further development can be sought only after the lives of the people are secured.

(5) Every four years, we gather on these steps to carry out the orderly and peaceful transfer of power.

Example 5 is a balance resource in the appreciation system. Example 5 points out the characteristics of this power transmission gathering-orderly and peaceful. Trump's definition of this grand gathering as president is very informative and reflects his characteristics as a businessman-need for orderly market order and a peaceful market environment. Usually politicians would define such gatherings as serious or sacred. Through Trump's wording, we can get a glimpse of his previous career.

(6) We will face challenges. We will confront hardships. But we will get the job down.

The underlined word in example 6 is a composition resource, which answers the question 'was is hard to follow'. Trump's use of the composition resource of ‘challenges and hardships’ depicts the current challenging and difficult situation in the United States, and then turns to show the leader's confidence and determination to change the status quo.

(7) 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.

(8) At the center of this movement is a crucial conviction - that a nation exist to serve its citizens. Americans want great schools for their children, safe neighborhoods for their families and good jobs for themselves. We will make America wealthy again.

(9) We will make America proud again. We will make America safe again. And yes, together, thank you. we will make America great again. God bless you. And God bless America. Thank You

The above examples above are example about valuation variables. The word "Great" in examples 6 and 9 expresses Trump's pride in being a citizen and new leader of the United States and his respect for the great American people. In this great meeting, he made a solemn promise to the citizens of the nation that the Trump administration would lead the citizens of the United States to rebuild the country and renew its commitment to all of its people, and that together they would determine the path of the United States and the world for many years to come. The word "crucial" in Example 7 shows the strong will and determination of the Trump administration to return power to the people, reflecting the enthusiasm of the new president to build the country. Example 8 uses the words "wealthy" and "proud" to positively form an appreciation of the meaning of the expression, so that the

public understands the goals of the future development of the country and can be motivated to contribute their share to the development of the country.

The distribution of appreciate resources in Donald Trump’s inaugural speech in the Table 6 below:

Table 6. Distribution of Appreciation Resources

	Appreciation			Total
	Reaction	Composition	Valuation	
Occurrence	6	8	12	26
Proportion	23%	30.8%	46.2%	100%

From the Table 6, it is found that there are 8 composition resources, 12 valuation resources and 6 reaction resources of appreciation in the speech.

Valuation resources account for 46.2%, ranking first. Composition resources take up 30.8%, ranking second. Reaction resources accounting for 23%, running third. By analyzing the distribution of the article's appreciation resources, we learn that Trump uses a lot of value resources to show everyone the good America of his values. President Trump has a strong sense of national pride and affirms the patriotic fervor of a great nation. He points out the problems of the United States in many ways and says that the people's needs for a fair educational environment, a safe living environment and jobs are very legitimate and right. He encouraged the people to stand together, criticized the reality that a small elite group has gained a lot of national benefits, and called on the people to stand firm in their patriotic beliefs and to revive America under the Trump administration.

The distribution of reaction resources in Donald Trump’s inaugural speech will be displayed in the following Table 7

Table 7. Distribution of Reaction Resources

	Reaction		Total
	Impact	Quality	
Occurrences	2	4	6
Proportion	33.3%	66.7%	100%

The Table 7 illustrates that the quality resources account for a larger proportion among the reaction. This indicates a larger percentage of quality resources. The analysis shows that the article does contain a lot of depictions of issues such as national life safety and the right to education

The distribution of reaction resources in in Donald Trump’s inaugural speech will be displayed in the following Table 8.

Table 8. Distribution of Composition Resources

	Composition		Total
	Balance	Complexity	
Occurrences	3	5	8
Proportion	37.5%	62.5%	100%

From the Table 8, it is found that among the composition resources, the complexity resource takes up a larger proportion. Through the analysis of composition resources, we get a side view of Trump's character traits and career. His definition of inaugural speech rallies and his identification with his identity show his rational and original character traits.

5. Conclusion

This paper analyzes Trump's inaugural speech delivered in 2017 under the guidance of appraisal theory. After analyzing the attitudinal resources in the speech based on a full understanding of the speech content and attitude system, the findings of this paper are listed below.

The research results show that there are rich attitudinal resources in Trump's inaugural speech which delivered in 2017.

Through the study, it was found that judgment resources accounted for the largest proportion, appreciation resources accounted for the second, and affect resources accounted for the least. Judgement system evaluates things and people from the moral and legal levels. Based on President Trump's status and the special occasion of his speech, Trump uses the most moral judgment resources to describe the current problems in the United States, and makes an emotional pretext for calling on the people to rebuild America. The purpose of the study is to analyze and explore the deeper meaning behind the language through the above dimensions of interpersonal function.

In terms of affect resources, the author uses more negative affect resources to depict the current problems in the United States in various aspects, and to make an emotional pavement for the appeal to everyone to unite together to rebuild America. This inaugural speech uses some positive affect resources, which shows that President Trump is stating facts and spreading positive news. Trump has made his audience feel presidential affinity by using positive affect resources, which makes the American public feel that the government and the people are on the same side, making the American public more willing to believe that the Trump administration is consistent with their fundamental interests.

Through the study of judgmental resources, the author finds that Trump uses judgmental resources more often to convey his philosophy of governance and make promises to the audience that he will try his best to serve the American people and change the status quo of the United States in terms of national life security, access to education and democratization of power. The use of negative judgmental resources rendered a tense atmosphere and set the stage for giving encouragement and a sense of security to the crowd later on, enhancing the reasoning.

In terms of appreciation resources, Trump affirms the strong patriotism and national pride of the American people through the use of appreciation resources. The use of appreciation resources depicts a bright future under the Trump administration. He portrays himself as a leader who does what he says and says what he will do through positive appreciation resources and deserves to be followed and embraced.

Through the study of this paper, the author found the following limitations: First, this paper only chose Trump's inauguration speech as the analysis material, and the analysis of the corpus is not comprehensive. Second, the author's understanding of the appraisal theory still needs to be mature. Third, due to the length of the paper, the author's analysis of several subsystems is relatively brief.

As president in the history of the United States, president's speech has very important research significance. The author believes that Trump's inauguration speech as well as his other public speeches can also be studied from the graduation system and engagement system of appraisal theory.

Appraisal theory has proven to be an effective system of discourse analysis. By analyzing discourse through the attitudinal system of appraisal theory, readers can better grasp the emotional reactions and perspectives of the author/speaker, and thus dig deeper into the interpersonal meaning of the work through the surface of the language.

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