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OF SANTIAGO DE GUAYAQUIL**

**FACULTY OF ARTS AND HUMANITIES
SCHOOL OF ENGLISH LANGUAGE**

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**CRITICAL DISCOURSE ANALYSIS OF CULTURAL AND
RHETORICAL ELEMENTS OF TRUMP AND OBAMA'S
INAUGURAL ADDRESSES**

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CERTIFICATION

We certify that this research project was presented by **OTOYA SORIA, EDHER MIGUEL** as a partial fulfillment of the requirements for the **Bachelor Degree in English Language with a Minor in Translation**.

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DEDICATION

To my family, which showed me their support through their special care.

To my dog, which helped to overcome anxiety through his special hugs/licks.



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RESUMEN (ABSTRACT)

This research project identifies cultural limitations a local translator might face when dealing with the task of rendering political speeches. In an attempt to recognize and classify those aspects that might hinder understanding of political speeches, Critical Discourse Analysis becomes a valuable tool to ascertain the necessary background information about a text so as to develop a final proposal in the form of contextualized translation templates and contextualized translation recommendations. This work articulates the most relevant cultural elements, cultural references, and linguistics and rhetorical features of Donald Trump and Barack Obama's inaugural addresses that might posit challenges to translators dealing with those political speeches. It provides a detailed analysis of the abovementioned aspects and offers guidelines for translators undertaking similar processes. It includes a set of templates that can be used to compare texts and two different renderings that portray the claims. Therefore, through establishing the basis for further En>Sp translations in the political field, this research highlights the importance of studying a source text before translating it into another language.

Keywords: Critical Discourse Analysis, Translation Process, Political Discourse, Political Speeches, Donald Trump, Barack Obama

I. INTRODUCTION

1.1. Statement of the Problem

The focus of this study was to identify the cultural and rhetorical limitations that a local translator might face when dealing with renderings of political speeches.

1.2. Significance of the Study (Justification)

This research project is an attempt to portray the main limitations that a local translator might face when dealing with renderings of Donald Trump's and Barack Obama's political speeches. Therefore, there will be a highlight on those elements that were employed in those addresses and that would posit some challenges for the translator who would conduct the translation from English to Spanish.

This study is relevant since it is of worldwide concern being Donald Trump and Barack Obama political leaders of one of the most powerful nations in the world, the United States. Thus, translators must render accurate translations of what message a leader is trying to convey through a speech. In addition, current practices regarding the consideration of cultural and rhetorical features within the translation processes of political speeches need to be improved to avoid misunderstandings and noise. For this reason, there is the urge to select the most relevant cultural and rhetorical features that might posit challenges to translators dealing with political speeches and then establish the basis for further En>Sp translations in the political field.

This work is also relevant for the community of translators since they will be able to receive a detailed process associated to Critical Discourse Analysis (CDA) of American political speeches. This would motivate them to conduct similar processes before translating those types of texts. Translators will be able to take this study as an example to follow since the steps taken in this study might be replicated to manage time efficiently and to render a good-quality contextualized target text.

1.3. Research Question

What cultural limitations might a local translator face when dealing with the task of rendering political speeches?

1.4. Objectives

1.4.1 General Objective

To identify and classify the aspects that might hinder understanding of political speeches using CDA so as to develop a proposal for contextualized translation.

1.4.2. Specific Objectives

To select the most relevant cultural and rhetorical features that might posit challenges to translators dealing with political speeches.

To establish the basis for further En>Sp translations in the political field.

II. LITERATURE REVIEW

The following section of this report will answer some basic questions and provide a body of knowledge that allows the reader to have a wider understanding of what discourse analysis, translation, political discourse, translations problems, and political speeches are.

2.1. Discourse Analysis

Discourse analysis is a pivotal term for this study since it will determine the steps that are needed to conduct the actual discourse exploration. According to Billig (2003, p. 35), "Much of the success of Critical Discourse Analysis can be traced to the pioneering works of analysts such as Norman Fairclough, Teun van Dijk and Ruth Wodak."

To begin, it is essential to know there can be different definitions for this activity. This is the reason why Titscher et al. (1998, p. 48) mentions that discourse analysis "integrates a whole palette of meanings." He claims this since there are different approaches that can be followed to conduct the identification of different elements and devices within a text. The text that is chosen to be studied form part of that "data that is liable for empiric analysis." (Titscher et al., 1998, p. 44)Therefore, this is another reason why conducting Critical Discourse Analysis is most likely related to empiric explorations and product-oriented research.

Additionally, this activity can have other different tasks within the same study. According to van Dijk (1993, p. 131), "Critical Discourse Analysis (CDA) is obviously not a homogeneous model, nor a school or a paradigm, but at most a shared perspective on doing linguistics, semiotics or discourse analysis." Thus, there is an interest to explore everything regarding language structure, symbolism, and something that is above the text level, which is discourse.

Other authors might also agree with this previous definition. For instance, Fairclough (1989, p. 20) claims, "I shall use the term discourse to refer to the whole process of social interaction of which a text is just a part." For him, CDA is about that interaction that is beyond text level. It is about a set of steps that

form part of a whole and that would help understand the type of communication between the text and the audience.

Moreover, Fairclough (1995) adds the following about CDA:

Discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practice, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony. (p. 199)

This theory, developed by Fairclough, helps to give shape to any CDA since it focuses on discursive practices, events and texts that would be analyzed based on what is socially and culturally happening at the moment. Taking this into account would also pave the way for more research on those practices, events, or texts by providing background and understanding the ideology from where everything started. Then, it will be possible to explore relationships that would provide the final answer for what discourse means in a specific text, event, or process.

This theory might also be supported by another one proposed by Batstone (1995). He states the following:

Critical Discourse Analysts seek to reveal how texts are constructed so that particular (and potentially indoctrinating) perspectives can be expressed delicately and covertly; because they are covert, they are elusive of direct challenge, facilitating what Kress calls the “retreat into mystification and impersonality”. (pp. 198-199)

Therefore, through the application of what Batstone stated, it will be possible to find how texts, e.g. speeches, were structured and what elements were applied to make the text or events richer. In the excerpt, he emphasizes the phrase *they are covert*. This means a text can be written to be impersonal and it would be the job of somebody else to analyze and find out how everything

was structured, and maybe that analysis can be the basis for other processes. For instance, one of those ones can be translating a text after having used critical discourse analysis to discover the structure of it.

2.2. Definition of Translation

For a long period, many scholars have tried to define translation. Some of them claim translation is the process, while others think it is a product. However, to some extent translation can be defined as a complex activity in which the translator not only needs to take into consideration the linguistics aspects, but also the cultural ones. (Nida, 1964) Therefore, it is not only about trying to keep the same meaning and style from the source text to the target text, but also involving creativity and critical analysis before actually performing.

When translators deal with two languages, they must be conscious that there is going to be an alteration of forms from one language to another. This means, there will be some lexicons that will not have an *absolute equivalence*, and there will be a lost or gain in translation since the translator should try to convey the sense from the source text. Thus, this is why there is the need for some translation strategies; but before opting for a strategy, there should be the identification of problems that might emerge.

When translating political speeches some issues might surface. According to Sárosi-Márdirosz (2014), there are some problems a researcher might face when analyzing translated political speeches:

What is the relation between the source and the target text? What are the differences between them? and How these texts will fulfill their communicative and informative role among the target reader (i.e. whether they have the same impact without having the same context).
(p. 161)

Translation once again is an activity that can be described in many different ways. However, Lederer (2003) globally describes translation as a process whose objective is to establish equivalence between two pieces of texts that are expressed in two different languages. By its denotation, those equivalents always depend on the nature of the two texts, on their goals, on the relation

between the two cultures involved. Thus, this provides a basis for the analysis of translation of political speeches from English to Spanish since it will be essential to take into account the nature, objectives and cultures involved in both texts.

2.3. Political Speech and Discourse

As read in the *Duhaime's Law Dictionary*, a political speech is defined as “expressions which comment on government action rather than the private conduct of an individual.” This term is mainly associated with politicians, but to some extent every citizen has the right to give a speech and why not a political one. The connotation this word has received is powerful and people mainly link it to presidents from different countries.

When dealing with political speeches and the language used, it is necessary to classify this matter within political discourse. This is crucial since a speech requires some order: there are patterns, style, and organization. According to Van Dijk (1997), political discourse and speeches are within the politics domain and there are social actors involved in the government and policies making.

Political discourse is related to a political action someone might take during a political process such as elections, for instance. Van Dijk (1997) also expresses that there is a group of events that are considered to have political speeches: “cabinet meetings, parliamentary sessions, election campaigns, rallies, interviews with the media, bureaucratic practices, protest demonstrations, among others” (p. 14). Another important characteristic of political speeches and discourse is that their purpose is to provide argumentation that is directed to a large audience or public. (I. Fairclough & Fairclough, 2013) Therefore, what they are trying to get is to persuade people to do something; then, decision making is affected, and through a speech a person is showcasing their ideology. As a result, there is a “political actor” who attempts to persuade the public and force some social influence.

2.4. Definition of Ideology

According to Van Dijk (2006), ideology is a term considered as a social construct, which is mainly made up by values that people share or have in common. This means, ideology is an abstract belief or attitude shared by a group of people. Then, an ideology can be spread and can influence the way individual see the world and even how they speak or perceive what they hear. For instance, in the United States, the two principal ideologies are represented by two political parties: The Republican Party and the Democrat Party. Nevertheless, within each one there are even more ideologies such as those who claim they are progressive, moderate, or conservative. They establish their differences in many of American topics such as gun possession, international relations, social security, civil movements, among others.

Van Dijk (2006) claims there is a variety of aspects to be considered in what ideology means and what its major concepts are: values, shareability, and beliefs. To begin, ideologies are based on values (Van Dijk, 2006), and they are the ones that control the way society behaves, interacts, and perceives others. Then, it is also vital to mention that ideologies are socially shared. (Van Dijk, 2006) Thus, it is a way to convey the social identity of a group. Finally, ideologies play the role of organizing the values in a specific culture and they are “expected to constitute the basic evaluative criteria for the opinions that define ideological systems.” (Van Dijk, 1995, p. 248)

2.5. Translation Problems

A group of theorists, like Baker (1992), Newmark (1998) and Linning (2008) state that in the translation process, there is going to be a variety of ways on how to approach it, and that there might be a variety of problems emerging that are likewise related to the translation of political speeches

The first problem a translator might face is equivalence. Sometimes there is a lack of equivalent terms and translators cannot find appropriate equivalence for a ST term in a TT. Second, there is inconsistency. This is explained by Ray (2008) who claims this is a problem due to dealing with *sensitivity and*

ambiguity, which makes it more difficult. There should be consistency when translating feelings, style and ideas as well.

Savory (1957) provides the following twelve axioms associated with the different steps to avoid problems with consistency:

1. A translation must give the word of the original.
2. A translation must give the ideas of the original.
3. A translation should read like the original.
4. A translation should read like translation.
5. A translation should reflect the style of the original.
6. A translation should possess the style of the translation.
7. A translation should read as a contemporary of the original.
8. A translation should read as a contemporary of the translation.
9. A translation may add or omit from the original.
10. A translation may never add or omit from the original.
11. A translation of verse should be in verse.
12. A translation of prose. (p. 49)

Some other authors propose and summarize problems in translation by explaining that there is no direct or obtainable exact meaning for a SL utterance. They claim that translators may need a reference book of meaning and that one might be unavailable. Finally, there will be some complications since there is a gap whenever two different languages and cultures are present. (Göpferich et al., 2010)

However, there is another list that provides clearer ideas of what a translator might face and what should be avoided. Lai (2013) lists the following issues in the table of contents of his book:

1. Distorting a refined statement
2. Opening up wrong interpretations
3. Omissions
4. Mistranslation of key words
5. Distortion of logic
6. Merging
7. Mistranslation of technical knowledge
8. Mistranslation of colloquial expressions

9. The three-part onion sentence
10. Contagion
11. Elaboration
12. Long word strings
13. Confusing causal relationships
14. Mistranslation of pivotal statements
15. Concise statements with significant implications (pp. 48-62)

After having analyzed the previous suggestions made by recognized authors, there is also the need to condense that information. Therefore, the following classification can be suggested for what might actually work for the upcoming methodology and findings sections: 1. translator's skill and ideology, 2. linguistics and stylistics characteristics, 3. pragmatic level. These are three aspects that will be taken into account in this study.

2.6. Trump's Political Speeches

In a YouTube video released on December 30th 2015, Jimmy Kimmel interviews Donald Trump in *Jimmy Kimmel Live!* The host asks: "Isn't it un-American and wrong to discriminate against people based on their religion?" Trump answers: "There are people coming into our country to do tremendous harm." His first words show how his language is: simple and full of negative words. These traits show that "he uses language differently from others political office candidates for a specific purpose." (Puschak, 2015) The creator of this video, Puschak (2015), states that "Trump uses 220 words in one minute answers, and 172 of those, which is 78%, are one-syllable words that come in rhythmic series ending in buzzwords such as: harm, dead, cause, point, you, among others." Then, Puschak (2015) expresses that 39 words, or 17%, are two syllables long, and that only 4 words have three syllables: and three of them is the repetition of the word *tremendous*. Moreover, there are only two four-syllable words: California, which, according to the author, have fewer words than San Bernardino; and there is also the use of *temporary*, which he swallows and does not even finish the word.

In a newspaper article, written by Viser, M. for the *Boston Globe*, he uses the following title: "For presidential hopefuls, simpler language resonates," (2015)

and claims “But with his own choice of words and his short, simple sentences, Trump’s speech could have been comprehended by a fourth-grader. Yes, a fourth-grader.” (2015, para. 3) This is how they decided to review the use of language by 19 Democrats and Republican’s 2016 presidential candidates. Viser (2015) states the following for the *Global Staff review*, which uses an algorithm called *Flesch-Kincaid readability test*^[1], which analyzes word choice and sentence structure. This test determines the grade level rankings:

The Republican candidates — like Trump — who are speaking at a level easily understood by people at the lower end of the education spectrum are outperforming their highfalutin opponents in the polls. Simpler language resonates with a broader swath of voters in an era of 140-character Twitter tweets and 10-second television sound bites, say specialists on political speech. (para. 5)

Viser (2015) utters that Hillary Clinton and Bernie Sander were among 8th grade. In fact, it was Sander who was considered to have a 10th grade level use of language when dealing with word choice and sentences structure.

Therefore, by taking these two points into consideration, it can be stated Trump speaks and writes at a low level due to his use of words with few syllables and to the short length of his sentences. Viser (2015) reports in his article that “Trump is talking about things that are emotional, simple, and angry.” (para. 12) As a businessman, all he was doing was selling ideas and getting more voters, and in order to do that, he had to use simple words that people might understand. In other words, he speaks like another American citizen and not as a common politician who uses complex language and structures to approach their audience.

Viser (2015) also explains that even Jon Favreau, Obama’s former speechwriter, prefers simple language since their job was to persuade people and not to “educate the public.” (para. 25) Simple language is making words accessible for a broader audience. This can be evident with the celebrated phrase: Yes, We Can, used during Obama’s presidency.

Lim, M. (2008) wrote the *The Anti-Intellectual Presidency: The Decline of Presidential Rhetoric from George Washington to George W. Bush*, and he expresses that a message will be delivered more effectively as long as a candidate can deliver more information in a short period of time. In his book, he considers that in short phrases anyone can transmit their messages and this is a way of code-switching to a lower level in language use that would make the audience feel comfortable with simple word choice.

Nevertheless, word choice is not the only aspect; there is also the influence of sentence structure. In the interview with Kimmel, Trump uses simple sentences such as: *We have a problem*, and *There is tremendous hatred out there*. The use of complex sentences or relative clauses are not common. This is his way to get straight to the point. In addition, he prefers using the second person most of the time to address the listeners directly with commands. In his answer, he is constantly expressing: “Look at what happened in Paris,” then “Look at what happened last week in California.” He tries to involve people in his answers and leads them toward an illustration of what he is asserting.

Another important aspect in his response is that Trump uses a technique that Puschak (2015) analyzes. It was ending his sentences with “strong punchy words” such as: harm, dead, injure, die, problem, root cause, you, point, bedlam, problem, service, problem. He uses the word problem more than once, and this reflects how he constructs his reality that the United States has a problem and that the root cause is Muslim people. These last words in his simple sentences are the ones which will resonate in the audience and they will probably remember that. As a salesman he is conscious of that, and knows that it is part of the strategy he is using to become president of the United States.

[1] It is a readability test developed by Rudolf Flesch in the 1940s. It was later modified in the 1970s for the US Navy.

2.7. Obama's Political Speeches

Barack Obama's speeches can trigger different opinions and reactions among people in general. However, what all of them have in common is the ornament used in these speeches. It is known that he is not the one writing them. However, the person who is in charge of doing it, makes use of devices that make the text richer.

To begin, there is the following report from Ralston & Krebs (2017):

Obama too portrayed himself as the key agent of national transformation: "I'm the one who brings change. It is my vision. It is my agenda," he told The Washington Post in January 2009. He saw other government officials as just "good mechanics." (para. 14)

This is the first view people can get from him since he was about to start working on his first four years of government before his first inaugural address. To some extent, he was about to become US's key agent.

In addition, it is also mentioned that "Barack Obama was, as president, eloquent. His language was sophisticated. He spoke in measured tones and advanced informed, reasoned dialogue." (Ralston & Krebs, 2017, para. 4) This provides some hints that Obama would have classy words and not only that, but also a classy way of delivering his speeches. He knew how to control speed and tone, and in interviews he knew how to control the dialogue and conversation.

One more thing about him that was stated in *The Conversation* was, "Obama's self-centered, self-confident but soaring speeches gave way to his successor's self-centered, overconfident and vain tweets." (Ralston & Krebs, 2017, para. 20) These are some traits and quality that he had in favor. He would not stand in front of an audience showing insecurity. He had to project a good image for the people to see and make them feel secure as well.

Additionally, there are other online newspapers articles that provide positive information about his style. This is what Thomma, S., from The Seattle Times, had to say about Obama's style:

Nearing the 100-day mark, he's putting his own style on the presidency. Opportunistic. Pragmatic. Confident. Deliberate. Polite to friend and foe alike. Partisan. Polarizing. A better talker than George W. Bush. A more disciplined manager than Bill Clinton. (2009, para. 3)

These are examples of some adjectives that might also be linked to his speech since Thomma (2009) describes it as being pragmatic and polite in few words.

Additionally, this author also expresses the following about the political situation Obama had to deal before taking office. Thomma (2009) claims that “before he took office, Obama knew he faced a rare moment of crisis, one when a president could push through an agenda dramatically changing the government, and perhaps the country.” (para. 7) These are some details that might inspire the author of the speech to write it in certain way since they are aware of the crisis they were facing, and that people needed some sign of hope.

Moreover, there is one last thing Thomma mentions about this president. He considers the following: “A careful communicator, Obama relies on the teleprompter more than any other president. When he speaks off the cuff, such as at town-hall meetings, he often pauses as though he’s searching for precisely the right words.” (Thomma, 2009, para. 13) The interesting detail is the fact that he is not perfect, since as it was stated, he uses the teleprompter to help him deliver a speech. However, something that stands out is how he pauses to find the best way to express something. Therefore, he looks for the best words. That is the reason why Thomma also mentions “What Obama says is easily more important than how he says it.” (Thomma, 2009, para. 14)

However, sometimes how it is said may be too much for what should really be said. Some other authors, like Fish, S. would think there might be too much ornament in Obama’s speeches. Fish (2009) states the following:

“It is as if the speech, rather than being a sustained performance with a cumulative power, was a framework on which a succession of verbal ornaments was hung, and we were being invited not to move forward but to stop and ponder significances only hinted at.” (para. 3)

From his point of view, Obama lacks of power and arguments, and that there is just ornament that would not allow people to follow what he just said since it would take some time to understand it.

Finally, the previous author also mentions something that is associated with Obama's political speeches since it is known that his speeches contain many biblical references. To some extent, even what he said might have some relation to that. Fish writes:

Of course, no prose is all one or the other, but the prose of Obama's inauguration is surely more paratactic than hypotactic, and in this it resembles the prose of the Bible with its long lists and serial "ands." The style is incantatory rather than progressive; the cadences ask for assent to each proposition ("That we are in the midst of crisis is now well understood") rather than to a developing argument. The power is in discrete moments rather than in a thesis proved by the marshaling of evidence. (2009, para. 8)

This excerpt shows the opinion of those authors who do not like the usage of many decorations and details, instead of facts. He explains Obama makes use of "ands," which might allude to long lists. He also compares that to the Bible, and the coincidence is that he uses many biblical references as well. As a result, there are different points of view regarding Obama's speeches. Some people might say he is a good orator, while others might qualify him as using too many ornaments.

III. METHODOLOGY

This research work followed constructivist ontology due to the fact that reality and truth is assumed to be in the mind of the researcher. In addition, this work is considered to be product-oriented since it was generally conducted as a mean of social research. This was also linked to the fact that there was an interpretivist epistemological position since the access to reality was possible through social constructions.

In this particular scenario, the type of research was mainly qualitative since it only dealt with a pair of texts related to political speeches given by two American Presidents, and it was an exploratory study where cultural elements and rhetorical devices were identified to provide some contextualized translation.

This work was an inductive one since it went from theoretical ideas to a final product. Through the analysis of cultural and rhetorical elements in a speech, and the identification of cultural reference or intertextuality, it was possible to present a proposal, which was the contextualized translation of Trump and Obama's inaugural addresses.

For the CDA process, this study relied on a step by step analysis that included:

1. Establishing the context
2. Exploring the production process
3. Preparing the material for analysis (getting the texts ready)
4. Coding the material
5. Examining the structure of the text
6. Collecting and examining discursive statements
7. Identifying cultural references
8. Discriminating linguistic and rhetorical elements
9. Interpreting the data
10. Presenting findings

For the proposal it was necessary to develop three different templates. One of them was designed for the different codes identified. The second one was used for cultural reference and intertextuality. The third one was created to organize the translation of rhetorical devices. By developing those templates, it was easier to organize source texts, machine translation renderings, and contextualized translation renderings. After that, the contextualized translation explanation could be provided as a form of recommendation.

IV. FINDINGS

4.1. DONALD TRUMP'S INAUGURAL ADDRESS

4.1.1. Establishing the Context

The “Inaugural Address” of President Donald Trump is the speech he gave after being sworn in as the 45th President of the United States on January 20th, 2017. This type of speech is part of an American tradition, since every single president after George Washington has done the same. It was not until William McKinley’s petition that presidents could deliver their speeches after their oath. Before him, presidents would read their addresses before Congress members and other dignities without taking oath first. Most presidents see this address as an opportunity to convey a message of nationalism, to express their vision and mission for the United States, and to set their goals for the four-year term. Trump's speech was neither long nor short; it was 1,433 words long and it lasted about 15 minutes. It is said he wrote it himself; however, there are some journals that claim that Stephen Miller and Steve Bannon, president Trump's senior advisors, were the actual authors.

4.1.2. Exploring the Production Process

As stated before, it might be thought that it was Donald Trump who wrote the speech himself as he announced in a tweet. However, according Bender (2017), from *Wall Street Journal*, the text was written by his senior advisors. The journal suggests a White House official said it was actually written by Steve Bannon and Stephen Milles.

This speech has a particular tone since, according to Greenwood (2017, para. 3), Donald Trump “depicted the US as a country ruled by a selfish political class and struggling to find its footing in a dangerous world.” Greenwood (2017) also expressed that Bannon used to be the executive chairman of “right-ring Breitbart News” and that he is considered to be “a controversial pick for Trump’s White House strategist because of his ties to the conservative website.” (2017, para. 4)

It is even surprising to see what Bannon uttered about that speech, because he acted as if he had not written it. To some extent, what he told the Wall Street Journal was a compliment of what he had done: “I don’t think we’ve had a speech like that since Andrew Jackson came to the White House. “It’s got a deep, deep root of patriotism.” (Bender, 2017, para. 10)

On the other hand, Miller is known, according to The Hill, for writing “most of Trump’s prepared speeches throughout his presidential campaign, and was tapped last month to pen the inauguration address, according to a Politico report.” (Greenwood, 2017, para. 6)

4.1.3. Preparing the Material for Analysis

This short step means getting the speeches ready for analysis. It implies taking the original speeches and leaving double space to make annotations while highlighting those texts with different colors to differentiate the codes. In addition, there is an extra copy for each speech (see appendix) so that rhetorical devices can also be identified.

4.1.4. Coding the Material

Coding the material implies giving a name to those elements that form part of the speech and that might posit some challenge for the translator. This includes selecting certain number of codes that would help in the identification of different excerpts in the speech and that would be part of that code. The question that helped in the categorization of those codes was: What specific cultural elements are there in Donald Trump's inaugural speech? By answering this question, it was possible to find the following codes (same color of highlighters used in the analysis in the appendix) that would ease the examination of cultural elements once it was conducted:

Reference to Local Places (Green)

Reference to Historical Events (Orange)

Institutionality (Yellow)

Idiomatic Expressions (Magenta)

4.1.5. Examining the Structure of the Text

In general, a political discourse is held within text. The speaker has respected the form that an inaugural speech demands. There are many rhetorical elements and the objective is to promote nationalism and to unify the nation. However, there might be some ways in which other discourses overlap. For instance, there are idiomatic expressions that might attempt to approach a young generation. In addition, most of the elements are used with a specific purpose: to make a call of attention for a sense of nationalism that is imperative in the American culture; therefore, people expect the president to be formal and make them feel protected. Since this is a political speech given after the oath, it is full of promises and commitments that should be accomplished within four years of government. However, there is a list of main topics that are covered one by one along the speech.

The first part is just a traditional formal greeting. It begins with some reference to the constitution such as using *We, the citizens of America*. Trump thanks the former *president for their gracious aid through this transition*. After that, there is subtle criticism to the prior administrations and how they have prospered, with a populist tone; the topic is celebrating that transition and giving the power to people.

Next, there is reference to economic topics such as investing money in other armies or in *infrastructure that have fallen into disrepair and decay*. These are just issues Trump mentions before promising a list of things. Then, he starts to place emphasis on international affairs such as protecting the country against terrorism and protecting the borders against immigrants. After that, Trump starts listing a series of promises related to the prior list of problems regarding economics, terrorism, and migratory issues.

It is important to mention that all of these topics are somehow linked to three specific ideas that Trump repeats along the speech: prosperity, security and sovereignty. Somehow, they represent what he has been placing emphasis on: getting more jobs and economic stability, securing their country against terrorist attack and ideology, and preventing more illegal migration into the United States.

4.1.6. Collecting and Examining Discursive Statements

By making use of the codes identified in step 4, it is possible to collect those discursive statements within the speech. Therefore, employing those codes would also mean examining the text so as to find phrases that would belong to that category or code. In order to make the identification of those codes and statements easier, the initial letters in bold were used to identify those statements, and at the beginning of each line, there is also the respective number in bold to make reference to the line they can be found in the original speech (see Appendix).

HE: Historical Event **I:** Institutionality

IE: Idiomatic Expression **LP:** Local Place

1 Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans, and people of the world: thank you. **(I)**

7-8 Every four years we gather on these steps to carry out the orderly and peaceful transfer of power **(HE)**

10-12 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 American People. **(LP)**

13-14 For too long, a small group in our nation’s Capital has reaped the rewards of government while the people have borne the cost. **(IE)**

17 The establishment protected itself, but not the citizens of our country. **(I)**

28-29 January 20th 2017, will be remembered as the day the people became the rulers of this nation again. **(HE)**

39-40 Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation; **(LP)**

46 The oath of office I take today is an oath of allegiance to all Americans. **(I)**

47-49 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; **(I)**

50 We've defended other nation's borders while refusing to defend our own; **(HE)**

53-54 We've made other countries rich while the wealth, strength, and confidence of our country has disappeared over the horizon. **(IE)**

68 I will fight for you with every breath in my body – and I will never, ever let you down. **(IE)**

77-78 We will seek friendship and goodwill with the nations of the world – but we do so with the understanding that it is the right of all nations to put their own interests first. **(IE)**

81-82 We will reinforce old alliances and form new ones – and unite the civilized world against Radical Islamic Terrorism, which we will eradicate completely from the face of the Earth. **(HE)**

85 When you open your heart to patriotism, there is no room for prejudice. **(IE)**

87 We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity. **(IE)**

95 We will no longer accept politicians who are all talk and no action – constantly complaining but never doing anything about it. **(IE)**

109-111 And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska, they look up at the same night sky, they fill their heart with the same dreams, and they are infused with the breath of life by the same almighty Creator. **(LP)**

112-113 So to all Americans, in every city near and far, small and large, from mountain to mountain, and from ocean to ocean, hear these words: **(LP)**

4.1.7. Identifying Cultural References

In the Inaugural Speech given by Donald Trump, there are some references to other sources and some of them even imply some knowledge from other subject matters. There are specifically four different subject matters.

The first one is linked to a reference made to the US constitution. In this case, it is widely known that there is a preamble, and this one starts with “We the People of the United States.” In his speech, Trump begins with “We, the citizens of America.” This is a clear allusion to their carta magna and an emotive way to start his speech after the traditional formal greeting.

The second reference Trump makes is linked to Universal Right/Truths. To understand this, it is necessary to know that it was not until the end of World War II that Human Rights were not established. It was not until the creation of the United Nations that those rights were not written and accepted by many nations. In his speech, Trump makes allusion to three of them: education, home, and job. He claims: “Americans want great schools for their children, safe neighborhoods for their families.” Therefore, he is making reference to those three specific universal human rights.

The third reference is linked to the US Pledge of Allegiance. In his speech, Trump says the following: “We are one nation - and their pain is our pain.” The four first words are the ones that make allusion to the US Pledge of Allegiance: “I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all.” The similar ideas are “We are one nation” and “one nation under God.”

The fourth one is a biblical reference. There is an example in Trump’s speech that illustrates this reference. There is one phrase: “Let it shine for everyone to follow.” This phrase makes allusion to Matthew 5:16 in the Bible. The text is explicitly like: “Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven.” Then, his most popular phrase was based on a biblical verse.

4.1.8. Discriminating Linguistic and Rhetorical Elements

The following is a chart with linguistic and rhetorical elements, in order of appearance, which will help in the process of speech analysis and results:

Linguistic/Rhetorical Elements	Evidence
-Formal Traditional greeting followed by thanks.	<i>Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans, and people of the world: thank you.</i>
-Use of Pronoun We	<i>We, the citizens of America, are now joined in a great national effort to rebuild our country and to restore its promise for all of our people.</i>
-Pronoun Together -Use of pronoun We -Will future -World (hyperbole)	<i><u>Together</u>, we <u>will</u> determine the course of America and the <u>world</u> for years to come.</i>
-tricolon -colloquialism	<i>We <u>will</u> face challenges. We <u>will</u> confront hardships. But we <u>will</u> get the <u>job</u> done.</i>
-Adverbial phrase -Subordinating clause for a reduced effect	<i><u>Every four years</u>, we gather on these steps to carry out the orderly and peaceful transfer of power, and <u>we are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition</u>. They have been magnificent.</i>
-Adverbial Phrase -Antonomasia -Figurative Language	<i><u>Today's ceremony</u>, 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 <u>Washington, D.C.</u> and giving it back to you, the American People.</i>
-Adverbial Phrase -Antonomasia	<i><u>For too long</u>, a small group in our <u>nation's Capital</u> has reaped the rewards of government while the people have borne the cost.</i>
-Antonomasia	<i><u>Washington</u> flourished—but the people did not share in its wealth.</i>
-Euphemism	<i>Politicians <u>prospered</u>—but the <u>jobs left</u>, and the factories closed.</i>

-Antonomasia	<i>The <u>establishment</u> protected itself, but not the citizens of our country.</i>
-Epanalepsis Their vs your	<i>Their <u>victories have not been your victories</u>; their triumphs have not been your triumphs; and while they celebrated in our nation's Capital, there was little to celebrate for struggling families all across our land.</i>
-Idiomatic Epistrophe -Epanalepsis	<i>That all changes—<u>starting right here, and right now, because this moment is your moment</u>: it belongs to you.</i>
-Pronoun it: the moment	<i>It belongs to everyone gathered here today and everyone watching all across America.</i>
-Anaphora	<i>This is your day. This is your celebration.</i>
-Appositive “United States of America”, which has a copula relationship to “your country”	<i>And this, the United States of America, is your country.</i>
-Evidentiality: Fact	<i><u>What truly matters</u> is not which party controls our government, but whether our government is controlled by the people.</i>
-Allusion “will be remembered as the day” draws an allusion to President Roosevelt’s December 8th, 1941 speech.	<i>January 20th 2017, <u>will be remembered as the day</u> the people became the rulers of this nation again.</i>
-Anaphora -forgotten man/men’ is likely an allusion; historical references by William Graham Sumner, Franklin Roosevelt	<i>The forgotten men and women of our country will be forgotten no longer.</i>
-Hyperbole and Cliché	<i>Everyone is listening to you now.</i>
-Hyperbole -Idiomatic Cliché	<i>You came by the <u>tens of millions</u> to become part of a historic movement the likes of which the <u>world has never seen before</u>.</i>
-Antonomasia	<i>At the center of this <u>movement</u> is a crucial conviction: that a nation exists to serve its citizens.</i>
-Tricolon	<i>Americans want great schools for their</i>

	<i>children, safe neighborhoods for their families, and good jobs for themselves.</i>
-Compliments and acts of Politeness	<i>These are the just and reasonable demands of a righteous public.</i>
-Vivid Imagery, epithets, simile -Compliment, act of politeness	<i>But for too many of our citizens, a different reality exists: Mothers and children trapped in poverty in our inner cities; <u>rusted-out factories scattered like tombstones</u> across the landscape of our nation; an education system, flush with cash, but which leaves our <u>young and beautiful students</u> deprived of knowledge; and the crime and gangs and drugs that have stolen too many lives and robbed our country of so much unrealized potential.</i>
-Hyperbole -Idiomatic Cliché	<i>This American <u>carnage</u> stops <u>right here</u> and stops right now.</i>
-Allusion to Oath of Allegiance -Epanalepsis -Tricolon	<i><u>We are one nation—and their pain is our pain. Their dreams are our dreams; and their success will be our success.</u> We share one heart, one home, and one glorious destiny.</i>
-Repetition	<i>The oath of office I take today is an oath of allegiance to all Americans.</i>
-Adverb of frequency -"we" (self-inclusive pronoun) -Tricolon	<i><u>For many decades, we've</u> 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; <u>We've</u> defended other nation's borders while refusing to defend our own; And spent trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay. <u>We've</u> made other countries rich while the wealth, strength, and confidence of our country has disappeared over the horizon.</i>
-Amplified negativity with nullified empathy	<i>One by one, the factories shuttered and left our shores, with <u>not even a thought about the millions upon millions of American workers left behind.</u></i>
-Hyperbole	<i>The wealth of our middle class has been</i>

	<i><u>ripped from their homes</u> and then redistributed across the entire world.</i>
-Change in tense	<i>But that is the past. And now we are looking only to the future.</i>
-Tricolon -Epistrophe	<i>We assembled here today are issuing a new decree to be heard <u>in every city, in every foreign capital, and in every hall of power.</u></i>
-Anaphora	<i><u>From this day</u> forward, a new vision will govern our land. <u>From this moment on,</u> it's going to be America First.</i>
-Tricolon	<i>Every decision <u>on trade, on taxes, on immigration, on foreign affairs,</u> will be made to benefit American workers and American families.</i>
-Euphemism Protectionism	<i>We must <u>protect</u> our borders from the ravages of other countries making our products, stealing our companies, and destroying our jobs. Protection will lead to great prosperity and strength.</i>
-Anaphora -Hyperbole	<i><u>I will fight for you with every breath in my body—and I will never, ever let you down.</u></i>
-Forecaste Hyperbole -Anadiplosis	<i>America will start <u>winning</u> again, <u>winning</u> like never before.</i>
-Anaphora	<i><u>We will bring back our jobs. We will bring back our borders. We will bring back our wealth. And we will bring back our dreams.</u></i>
-Polysyndeton -Predeterminer “all”	<i>We will build new roads, <u>and highways, and bridges, and airports, and tunnels, and railways</u> all across our wonderful nation.</i>
-Antonomasia	<i>We will get our people off of welfare and back to work—rebuilding our country with <u>American hands and American labor.</u></i>
-Take of Action	<i>We will follow two simple rules: Buy American and Hire American.</i>

-Forecasted Hyperbole	<i>We will reinforce old alliances and form new ones—and unite the civilized world against Radical Islamic Terrorism, which <u>we will eradicate completely from the face of the Earth.</u></i>
-Metaphor	<i>When you open your heart to patriotism, there is no room for prejudice.</i>
-Direct Speech -Allusion to the Bible	<i>The Bible tells us, <u>“how good and pleasant it is when God’s people live together in unity.”</u></i>
-Casual Colloquialism	<i>When America is united, America is <u>totally unstoppable.</u></i>
-Modality -Epistrophe	<i><u>There should be no fear</u>—we are protected, and we will always be protected.</i>
-Polysyndeton	<i>We will be protected by the great men <u>and women of our military and law enforcement and,</u> most importantly, we are protected by <u>God.</u></i>
-Metaphor	<i>In America, we understand that a nation is only living as long as it is striving.</i>
-Unusual grammatical style is used for effect	<i>Now arrives the hour of action.</i>
-Imperative in negation	<i>Do not let anyone tell you it cannot be done.</i>
-Personification -Idiom: solve	<i>We stand at the <u>birth of a new millennium,</u> ready to <u>unlock the mysteries</u> of space, to free the Earth from the miseries of disease, and to harness the energies, industries and technologies of tomorrow.</i>
-Tricolon -Metaphor	<i>A new national pride will <u>stir our souls, lift our sights, and heal our divisions.</u></i>
-Neoplasm -Polysyndeton	<i>It is time to remember that <u>old wisdom</u> our soldiers will never forget: that whether <u>we are black or brown or white,</u> we all bleed the same <u>red blood</u> of patriots, we all enjoy the same glorious freedoms, and we all salute the same great American Flag.</i>

<p>-Synecdoche -Euphemism</p>	<p><i>And whether a child is born in <u>the urban sprawl of Detroit or the windswept plains of Nebraska</u>, they look up at the same night sky, they fill their heart with the same dreams, and they are infused with the breath of life by the same almighty <u>Creator</u>.</i></p>
<p>-Phatic Noise -Synecdoche -Asterismo</p>	<p><i><u>So to all Americans, in every city near and far, small and large, from mountain to mountain, and from ocean to ocean, hear these words:</u></i></p>
<p>-Forecasted hyperbole</p>	<p><i>You will never be ignored again.</i></p>
<p>-Anaphora -Polysyndeton</p>	<p><i><u>Your voice, your hopes, and your dreams</u>, will define our American destiny. <u>And your courage and goodness and love</u> will forever guide us along the way.</i></p>
<p>-Symploce</p>	<p><i>Together, We Will Make America Strong Again. We Will Make America Wealthy Again. We Will Make America Proud Again. We Will Make America Safe Again.</i></p>
<p>-Allusion to Slogan -Formal Degreeting</p>	<p><i>And, Yes, Together, <u>We Will Make America Great Again</u>. <u>Thank you, God Bless You, And God Bless America</u>.</i></p>

4.1.9. Interpreting the Data

When analyzing Donald Trump's Inaugural Address, there are diverse elements that should be taken into account before offering a translation into Spanish. In this project, there were specifically three parts. The first one is linked to four different codes that could be identified in the texts such as: reference to historical events, institutionality, reference to local places, and idioms. These four cultural elements are part of what might be a challenge for a translator. Second, there is the analysis of the cultural references that are associated to intertextuality, and there were four of them. Third, there is the analysis of the most common rhetorical elements applied in Trump's speech that also form part of the American culture since speeches given in the United States do not necessarily have the same style and form as those given in Central or South America, or in Spain.

Below there is a thorough analysis of the three above mentioned aspects, which should be taken into consideration by a translator when attempting to provide some contextualization for a Spanish speaking audience. The analysis is split into three parts.

4.1.9.1. Cultural Elements

When it comes to cultural elements found in Trump’s inaugural speech, it is mandatory to consider reference to historical events, institutionality, reference to local places, and idioms. These elements were the most recurrent ones, in previous pages, and they were identified in order of appearance. However, when presenting a proposal for a translator who might face some challenges, it might be recommendable to classify these elements as shown in the following chart. In this way, he/she will be able to manage those elements.

Cultural Elements	Evidence
Institutionality	<p>1 <u>Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans, and people of the world: thank you.</u> (I)</p> <p>17 <u>The establishment protected itself, but not the citizens of our country.</u> (I)</p> <p>46 <u>The oath of office I take today is an <u>oath of allegiance</u> to all Americans.</u> (I)</p> <p>47-49 <u>For many decades, we’ve enriched foreign industry at the expense of <u>American industry</u>; Subsidized the armies of other countries while allowing for the very sad depletion of <u>our military</u>;</u> (I)</p>
Historical Events	<p>7-8 <u>Every four years we gather on these steps to carry out the orderly and peaceful <u>transfer of power</u></u> (HE)</p> <p>28-29 <u>January 20th 2017, will be remembered as the day the people became the rulers of this nation again.</u> (HE)</p>

	<p>81-82 We will reinforce <u>old alliances</u> and form new ones – and <u>unite the civilized world against Radical Islamic Terrorism</u>, which we will eradicate completely from the face of the Earth. (HE)</p> <p>50 We've <u>defended other nation's borders</u> while refusing to defend our own; (HE)</p>
Local Places	<p>10-12 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 <u>Washington, D.C.</u> and giving it back to you, the <u>American People</u>. (LP)</p> <p>39-40 Mothers and children trapped in poverty in <u>our inner cities</u>; <u>rusted-out factories</u> scattered like tombstones across the <u>landscape of our nation</u>; (LP)</p> <p>109-111 And whether a child is born in the <u>urban sprawl of Detroit</u> or the <u>windswept plains of Nebraska</u>, they look up at the same night sky, they fill their heart with the same dreams, and they are infused with the breath of life by the same almighty Creator. (LP)</p> <p>112-113 So to all Americans, in every city near and far, small and large, <u>from mountain to mountain, and from ocean to ocean</u>, hear these words: (LP)</p>
Idiomatic Expressions	<p>13-14 For too long, a small group in our nation's Capital has <u>reaped the rewards</u> of government while the people have <u>borne the cost</u>. (IE)</p> <p>53-54 We've made other countries rich while the wealth, strength, and confidence of our country has <u>disappeared over the horizon</u>. (IE)</p> <p>68 I will <u>fight for you with every breath in my body</u> – and I will never, ever let you down. (IE)</p> <p>77-78 We will seek friendship and goodwill with the nations of the world – but we do so with the understanding that it is the right of all nations to <u>put their own interests first</u>. (IE)</p>

	<p>85 When you <u>open your heart</u> to patriotism, there is <u>no room for prejudice</u>. (IE)</p> <p>87 We must <u>speak our minds</u> openly, debate our disagreements honestly, but always pursue solidarity. (IE)</p> <p>95 We will no longer accept politicians who are all <u>talk and no action</u> – constantly complaining but never doing anything about it. (IE)</p>
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4.1.9.2. Analysis of Cultural Elements

About institutionality, there are four pivotal terms: *Chief justice*, *the establishment*, *the oath of allegiance*, and *the military*. *Chief justice* was part of the first line and of the formal greeting the president had to make. This term has its meaning in the United States because it is in other words the *president of the supreme court*. These concepts belong to the American judicial system, the Common Law. Second, the word *establishment* has a different denotation in the United States since it means “the existing power structure in society; the dominant groups in society and their customs or institutions; institutional authority.” (“Establishment | Define Establishment at Dictionary.com,” n.d.) In this context, Trump makes reference to Obama’s administration, and to all of those officials who were part of his government and who took advantage of their positions to prosper. Third, the word *oath of allegiance* should also be defined since it might be the oath a person makes to become a US citizen, or the oath to fight for their country, or an oath to be the president of the US. Finally, the term *military* has the same denotation all over the world, but in the US the denotation is totally different since it represents power and industry at the same time because there are many economic issues around it. That is why in the same line the word industry is also mentioned. The military is a respected symbol of power, and it is important to remember that the government invests most of his money on that.

When it is about historical references, Trump makes use of four important events. The first one is related to the presidential inauguration. This one takes place in Washington and he mentions in lines 27-28 that *January 20th 2017, will be remembered as the day the people became the rulers of this nation*

again. The first president to give a Speech was Washington, and since him, every single president has addressed the audience. However, the tradition of holding this event on January 20th started in 1935 with Theodore Roosevelt. People from other cultures might wonder what this date represents, or why it is always January 20th. Was it different before?

Moreover, Trump also mentions *old allegiance*, and someone might actually think of wars. The United States has been involved in two World Wars. In both of them, they were allied to the Triple Alliance, or the Allied Powers, or the Axis Powers. Besides, the US has been always fighting against Terrorism and that is the fourth event. The US has been involved in wars in the Middle East in countries like Iran, Afghanistan, Pakistan, Saudi Arabia, among others. These are details that other cultures must know to understand Trump's address. The last event is the one described in line 50 *We've defended other nation's borders while refusing to defend our own*; where Trump states that US has invested time and forces to help other countries like in WWI and WWII, and wars in the Middle East.

When it comes to reference to local places, Trump mentions or describes three specific instances. The first one is in line 10-12 *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 American People*. It is possible that a great amount of people know the capital of the United States is Washington, but Trump makes this allusion in order not to mention the prior administration. Second, in lines 39-40 *Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation*; Trump uses words like *inner cities and landscape of our nation*. This setting might be explained to an audience that would not imagine how an inner city would look like because the word inner might lead someone to think it is downtown, but it is the opposite; these are areas where there is a vast population and there are lots of social and economic issues.

In lines 109-111 *And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska, they look up at the same night sky, they fill*

their heart with the same dreams, and they are infused with the breath of life by the same almighty Creator; the objective of the underlined phrase is to create that illusion of poverty and remote areas where it might be impossible to dream. However, the question for the translator is how to describe that area to Latin American people or the Spanish in Europe. The same would happen with *windswept plains*. The attempt should be to explain the image of a populated and poor city like Detroit, and the opposite, a plain and empty countryside in the Midwest. Something similar happens in lines 112-113 *So to all Americans, in every city near and far, small and large, from mountain to mountain, and from ocean to ocean, hear these words*, the speaker makes an allusion to the geographical location of the United States since this is a country that has access to both the Pacific and the Atlantic Oceans, and within the country there are the Rocky Mountains and the Appalachian Mountains on the West and the East respectively.

Finally, there is a list of 9 idiomatic expressions that also form part of that English speaking culture. The two first ones are in line 13-14 *For too long, a small group in our nation's Capital has reaped the rewards of government while the people have borne the cost. Reaped the rewards* means to get all the good things that come as a result of one's own actions. Then, there is *borne the cost*, which means to pay something, but as a figurative loss. Thus, Trump is criticizing that the prior administration took some advantage and the ones who paid for that were the working class people.

After that, there is a third idiom in lines 53-54 *We've made other countries rich while the wealth, strength, and confidence of our country has disappeared over the horizon*. The author and speaker try to convey the idea that the US has become insignificant when talking about wealth, strength, and confidence since *disappearing over the horizons* makes the allusion to a ship going away, and visual image is to see it big and then smaller and smaller, until it finally vanishes. It showcases the idea that the US is weak now, and that it should become stronger.

The next idiom can be found in line 68 *I will fight for you with every breath in my body – and I will never, ever let you down*. This means that the president

is promising to do everything for his country once and another again. To some extent there is some exaggeration or hyperbole, but the idiomatic expression should not be taken literally. This is only used for effect and is part of the style in American speeches.

In lines 77-78, there is another idiomatic expression like the following: *We will seek friendship and goodwill with the nations of the world – but we do so with the understanding that it is the right of all nations to put their own interests first.* To *put their own interests first* means that the priority would be the United States affairs and internal issues, and not what is going on internationally.

In line 85, *When you open your heart to patriotism, there is no room for prejudice*, there are two idiomatic expressions that are also considered metaphors. For instance, *opening your heart* means that someone is telling their private thought and feeling to someone, maybe not telling, but being vulnerable and permitting to have access to patriotism. Then, in the other case, in line 87, there is *We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity.* If *speak our minds* is taken literally, then it would be something unreal or inconceivable. However, the real meaning is say what we think clearly or frankly.

There is one last example of idiomatic language in line 95 *We will no longer accept politicians who are all talk and no action – constantly complaining but never doing anything about it.* The idiom *talk and no action* means that some is talking often about doing something, but never actually doing it. Once again, this is some criticism made by Donald Trump to refer to prior administration as one that has not done anything, but promised things and never got things done.

As a result, when it comes to cultural elements in the text, it is essential to look up those elements that might represent a challenge for translators when dealing with Spanish rendering, for instance. The target audience might read the information that is translated, but there are some no so explicit elements such as the previously analyzed ones that might be read, but not fully understood. This is why there is the need of a contextualized translation that will provide the appropriate explanation of all those elements that are immersed in the text.

4.1.9.3 Analysis of Cultural References

Besides cultural elements, there are some cultural references that were used as basis for this speech. This is what is called intertextuality¹. There is the reference or sense from another text or document. In Trump's address, there were four specific cultural references like the US Constitution, UN Universal Rights, the Pledge of Allegiance, and the Bible.

The first reference is made to one of the most important texts in the United States: The Constitution. In the US Constitution there is an introductory section that is known as the preamble. The preamble of the United States starts: "We the People of the United States." However, in his speech in lines 3-4, Donald Trump begins with: *We, the citizens of America*. This phrase is not an exact reproduction, but it portrays the same structure, and this is the reason why it can be argued that Trump makes allusion to this text, a text that can be easily recognized by American people. The issue would be the following: would anyone in Spanish speaking countries identify that reference?

The second reference is associated to UN Universal Rights. In the speech in lines 35-36 Trump utters *Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves*. This makes an allusion to three important universal rights such as education, housing, and job. These are the ones he considered the most important ones for his people, and he promised to work on that.

The third intertextual reference is the one made with the US Pledge of Allegiance. This is a solemn oath of allegiance or fidelity to the U.S. that begins: "I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all." Evidently, Trump does not make use of the whole phrase, but he takes one crucial concept and structure to employ it in his speech. This is the phrase he uses in line 44, *We are one nation - and their pain is our pain*. He makes use of *one nation* to send a message of unity and to remind the audience that the promised fidelity to their flag.

¹ the complex interrelationship between a text and other texts taken as basic to the creation or interpretation of the text. ("Definition of INTERTEXTUALITY," n.d.)

Finally, there is another resource that Trump uses to make American people feel proud and content of doing what he recommends. He makes reference to Matthew 5:16 in the Bible, when in lines 79-80 he claims, *We do not seek to impose our way of life on anyone, but rather let it shine for everyone to follow.* He wants America to be an example for other countries in the world, and there should be no enforcement. It just happens naturally. In the original verse in the Bible, one can find the following, *“Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven.”* It is vital to remember Trump is from the conservative party, then, biblical references are common.

With these four cultural references and intertextualities, there might be a second part of the contextualized translation. This would play an important role, since the translator will be able to keep in mind some texts that were used as reference in the speech, and its comprehension in Spanish would be smoother. The first reference makes allusion to the Preamble of the United States Constitution, which means the establishment of its country. The second one recalls UN Universal Rights, which mean a lot for the country since they were part of the assembly that worked together to create those rights. Third, there is some intertextuality with the Pledge of Allegiance text, which has a strong meaning for American since it is an oath they take to the flag of the United States. Finally, there is the biblical reference to Matthew 5:16, which means a lot for people since most of them are Protestant and Catholics; then, some reference from the Bible would resonate.

4.1.9.4. Analysis of Linguistic and Rhetorical Elements

The analysis of this part is only going to be based on the linguistic and rhetorical elements that were employed in the production of the text. It is essential to mention that Donald Trump was considered by the *Boston Globe* to be on a fourth-grader academic level when it comes to writing. However, there was something beyond that since he wanted his message to get through people's ear despite many people criticizing the fact that he did not use facts. Now, one part of the analysis is to identify modalities and evidentialities. However, there were few or none. In the case of evidentiality, there were traits

of it since this speech mainly focused on the style or form, rather than in facts and logical reasoning. That is why it is thought there is a preference on style over substance. In other words, Trump respected the style of American Speeches and loaded it with many rhetorical elements that would enrich his performance in the President's Inauguration delivery.

Due to the fact that many rhetorical elements were used, a list of the most recurrent elements is needed. The following is a list of the 11 most used rhetorical elements found in Donald Trump speech:

1. Forecasted Hyperbole
2. Tricolon
3. Antonomasia
4. Euphemism
5. Epanalepsis
6. Anaphora
7. Epistrophe
8. Metaphor
9. Polysyndeton
10. Synecdoche

This list of 10 elements will be helpful to provide some contextualized translation, since there might be the possibility to consider some extra knowledge linked to the linguistic and rhetorical aspects of the source texts, and it might also be helpful for the translator to gain some insights into what elements can be how to render this text.

4.2 BARACK OBAMA'S INAUGURAL ADDRESS

4.2.1. Establishing the Context

The first "Inaugural Address" of president Barack is the speech he gave after being sworn in as the 44th president to take the oath of allegiance in the United States on January 20th, 2009. He was the first African American president in US history. Obama's speech is longer than Trump's; it is 2,414 words long and it lasted about 18 minutes. The new president gave this speech in front of a big audience; it was estimated that more than 2 million people attended the ceremony despite it being a cold day.

4.2.2. Exploring the Production Process

It might also be thought that it was Obama who wrote the speech himself. However, it is publicly known that there are people behind the drafts and production of the texts that will be read. Barack Obama could not be the exception since, like Trump, he counted with the help of a speechwriter. In the case of Obama, it was a young speechwriter called Jon Favreau. This young man is 27 years old and he is considered to be "the president's mind reader." (Pilkington, 2009, para. 2) In fact, he is also considered to be, according to Pilkington (2009), one of "the youngest chief speechwriters on record in the White House." (para. 2) This proves once again there are people in charge of supervising, writing or editing what leaders have in mind in order to convey a message through words.

Another important part of the production process is tone. This is considered an important element since it is necessary to appeal the emotion of the audience. The tone used in the speech was conciliatory and optimistic at the same time since what Obama wanted to transmit was the following: "begin again the work of remaking America." This sounds once again to want every single president promise "a change, a remake."

There is also another resource taken into account in the structure, and this one is theme. Favreau considers "responsibility" was the target theme to be conveyed since Obama was about to take a country with serious economic crisis and two wars. Pilkington (2009) includes the following in his article,

“Obama aides have let it be known that a key theme will be restoring responsibility - both in terms of accountability in Washington and the responsibility of ordinary people to get involved.” (para. 6) This is how the theme appoints everybody to be part of that shared responsibility.

4.2.3. Preparing the Material for Analysis

This step belongs to the analysis of the second speech. This short step includes getting the second speech ready for analysis. It also implies taking the original speech and leaving double space to make annotations while highlighting those texts with different colors to differentiate the codes. In addition, there is an extra copy for this speech (see Appendix) so that rhetorical devices can also be identified.

4.2.4. Coding the Material

This step is now applied for Obama’s speech. Coding the material implies giving a name to those elements that form part of the speech and that might posit some challenge for the translator. This includes selecting certain number of codes that would help in the identification of different excerpts in the respective speech and that would be part of that code. The question that helped in the categorization of those codes was: What specific cultural elements are there in Barack Obama’s inaugural speech? By answering this question, it was possible to find the following codes (same color of highlighters used in the analysis in the Appendix) that would ease the analysis of cultural elements once it was conducted.

Reference to Local Places (Green)

Reference to Historical Events (Orange)

Institutionality (Yellow)

Idiomatic Expressions (Magenta)

4.2.5. Examining the Structure of the Text

This second speech shares a similar structure to the previous one. This one also holds some political discourse since the speaker and his advisor has decided to consider some rhetorical elements and a particular theme: remaking American like ancestors and heroes did. Like most of the political speeches given as an inaugural address, this one also promotes and evokes some sense of nationalism and unification. This one even more than Trump's since the US had gone over an economic recession in 2008. Therefore, Obama gave a conciliatory speech where he did not only highlight the main issues, but also the solutions that would help the nation to overcome that situation. This is another speech given after the oath. Then, it is also packed with promises and commitments that would be met after four years of presidency. This one follows a series of topics and sections.

The first part is a traditional greeting different from the one Trump used. Obama starts by saying *My fellow citizens* which intends to sound closer to people and not that distant from the audience. It would have been totally different with some remarks and addresses to each of the authorities.

After that greeting, there is a section where Obama thanks president Bush for cooperating throughout the transition. This is a paragraph that should never be absent from an inaugural political speech since it is the diplomatic way to thank a former president and then start listing all of the issues that might have been left. That is the reason why in his second paragraph Obama says, *I thank President Bush for his service to our nation, as well as the generosity and cooperation he has shown throughout this transition*. This is something that is and should be always taken into account.

It is exactly after this that Obama makes an important emphasis on former presidents and how they have dealt with issues. This is a way to introduce some of them. However, he first mentions *The words have been spoken during rising tides of prosperity and the still waters of peace. Yet, every so often the oath is taken amidst gathering clouds and raging storms*. He attempts to convey the message that there are problems that a president has to assume

and this is what really happened since Obama took the country when it was experiencing an economic crisis.

The following topic would evidently list of economic crisis that the country is facing. Therefore, president Obama highlights those issues from the past so as to convey the message that problems and challenges are real, but that they will be targeted by the new governments. He does not only mention recent crisis, but wars as well.

There is always one to blame, and in this speech that section could not be omitted. In a diplomatic way, Obama talks about cynics, those who put the country in trouble. He refers to them as cynics to avoid saying they are the guilty ones. That is why he includes *What the cynics fail to understand is that the ground has shifted beneath them - that the stale political arguments that have consumed us for so long no longer apply.* There will always be a reason for the problems a country might have.

After that, there is a moment in which the president addresses the world. He is not only talking to American people, but also to the entire world who was also hearing his words. This is an attempt to make a call of attention to human beings and call for foreign policies that would not only affect that nation but through common ideals, there will be a massive influence to others.

Nonetheless, this could not be done without the help of American citizens. This is why Obama also remarks the fact that he would need the help of the citizenships. In his last lines, he tells the story of a revolutionary war that will make any civilian or soldier to evoke that “spirit of service.”

Finally, there is a closing that most of the presidents employ to finish their intervention. This is *Thank you. God bless you. And God bless the United States of America.* With this line, Obama finishes his speech which had as its main themes, past heroes, values, and actions that should be followed by people to make a change. This is the way to close three important ideas: economic crisis, cynical or ones to blame, and world ideals and solutions relying on people.

4.2.6. Collecting and Examining Discursive Statements

HE: Historical Event **I:** Institutionalization

IE: Idiomatic Expression **LP:** Local Place

5 Forty-four Americans have now taken the presidential oath. **(HE)**

21 They will not be met easily or in a short span of time. **(IE)**

37-38 For us, they packed up their few worldly possessions and traveled across oceans in search of a new life. **(LP)**

49-50 Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America. **(IE)**

53-54 We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together. **(LP)**

60 Their memories are short. **(IE)**

71 Nor is the question before us whether the market is a force for good or ill. **(IE)**

73 The market can spin out of control. **(IE)**

79 Our Founding Fathers, faced with perils we can scarcely imagine, drafted a charter to assure the rule of law and the rights of man, a charter expanded by the blood of generations. **(HE)**

82-85 And so to all other peoples and governments who are watching today, from the grandest capitals to the small village where my father was born: know that America is a friend of each nation and every man, woman, and child who seeks a future of peace and dignity, and that we are ready to lead once more. **(LP)**

93-94 We will begin to responsibly leave Iraq to its people, and forge a hard-earned peace in Afghanistan. **(HE)**

101-102 and because we have tasted the bitter swill of civil war and segregation. **(HE)**

110-111 but that we will extend a hand if you are willing to unclench your fist.
(IE)

118 As we consider the road that unfolds before us, we remember with humble gratitude those brave Americans who, at this very hour, patrol far-off deserts and distant mountains. **(I)**

118-119 They have something to tell us today, just as the fallen heroes who lie in Arlington whisper through the ages. **(I)**

118-119 They have something to tell us today, just as the fallen heroes who lie in Arlington whisper through the ages. **(LP)**

121-122 We honor them not only because they are guardians of our liberty, but because they embody the spirit of service. **(I)**

143-145 and why a man whose father less than sixty years ago might not have been served at a local restaurant can now stand before you to take a most sacred oath. **(HE)**

4.2.7. Identifying Cultural References

There is a long list of cultural references that were used in Obama's inaugural address. These can be considered as intertextuality because the following excerpt has been mentioned before. The list is the following, and it will be analyzed thoroughly in another section:

1. *My fellow citizens*- Informal Greeting
2. *Still waters of peace* - Biblical Reference
3. *We remain a young nation, but in the words of Scripture, the time has come to set aside childish things.* - Biblical Reference
4. *Our better history* - Historical Reference;
5. *the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness* - Historical Reference
6. slaughtering innocents - Biblical Reference
7. "Let it be told to the future world...that in the depth of winter, when nothing but hope and virtue could survive...that the city and the country,

alarmed at one common danger, came forth to meet [it]." - Historical Reference

8. children's children - Biblical Reference

4.2.8. Discriminating Linguistic and Rhetorical Elements

The following is a chart with linguistic and rhetorical elements, in order of appearance, which will help in the process of the speech analysis and results:

Linguistic/Rhetorical Elements	Evidence
-Non-Traditional greeting	<i>My fellow citizens:</i>
-Tricolon	<i>I stand here today <u>humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors.</u></i>
-Contrast -Sea Imagery	<i>The words have been spoken during <u>rising tides of prosperity</u> and the <u>still waters of peace.</u></i>
-Weather Imagery	<i>Yet, every so often the oath is taken amidst <u>gathering clouds</u> and <u>raging storms.</u></i>
-Allusion to Declaration of Independence and US Constitution	<i>At these moments, America has carried on not simply because of the skill or vision of those in high office, but because <u>We the People</u> have remained faithful to the ideals of our <u>forebearers</u>, and true to our <u>founding documents.</u></i>
-Anaphora	<i><u>Our nation is at war</u>, against a far-reaching network of violence and hatred. <u>Our economy is badly weakened</u>, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age.</i>
-Tricolon	<i><u>Homes</u> have been lost; <u>jobs</u> shed; <u>businesses</u> shuttered.</i>
-Anaphora -Contrast	<i><u>Our health care is too costly; our schools fail too many; and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet.</u></i>

<p>-Anaphora -Contrast</p>	<p><i>On this day, we gather because we have chosen <u>hope over fear, unity of purpose over conflict and discord.</u></i> <i>On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn out dogmas, that for far too long have strangled our politics.</i></p>
<p>-Tricolon and Anaphora</p>	<p><i>The time has come <u>to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea, passed on from generation to generation: the God-given promise that <u>all are equal, all are free, and all deserve a chance to pursue their full measure of happiness.</u></u></i></p>
<p>-Alliteration -Contrast (given vs earned)</p>	<p><i>In reaffirming the greatness of our nation, we understand that <u>greatness is never a given.</u> It must be <u>earned.</u></i></p>
<p>-Contrast</p>	<p><i>It has not been the path for the faint-hearted - for those who prefer <u>leisure over work,</u> or seek only the pleasures of riches and fame.</i></p>
<p>-Tricolon -Contrast (celebrated vs obscure) -Alliteration (pp)</p>	<p><i>Rather, it has been <u>the risk-takers, the doers, the makers of things</u> - some <u>celebrated but more often men and women obscure in their labor,</u> who have carried us up the long, rugged <u>path towards prosperity and freedom.</u></i></p>
<p>-Anaphora -Allusions (immigration) (immigrants and slaves) -Antonomasia (meaning Revolution, Civil War, World War II, and Vietnam War)</p>	<p><i><u>For us, they packed up their few worldly possessions and traveled across oceans in search of a new life.</u></i> <i><u>For us, they toiled in sweatshops and settled the West; endured the lash of the whip and plowed the hard earth.</u></i> <i><u>For us, they fought and died, in places like Concord and Gettysburg; Normandy and Khe Sahn.</u></i></p>
<p>-Imagery of struggle and sacrifice</p>	<p><i>Time and again these men and women <u>struggled and sacrificed</u> and worked till their hands were raw so that we might live a better life.</i></p>
<p>-Tricolon and Polysyndeton</p>	<p><i>They saw America as bigger than the sum of our individual ambitions; greater than all the differences of <u>birth or wealth or faction.</u></i></p>

-Alliteration (pp)	<i>We remain the most <u>prosperous, powerful</u> nation on Earth.</i>
-Anaphora	<i><u>Our workers</u> are no less productive than when this crisis began. <u>Our minds</u> are no less inventive, <u>our goods and services</u> no less needed than they were last week or last month or last year. <u>Our capacity</u> remains undiminished.</i>
-Alliteration (ppppp)	<i>But our time of standing <u>pat</u>, of <u>protecting</u> narrow interests and <u>putting off unpleasant</u> decisions - that time has surely <u>passed</u>.</i>
-Alliteration (www)	<i>For <u>everywhere</u> <u>we</u> look, there is <u>work</u> to be done.</i>
-Anaphora -Tricolon -Polysyndeton -Tricolon	<i><u>We will</u> build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together. <u>We will</u> restore science to its rightful place, and wield technology's wonders to raise health care's quality and lower its cost. <u>We will</u> harness the sun <u>and</u> the winds <u>and</u> the soil to fuel our cars and run our factories.</i>
-Polysyndeton -Tricolon	<i>And we will transform our schools <u>and</u> colleges <u>and</u> universities to meet the demands of a new age.</i>
-Contrast in times -Symploce	<i>All this we can do. And all this we will do.</i>
-Changing ideas Imagery	<i>What the cynics fail to understand is that <u>the ground has shifted beneath them</u> - that the stale political arguments that have consumed us for so long no longer apply.</i>
-Tricolon	<i>The question we ask today is not whether our government is too big or too small, but whether it works - whether it helps families find <u>jobs at a decent wage</u>, <u>care they can afford</u>, <u>a retirement that is dignified</u>.</i>
-Tricolon -Contrast (yes vs no) (move forward vs end)	<i><u>Where the answer is yes</u>, we intend to move forward. <u>Where the answer is no</u>, programs will end.</i>
-Tricolon -Imagery of light to show	<i>And those of us who manage the public's dollars will be held to account - to <u>spend</u></i>

openness	<i>wisely, <u>reform bad habits</u>, and <u>do our business in the light of day</u> - because only then can we restore the vital trust between a people and their government.</i>
-Contrast (good vs ill) to show better or worse	<i>Nor is the question before us whether the market is a force for <u>good or ill</u>.</i>
-Imagery about spinning -Contrast about national and individual prosperity	<i>Its power to generate wealth and expand freedom is unmatched, but this crisis has reminded us that without a watchful eye, <u>the market can spin out of control</u> - and <u>that a nation cannot prosper long when it favors only the prosperous</u>.</i>
-Contrast (size of GDP vs reach of prosperity) (charity vs common good)	<i>The success of our economy has always depended not just on the <u>size of our Gross Domestic Product</u>, but on the <u>reach of our prosperity</u>; on our ability to extend opportunity to every willing heart - <u>not out of charity</u>, but because it is the <u>surest route to our common good</u>.</i>
-Imagery about writing -Imagery of blood -Imagery of light	<i>Our Founding Fathers, faced with perils we can scarcely imagine, <u>drafted a charter</u> to assure the rule of law and the rights of man, a charter expanded by <u>the blood of generations</u>. Those ideals still <u>light the world</u>, and we will not give them up for expedience's sake.</i>
-Imagery of places -Contrast -Tricolon	<i>And so to all other peoples and governments who are watching today, from the <u>grandest capitals to the small village</u> where my father was born: know that America is a friend of each nation and <u>every man, woman, and child</u> who seeks a future of peace and dignity, and that we are ready to lead once more.</i>
-Contrast (weapons vs alliances)	<i>Recall that earlier generations faced down fascism and communism not just with <u>missiles and tanks</u>, but with <u>sturdy alliances and enduring convictions</u>.</i>
-Anaphora	<i>Instead, they knew that <u>our power grows through its prudent use</u>; <u>our security emanates from the justness of our cause</u>, the force of our example, the tempering qualities of humility and restraint.</i>

-Imagery about inheritance	<i>We are the keepers of this legacy.</i>
-Contrast (strength vs weakness) (believes vs nonbelievers)	<i>For we know that our patchwork heritage is a <u>strength, not a weakness</u>. We are a nation of <u>Christians and Muslims, Jews and Hindus - and non-believers</u>.</i>
-Anaphora	<i>We are shaped by every language and culture, drawn from every end of this Earth; and because we have tasted the bitter swill of civil war and segregation, and emerged from that dark chapter stronger and more united, we cannot help but believe <u>that</u> the old hatreds shall someday pass; <u>that</u> the lines of tribe shall soon dissolve; <u>that</u> as the world grows smaller, our common humanity shall reveal itself; and <u>that</u> America must play its role in ushering in a new era of peace.</i>
-Contrast (build vs destroy)	<i>To those leaders around the globe who seek to sow conflict, or blame their society's ills on the West - know that your people will judge you <u>on what you can build, not what you destroy</u>.</i>
-Tricolon -Polysyndeton	<i>To those who cling to power <u>through corruption and deceit and the silencing of dissent</u>, know that you are on the wrong side of history; but that we will extend a hand if you are willing to unclench your fist.</i>
-Alliteration (ppp and fff) -Imagery of water flowing -Imagery of feeding minds	<i>To the <u>people</u> of <u>poor</u> nations, we <u>pledge</u> to work alongside you to make your <u>farms flourish</u> and let clean waters <u>flow</u>; to <u>nourish</u> starved bodies and <u>feed hungry minds</u>.</i>
-Imagery of a journey -Imagery of difficulties of troops	<i>As we consider <u>the road that unfolds before us</u>, we remember with humble gratitude those brave Americans who, at this very hour, <u>patrol far-off deserts and distant mountains</u>.</i>
-Allusion to war veterans -Antonomasia (cemetery)	<i>They have something to tell us today, just as the <u>fallen heroes</u> who lie in <u>Arlington</u> whisper through the ages.</i>
-Contrast (guardians of liberty vs spirit of service)	<i>We honor them not only because they are <u>guardians of our liberty</u>, <u>but because they embody the spirit of service</u>; a willingness to find meaning in something greater than</i>

	<i>themselves.</i>
-Contrast (government vs people)	<i>For as much as <u>government</u> can do and must do, it is ultimately the faith and determination of the <u>American people</u> upon which this nation relies.</i>
-Allusion to American Values or Virtues	<i>It is the <u>kindness</u> to take in a stranger when the levees break, the <u>selflessness</u> of workers who would rather cut their hours than see a friend lose their job which sees us through our darkest hours. It is the firefighter's <u>courage</u> to storm a stairway filled with smoke, but also a parent's <u>willingness</u> to nurture a child, that finally decides our fate.</i>
-Epistrophe	<i>Our challenges <u>may be new</u>. The instruments with which we meet them <u>may be new</u>.</i>
-Polysyndeton	<i>But those values upon which our success depends - <u>hard work and honesty, courage and fair play, tolerance and curiosity, loyalty and patriotism</u> - these things are old.</i>
-Anaphora -Tricolon	<i><u>What is demanded</u> then is a return to these truths. <u>What is required</u> of us now is a new era of responsibility - a recognition, on the part of every American, that we have duties to <u>ourselves, our nation, and the world</u>, duties that we do not grudgingly accept but rather seize gladly, firm in the knowledge that there is nothing so satisfying to the spirit, so defining of our character, than giving our all to a difficult task.</i>
-Anaphora and Tricolon -Contrast of time and allusion to Obama's dad.	<i><u>This is the</u> price and the promise of citizenship. <u>This is the</u> source of our confidence - the knowledge that God calls on us to shape an uncertain destiny. <u>This is the</u> meaning of our liberty and our creed - why men and women and children of every race and every faith can join in celebration across this magnificent mall, and why a man whose father less than sixty years ago might not have been served at a local restaurant can now stand before you to take a most sacred oath.</i>

-Imagery of a journey	<i>So let us mark this day with remembrance, of who we are and <u>how far we have traveled.</u></i>
-Weather Imagery	<i>In the year of America's birth, in the coldest of months, a small band of patriots huddled by dying campfires on the shores of an icy river.</i>
-Anaphora and Tricolon	<i><u>The</u> capital was abandoned. <u>The</u> enemy was advancing. <u>The</u> snow was stained with blood.</i>
-Allusion to War of Independence	<i>At a moment when the outcome of our revolution was most in doubt, the father of our nation ordered these words be read to the people.</i>
-Weather Imagery	<i>America: In the face of our common dangers, in this <u>winter</u> of our hardship, let us remember these timeless words.</i>
-Anaphora -Tricolon -Journey Imagery	<i>Let it be said by our children's children that when we were tested <u>we refused to let this journey end, that we did not turn back nor did we falter;</u> and with eyes fixed on the horizon and God's grace upon us, <u>we carried forth that great gift of freedom and delivered it safely to future generations.</u></i>
-Formal Degreeting	<i><u>Thank you, God Bless You, And God Bless America.</u></i>

4.2.9. Interpreting the Data

The analysis of Barack Obama's Inaugural Address is going to be conducted in a similar way to Trump's. The same elements are taken into consideration before rendering a text into Spanish since this would provide context to the translation. There are three specific sections in the interpretation of the data.

The first one is related to reference to cultural elements like historical events, institutionalization, reference to local places, and idiomatic expressions which were the different codes identified to conduct the analysis. As it was mentioned before, they are part of what might posit a challenge to the target audience who speaks Spanish since their reality is not the same as the ones who live in

the United States and to those who are immersed in the American political culture.

After that, there is a second section focused on the analysis of intertextuality or cultural references as it is named in this study. Within this section, there is interpretation of seven cultural references Obama used to make his speech rich and memorable.

Finally, there will be the synthesis of the rhetorical elements that were mostly used by Obama. They are the ones that make it different in style, but the fact of using or overusing them is what makes English speeches identifiable.

Below there is a thorough analysis of the three aspects mentioned above that should be taken into consideration when trying to provide some contextualization for a Spanish speaking audience. The analysis is split in three parts.

4.2.9.1. Cultural Elements

Taking into account references to historical events, institutionalization, references to local places, and idioms are a also pivotal part of the analysis for this second speech. These elements were previously recognized in order of appearance in the text. In this section, they are organized in groups for better interpretation.

Cultural Elements	Evidence
Institutionalization	<p>118 As we consider the road that unfolds before us, we remember with humble gratitude those <u>brave Americans who, at this very hour, patrol far-off deserts and distant mountains.</u> (I)</p> <p>118-119 They have something to tell us today, just as the <u>fallen heroes who lie in Arlington</u> whisper through the ages. (I)</p> <p>121-122 We honor them not only because they are <u>guardians of our liberty</u>, but because they embody the <u>spirit of service</u> (I)</p>

<p>Historical Events</p>	<p>5 <u>Forty-four Americans have now taken the presidential oath</u> (HE)</p> <p>79 Our <u>Founding Fathers</u>, faced with perils we can scarcely imagine, drafted a charter to assure the rule of law and the rights of man, a charter expanded by the blood of generations. (HE)</p> <p>93-94 We will begin to responsibly <u>leave Iraq to its people</u>, and forge a hard-earned peace in <u>Afghanistan</u>. (HE)</p> <p>101-102 ...and because we have tasted the bitter swill of <u>civil war and segregation</u>. (HE)</p> <p>143-145 ...and why a man whose father less than sixty years ago might not have been served at a local restaurant can now stand before you to take a <u>most sacred oath</u>.(HE)</p>
<p>Local Places</p>	<p>37-38 For us, they packed up their few worldly possessions and <u>traveled across oceans</u> in search of a new life. (LP)</p> <p>53-54 <u>We will build the roads and bridges, the electric grids</u> and digital lines that feed our commerce and bind us together. (LP)</p> <p>82-85 And so to all other peoples and governments who are watching today, from the grandest <u>capitals to the small village where my father was born</u>: know that <u>America</u> is a friend of each nation and every man, woman, and child who seeks a future of peace and dignity, and that we are ready to lead once more. (LP)</p> <p>118-119 They have something to tell us today, just as the fallen heroes who lie in <u>Arlington</u> whisper through the ages. (LP)</p>
<p>Idiomatic Expressions</p>	<p>21 <u>They will not be met easily or in a short span of time</u>. (IE)</p> <p>49-50 Starting today, we must <u>pick ourselves up, dust ourselves off</u>, and begin again the work of remaking America. (IE)</p> <p>60 <u>Their memories are short</u>. (IE)</p>

	<p>71 Nor is the question before us whether the market is a force <u>for good or ill</u>. (IE)</p> <p>73 The market can <u>spin out of control</u>. (IE)</p> <p>110-111 but that we will extend a hand if you are willing to <u>unclench your fist</u>. (IE)</p>
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4.2.9.2 Analysis of Cultural Elements

Institutionality is a big word in the United States since it means there are elements that form part of the culture and that are relevant to people. This is why there are four phrases in the speech that deserve to be highlighted. The first one is located in line 118, *As we consider the road that unfolds before us, we remember with humble gratitude those brave Americans who, at this very hour, patrol far-off deserts and distant mountains*. This makes reference to those soldiers who are in the Middle East or even in the same country where there are deserts. They might be in charge of guarding the borders and fighting in wars. After that in lines 118-119 there is the phrase *‘They have something to tell us today, just as the fallen heroes who lie in Arlington whisper through the ages’*. *Those fallen heroes* is once again making reference to dead soldiers who gave their lives for their country. Finally, Obama highlights how valuable they are and calls them *guardian of our liberty* in lines 121-122. *We honor them not only because they are guardians of our liberty, but because they embody the spirit of service*. Then, it is evident that the army, soldiers and veterans of war form part of US institutionalization and Obama uses this source to trigger people’s emotions.

When it is about historical events, most of those elements used in the speech are linked to prior presidents, founders, crisis, wars, and the inaugural oath. All of these elements are also used to make the audience recall those events and evoke emotions. For instance, the first element in line 5 *Forty-four Americans have now taken the presidential oath* is conveying the message that many other presidents have already taken the same oath before Barack Obama and that is a fact. Then, there is another element in line 79 *Our Founding Fathers, faced with perils we can scarcely imagine, drafted a charter to assure the rule of law and the rights of man, a charter expanded by the blood of generations*

which is linked to all those writers and politicians and leaders who fought really hard to create that nation and set right for the nation and its people. After that, there is a third element in lines 93-94 *We will begin to responsibly leave Iraq to its people, and forge a hard-earned peace in Afghanistan* which is related to wars in Iraq and Afghanistan and the American intervention during Bush's term. The fourth element is in lines 101-102 *and because we have tasted the bitter swill of civil war and segregation*. Civil war and segregation are the main events that form part of the beginning of US history and what segregation meant at those times. Finally, there is one last element in lines 143-145 *and why a man whose father less than sixty years ago might not have been served at a local restaurant can now stand before you to take a most sacred oath*. This mentions the sacred oath, which makes reference to the inaugural speech and to the promise Obama made on January 20th 2009. That sacred oath is nothing else but the compromise Obama took that day like many other presidents did.

The next elements to be analyzed are local places. There is the use of four of them. The first one is in lines 37-38 *For us, they packed up their few worldly possessions and traveled across oceans in search of a new life*. This makes reference to immigrants who traveled to the US by either Pacific Ocean or Atlantic pursuing a new life in that country. Somehow, this geographic reference makes some allusion to the big territory and what the US represent to other countries and people who would like to go there. The second one is in lines 53-54 *We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together*. This makes allusion to the ways cities and states are connected. That is why the speaker mention roads and bridges which will help people to be more communicated. The third reference is not that localized, but it points capitals and small villages. It can be capitals of the states or other countries, and it can be small villages of other countries or the US. This is found in lines 82-85 *And so to all other peoples and governments who are watching today, from the grandest capitals to the small village where my father was born: know that America is a friend of each nation and every man, woman, and child who seeks a future of peace and dignity, and that we are ready to lead once more*. With this phrase, the

president mentioned his father and let people now that dreams might come true no matter where you come from. The last reference is in lines 118-119 *They have something to tell us today, just as the fallen heroes who lie in Arlington whisper through the ages.* The place Arlington is mentioned to make an allusion to dead war veterans. This is a city in Virginia where there is a well-known military cemetery.

Finally, there is a list of 6 idiomatic expressions. They were less frequent than in Trump's speech, but they are still present. The first idiom is in line 21 *They will not be met easily or in a short span of time.* The expression *span of time* should not be translated literally since *span* can be "palmo" which is a way of measuring using your hand. The best way is to translate taking into account this means a period of time; in this case a short period. Then, in lines 49-50 there is the phrase *Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America.* In that sentence, the expression *dust ourselves off* does not literally mean to remove dirt, but to restore and ready oneself after something unpleasant. The third idiom is in line 60 *Their memories are short.* This should not be translated literally either because it does not mean they are small. The best to interpret that is that they forget things quickly, and that is why he says their memories are short. The fourth idiom is in line 71 *Nor is the question before us whether the market is a force for good or ill.* In this sentence, *good or ill* should not be translated as *bien o enfermo*. This is an old way to say "better or worse," which is Spanish it would be "para bien o para mal." The fifth idiom is in line 73 *The market can spin out of control.* This makes reference to a market in which activities are uncontrolled and they are getting worse and there is going to be a point in which it will be hard to fix it. Then, it is not recommended to translate it literally as a market rotating in circles on an axis. Finally, the last idiom is in lines 110-111 *but that we will extend a hand if you are willing to unclench your fist.* This phrase should not be rendered as "*ofrecemos nuestra ayuda si ustedes aflojan su puño.*" In this case, it might be translated almost literally to give the same effect as the idiom in Spanish, "extendemos nuestras manos si están dispuestos a abrir el puño." In this way, the effect might be accomplished.

4.2.9.3 Analysis of Cultural References

Besides cultural elements, there are some cultural references that were used as basis for this speech. This is what is called as intertextuality. There is the reference or sense from another text or document. In Obama's address, there were eight specific cultural references that were mainly historical and biblical references.

To begin, there is an initial phrase used by Obama to open his intervention. The former president decides to start in line 1 with a "*My fellow citizens*" instead of using an alternative phrase like "*My fellow Americans*". This is a pivotal beginning because this sets the whole scenario and philosophy his government is going to be based on. According to Bruce Buchanan cited by Keller et al. (n.d., para. 3), "He's playing up citizenship; that was a novelty. It's almost universally 'My fellow Americans,' in modern times at least." Evidently, this is text that would evoke the idea for everybody to be involved in what it means to be a citizen and part of the United States and promising them to be responsible for that. In other words, it ends up being an inclusive and warm phrase to greet the audience.

Second, there is a phrase in line 6 in which the speaker mentions still waters of peace. It is globally known as a phrase King James would use in his translation of the Bible in English, since he decides to include the following phrase in English in Psalm 23: "*The Lord is my shepherd, I shall not want. He maketh me to lie down in green pastures: He leadeth me beside the still waters.*" This creates a peaceful scenario where things would be calm and in order. Once again, this is a biblical allusion the author of the speech decides to use.

Third, it is important to mention it was not the only biblical reference since there was another in lines 26-27 in which the writer includes the phrase *We remain a young nation*, but in the words of Scripture, *the time has come to set aside childish things*. This is the second religious allusion used in the speech and this one is linked to a First Letter written by Paul in Corinthians (13:11): "When I was a child, I used to talk as a child, think as a child, reason as a child; when I became a man, I put aside childish things." Keller et al. cites Stephen

McKenna comment on this lines as the following that he said: "It's also a reference to his own victory speech, where he talked about the need to put away the 'partisanship, pettiness and immaturity that has poisoned our politics for so long.'."

The fourth reference is located in lines 27-28 where Obama mentions our better history. This is part of a historical reference since he is alluding words that Abraham Lincoln uses in his inaugural speech when he first became president. The phrase is the following: "*The mystic chords of memory, stretching from every battlefield and patriot grave to every living heart and hearthstone all over this broad land, will yet swell the chorus of the Union, when again touched, as surely they will be, by the better angels of our nature.*" This was part of Lincoln conclusion and in Obama there is that sense since he is recalling past patriots and people who were trying to construct a better future for everybody in the country.

Fifth, there is another historical references associated to another phrase Lincoln included in Gettysburg Address, "*It is rather for us to be here dedicated to the great task remaining before us--that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion.*" In the speech Obama gave, he expressed the following phrase in lines 28-30, *the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness.* Both presidents made use of the word measure to make allusion to quantity or some amount.

The sixth reference is another biblical one since Obama makes use of the phrase *slaughtering innocents* in line 97. This is making an allusion to what can be found in the Bible in Matthew 2:16: "When Herod realized that he had been outwitted by the Magi, he was furious, and he gave orders to kill all the boys in Bethlehem and its vicinity who were 2 years old and under, in accordance with the time he had learned from the Magi."

The seventh reference is another historical reference linked to Thomas Paine. He was the one who wrote the Common Sense pamphlet in 1776. Obama includes what Thomas Paine wrote in the Pamphlet in lines 151-153: "Let it be told to the future world...that in the depth of winter, when nothing but hope and

virtue could survive...that the city and the country, alarmed at one common danger, came forth to meet [it]."

The last reference is another biblical one. It seems this speech made many allusions to the Bible since the phrase in line 156 *children's children* was used in this one, and the same belong to the book Psalm Psalm 103, 17-18: "But the loving kindness of the Lord is from everlasting to everlasting on those who fear him, and his righteousness to children's children, to those who keep his covenant and remember his precepts to do them."

4.2.9.4. Analysis of Linguistic and Rhetorical Elements

The analysis of this part is only going to be based on the linguistic and rhetorical elements that were employed in the production of the text. It is essential to mention that Barack Obama is considered a great public speaker, but the one who wrote the speech was another person. However, this does not represent an issue for analysis. In the case of evidentiality, there was no evidence of it since the inaugural speech is characterized for targeting the emotion of the audience in order to establish that sense of patriotism. Therefore, style is above form, similar to Trump's speech. In other words, both presidents respected the style and traditions of speeches written and given in English. Something that might support this idea is to show how charged the speech was of rhetorical elements.

The actual analysis and classification of rhetorical devices were previously done in a chart. The following is a list of the rhetorical elements that Obama mostly used:

1. Tricolon
2. Anaphora
3. Imagery
4. Allusion
5. Contrast
6. Polysyndeton
7. Alliteration

This list of 7 devices makes part of the last section linked to contextualized translation, since linguistic and rhetorical aspects of the source texts were provided to take into account before translating. It is of great help for the translator since in this way, he/she will respect the style in English and would find the best way to render the same in Spanish.

4.3. SUMMARY OF FINDINGS

The following are summary templates created with the intention of contrasting Trump and Obama’s addresses. There are templates for cultural elements, cultural references, and linguistic and rhetorical devices. First, there is a brief definition of the aspects considered in the template. Second, there are two columns: one for Trump and another for Obama. Third, there are three rows: the first one is for excerpts of the source text; the second is for the first rendering using Google Translator; and the last one is for the second rendering which is the contextualized translation.

4.3.1. Contextualized Translation – Cultural Elements

Codes	
1.Institutionality	
<p>This word makes reference to all those terms that form part of the American culture as part of their political and civilian system. This includes terms linked to the government, military, civil processes, war veterans. They are codes that would regularly have an exact equivalent in Spanish.</p>	
Donald Trump	Barack Obama
Source Text	Source Text
<p><i>Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans, and people of the world: thank you.</i></p> <p><i>The oath of office I take today is an <u>oath of allegiance</u> to all Americans.</i></p>	<p><i>As we consider the road that unfolds before us, we remember with humble gratitude those <u>brave Americans who, at this very hour, patrol far-off deserts and distant mountains.</u></i></p> <p><i>They have something to tell us today, just as the <u>fallen heroes who lie in Arlington</u> whisper through the ages.</i></p>
First Rendering (Machine Translation)	First Rendering (Machine Translation)
<p>Presidente del Tribunal Supremo Roberts, presidente Carter, presidente Clinton, presidente Bush, presidente Obama, compatriotas estadounidenses y personas del mundo: gracias.</p>	<p>Al considerar el camino que se desarrolla ante nosotros, recordamos con humilde gratitud a esos <u>valientes estadounidenses que, en esta misma hora, patrullan</u></p>

<p>El juramento del cargo que tomo hoy es un <u>juramento de lealtad</u> a todos los estadounidenses.</p>	<p><u>desiertos lejanos y montañas lejanas.</u></p> <p>Tienen algo que decirnos hoy, al igual que los <u>héroes caídos que mienten en Arlington</u> susurran a través de las edades.</p>
<p align="center">Second Rendering (Contextualized Translation)</p>	<p align="center">Second Rendering (Contextualized Translation)</p>
<p>Sr. John Roberts, <u>presidente de la Corte Suprema de los Estados Unidos</u>, Sr. Jimmy Carter, expresidente de los Estados Unidos, Sr. Bill Clinton, expresidente de los Estados Unidos, Sr. George Bush, expresidente de los Estados Unidos, Sr. Barack Obama, expresidente de los Estados Unidos, conciudadanos, público en general: gracias.</p> <p>Mi juramento por el cargo que estoy asumiendo hoy, es un <u>juramento de lealtad</u> a todos los ciudadanos americanos.</p>	<p>A medida que observamos cómo ese camino se va construyendo delante de nosotros, recordamos humilde y agradecidamente a aquellos <u>valientes soldados americanos que, en este instante, se encuentran patrullando remotos desiertos y lejanas montañas.</u></p> <p>Ellos tienen algo que decirnos el día de hoy, así como aquellos <u>héroes caídos que reposan en Arlington</u> y que susurrarán algo a nuestros oídos por toda la eternidad.</p>
<p align="center">2. Historical Events</p> <p>Historical events make reference to those situations in American History that have paved the way to what the US is today. They are events that are usually used in political speeches to make allusions to pivotal remarks in US History.</p>	
<p align="center">Donald Trump</p> <p align="center">Source Text</p>	<p align="center">Barack Obama</p> <p align="center">Source Text</p>
<p><i><u>Every four years we gather on these steps to carry out the orderly and peaceful transfer of power.</u></i></p> <p><i>We will reinforce <u>old alliances</u> and form new ones – and <u>unite the civilized world against Radical Islamic Terrorism</u>, which we will eradicate completely from the face of the Earth.</i></p>	<p><i><u>Forty-four Americans have now taken the presidential oath.</u></i></p> <p><i>We will begin to responsibly <u>leave Iraq to its people</u>, and <u>forge a hard-earned peace in Afghanistan.</u></i></p>
<p align="center">First Rendering (Machine Translation)</p>	<p align="center">First Rendering (Machine Translation)</p>
<p>Cada cuatro años nos reunimos en estos pasos para llevar a cabo la <u>transferencia de poder ordenada y pacífica.</u></p>	<p><u>Cuarenta y cuatro estadounidenses ahora han tomado el juramento presidencial.</u></p>

Reforzaremos <u>viejas alianzas</u> y formaremos nuevas, y <u>unificaremos el mundo civilizado contra el Terrorismo Radical Islámico</u> , que erradicaremos por completo de la faz de la Tierra.	Comenzaremos a dejar <u>Iraq de manera responsable a su pueblo y forjar una paz duramente ganada en Afganistán.</u>
Second Rendering (Contextualized Translation)	Second Rendering (Contextualized Translation)
<u>Cada cuatro años, como es común en nuestro país,</u> nos reunimos en las gradas del capitolio para llevar a cabo, ordenada y pacíficamente, <u>el cambio de mando.</u>	<u>Hasta el día de hoy, cuarenta y cuatro presidentes, desde George Washington hasta George Bush, han prestado su juramento de lealtad.</u>
Reforzaremos <u>esa viejas alianzas</u> y forjaremos nuevas – <u>uniremos al mundo civilizado para luchar en contra del Terrorismo Islámico Radical</u> , el cual desapareceremos completamente de la faz de la Tierra.	Comenzaremos por <u>dejar a Iraq, país que ocupamos militarmente por largo tiempo, en manos de su gente, y forjar en Afganistán, un país con el que hemos peleado una larga guerra, una merecida paz.</u>
3. Local Places	
Local places are those representative locations in the United States. They can also be descriptions of those places that are used to convey a geographical image in the mind of the audience. Some examples can be related to cities, landscapes, infrastructure, among others.	
Donald Trump	Barack Obama
Source Text	Source Text
<i>Mothers and children trapped in poverty in <u>our inner cities</u>; <u>rusted-out factories</u> scattered like tombstones across the <u>landscape of our nation</u>;</i>	<i><u>We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together.</u></i>
<i>So to all Americans, in every city near and far, small and large, <u>from mountain to mountain, and from ocean to ocean</u>, hear these words:</i>	<i>They have something to tell us today, just as the fallen heroes who lie in <u>Arlington</u> whisper through the ages.</i>
First Rendering (Machine Translation)	First Rendering (Machine Translation)
Madres y niños atrapados en la pobreza en nuestros <u>centros urbanos; fábricas oxidadas esparcidas como lápidas en el paisaje de nuestra nación;</u>	Construiremos <u>las carreteras y los puentes, las redes eléctricas y las líneas digitales</u> que alimentan nuestro comercio y nos unen.
Entonces, para todos los estadounidenses, en cada ciudad cercana y lejana, pequeña y grande, <u>de montaña a montaña, y de océano a océano</u> , escuchen estas palabras:	Tienen algo que decimos hoy, al igual que los héroes caídos que mienten en <u>Arlington</u> susurran a través de las edades.

<p style="text-align: center;">Second Rendering (Contextualized Translation)</p>	<p style="text-align: center;">Second Rendering (Contextualized Translation)</p>
<p>Madres e hijos sumidos en la pobreza en <u>barrios marginales; fábricas oxidadas, destartaladas</u> y dispersas como lápidas a lo largo de los paisajes de nuestra nación.</p> <p>A todos los ciudadanos estadounidenses, en ciudades cercanas o remotas, <u>desde las Montañas Rocosas hasta los Apalaches, y desde el Atlántico al Pacífico</u>, escuchen lo siguiente:</p>	<p>Construiremos todas <u>esas carreteras y puentes, redes eléctricas y líneas digitales</u> que fortalecerán nuestras actividades comerciales y nos unirán mucho más.</p> <p>Ellos tienen algo que decirnos el día de hoy, así como aquellos <u>héroes caídos que reposan en el Cementerio Nacional de Arlington, camposanto militar</u>, y que nos susurrarán por toda la eternidad.</p>
<p>4. Idioms</p> <p>Idioms are expressions whose meaning cannot be taken literally, or word by word. They are phrases that can only be understood by native speakers. In this study, idioms are used in speeches for figurative meaning in English spoken in the United States. Therefore, when translating, they should be taken into account when providing the rendering into Spanish.</p>	
<p>Donald Trump</p>	<p>Barack Obama</p>
<p>Source Text</p>	<p>Source Text</p>
<p><i>For too long, a small group in our nation's Capital has <u>reaped the rewards</u> of government while the people have <u>borne the cost</u>.</i></p> <p><i>We will no longer accept politicians who are all <u>talk and no action</u> – constantly complaining but never doing anything about it.</i></p>	<p><i>Nor is the question before us whether the market is a force <u>for good or ill</u>.</i></p> <p><i>The market can <u>spin out of control</u>.</i></p>
<p>First Rendering (Machine Translation)</p>	<p>First Rendering (Machine Translation)</p>
<p>Durante demasiado tiempo, un pequeño grupo en la capital de nuestra nación ha <u>cosechado las recompensas</u> del gobierno, mientras que las personas han <u>asumido el costo</u>.</p> <p>Ya no aceptaremos a los políticos que no <u>hablan ni hacen nada</u>, quejándose constantemente pero sin hacer nada al respecto.</p>	<p>Tampoco es la pregunta que nos ocupa si el mercado es <u>una fuerza para bien o para mal</u>.</p> <p>El mercado <u>puede perder el control</u>.</p>

Second Rendering (Contextualized Translation)	Second Rendering (Contextualized Translation)
<p>Por mucho tiempo, un pequeño grupo en Washington, nuestra capital, se ha <u>llenado los bolsillos de dinero</u> mientras que el pueblo ha tenido que <u>pagar el precio</u>.</p> <p>Nunca más aceptaremos políticos que solo hablan, <u>que no practican lo que predicán</u> y que constantemente viven quejándose pero nunca hacen algo al respecto.</p>	<p>La interrogante que tenemos ante nosotros tampoco es si el mercado contribuirá en nuestro <u>beneficio o será nuestra destrucción</u>.</p> <p>El mercado <u>puede salirse de control</u>.</p>

4.3.2. Contextualized Translation – Cultural References

Cultural References	
1. Intertextuality	
<p>Intertextuality consists on making allusion to other texts that would help to create a different interpretation of the main text. It tends to be a complex activity since it produces a complex relationship of interdependence.</p>	
Donald Trump	Barack Obama
Source Text	Source Text
<p><i>We, the citizens of America, are now joined in a great national effort to rebuild our country and to restore its promise for all of our people.</i></p> <p><i>Americans want <u>great schools</u> for their children, <u>safe neighborhoods</u> for their families, and <u>good jobs</u> for themselves.</i></p> <p><i>We do not seek to impose our way of life on anyone, but rather to <u>let it shine as an example for everyone to follow</u>.</i></p>	<p><i>We remain a young nation, but in the words of Scripture, the time has come to <u>set aside childish things</u>.</i></p> <p><i>The words have been spoken during rising tides of prosperity and the <u>still waters of peace</u>.</i></p> <p>the God-given promise that all are equal, all are free, and all deserve a chance to <u>pursue their full measure of happiness</u>.</p>
First Rendering (Machine Translation)	First Rendering (Machine Translation)
<p><u>Nosotros, los ciudadanos de América</u>, nos unimos en un gran esfuerzo nacional para reconstruir nuestro país y restaurar su promesa para toda nuestra gente.</p> <p>Los estadounidenses quieren <u>grandes escuelas</u> para sus hijos, <u>vecindarios seguros</u> para sus familias y <u>buenos trabajos</u> para ellos mismos.</p>	<p>Seguimos siendo una nación joven, pero en las palabras de la Escritura, ha llegado el momento de <u>dejar de lado las cosas infantiles</u>.</p> <p>Las palabras han sido pronunciadas durante las crecientes mareas de prosperidad y las <u>aguas tranquilas de la paz</u>.</p>

No buscamos imponer nuestra forma de vida a nadie, sino <u>dejar que brille como un ejemplo que todos puedan seguir.</u>	La promesa dada por Dios de que todos son iguales, todos son libres, y todos merecen la oportunidad de <u>alcanzar toda su medida de felicidad.</u>
Second Rendering (Contextualized Translation)	Second Rendering (Contextualized Translation)
<p><u>Nosotros, el Pueblo de los Estados Unidos</u>, nos concentraremos ahora en un gran esfuerzo nacional con el fin de reconstruir nuestro país y retomar la promesa para con nuestro pueblo.</p> <p>El pueblo de los Estados Unidos pide que se le garantice sus derechos universales declarados en la ONU: <u>escuelas de calidad</u> para sus hijos, <u>lugares seguros</u> dónde vivir con sus familias, y <u>trabajos dignos</u> para ellos.</p> <p>No queremos imponer nuestro estilo de vida a nadie, sino <u>dejar que nuestra luz brille delante de todos y que lo vean como un ejemplo a seguir.</u></p>	<p>Aún somos una nación joven, pero según las sagradas escrituras, ya es momento de <u>dejar atrás las cosas de niños.</u></p> <p>Esas palabras han sido expresadas durante mareas altas de prosperidad y <u>aguas mansas de paz.</u></p> <p>La promesa hecha por Dios de que todos somos iguales, todos somos libres, y todos merecemos la oportunidad de <u>gozar de la felicidad en todo su esplendor.</u></p>

4.3.3. Contextualized Translation – Literary/Rhetorical Devices

Linguistic and Rhetorical Elements	
Literary/Rhetorical Devices	
Donald Trump	Barack Obama
Source Text	Source Text
<p><u>We will face challenges. We will confront hardships. But we will get the job done.</u></p> <p><u>From this day forward, a new vision will govern our land.</u></p> <p><u>From this moment on, it's going to be America First.</u></p> <p><u>Together, We Will Make America Strong Again.</u></p> <p><u>We Will Make America Wealthy Again.</u></p> <p><u>We Will Make America Proud Again.</u></p> <p><u>We Will Make America Safe Again.</u></p>	<p><i>I stand here today <u>humbled</u> by the task before us, <u>grateful</u> for the trust you have bestowed, <u>mindful</u> of the sacrifices borne by our ancestors.</i></p> <p><i>To the <u>people</u> of <u>poor</u> nations, we <u>pledge</u> to work alongside you to make your <u>farms flourish</u> and let clean waters <u>flow</u>; to nourish starved bodies and <u>feed hungry minds.</u></i></p> <p><i>They have something to tell us today, just as the <u>fallen heroes</u> who lie in <u>Arlington</u> whisper through the ages.</i></p>

First Rendering (Machine Translation)	First Rendering (Machine Translation)
<p>Nos <u>enfrentaremos</u> a desafíos. <u>Confrontaremos</u> las dificultades. Pero <u>haremos</u> el trabajo.</p> <p><u>Desde este día en adelante</u>, una nueva visión gobernará nuestra tierra. <u>A partir de este momento</u>, será America First.</p> <p>Juntos, <u>haremos que Estados Unidos sea fuerte de nuevo</u>. <u>Haremos que Estados Unidos vuelva a ser rico</u>. <u>Haremos que Estados Unidos vuelva a estar orgulloso</u>. <u>Haremos que Estados Unidos vuelva a estar seguro</u>.</p>	<p>Me quedo aquí hoy <u>humilde</u> ante la tarea que tenemos ante nosotros, <u>agradecidos</u> por la confianza que nos han otorgado, <u>conscientes</u> de los sacrificios de nuestros antepasados.</p> <p>A la <u>gente</u> de las naciones <u>pobres</u>, nos <u>comprometemos</u> a trabajar junto a usted para hacer <u>florecer sus granjas</u> y permitir el <u>flujo</u> de aguas limpias; <u>alimentar cuerpos hambrientos</u> y <u>alimentar mentes hambrientas</u>.</p> <p>Tienen algo que decirnos hoy, al igual que los héroes caídos que mienten en <u>Arlington</u> susurran a través de las edades.</p>
Second Rendering (Contextualized Translation)	Second Rendering (Contextualized Translation)
<p><u>Enfretaremos</u> desafíos. <u>Confrontaremos</u> dificultades. Pero <u>haremos</u> bien nuestro trabajo.</p> <p><u>A partir de hoy</u>, una nueva visión gobernará nuestro territorio. <u>A partir de este momento</u>, será Estados Unidos primero.</p> <p>Juntos <u>haremos que Estados Unidos vuelva a ser fuerte, que vuelva a ser rico, que vuelva a sentir orgullo, que vuelva a ser un lugar donde su gente esté libre de todo peligro</u>.</p>	<p>Hoy me encuentro frente a ustedes, <u>con sentimientos de humildad</u> ante la tarea que tenemos por delante, <u>agradecido</u> por la confianza que han depositado en mi y <u>consciente</u> de los sacrificios que nuestros antepasados hicieron por nosotros.</p> <p>A las personas de las <u>partes más pobre del país</u> les <u>prometemos</u> trabajar unidos para que sus granjas <u>prosperen</u>, y fluya por ellas agua limpia; les ofrecemos nutrición para aquellos que están muriendo de hambre y alimentos para aquellas <u>mentes deseosas de conocimiento</u>.</p> <p>Hoy ellos tienen algo que decirnos, así como aquellos <u>héroes caídos, veteranos de Guerra que yacen en el Cementerio Nacional de Arlington</u>, nos susurran a través de los siglos.</p>

V. CONCLUSIONS AND RECOMMENDATIONS

When translating terms within institutionality, it is recommended to remember there might be prefabricated or ready-made expressions. If that is not the case, it should also be considered that pivotal symbols in the United States are the army and the political and civilian systems. Then, phrases like Chief Justice and Oath of Allegiance, in Trump's address; or Brave Americans and Fallen heroes who lie in Arlington, in Obama's, might represent something important for that country.

To begin, there is the excerpt *Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans, and people of the world: thank you*. The prefab in Spanish is *presidente de la Corte Suprema de los Estados Unidos*. The translator should avoid *Presidente del Tribunal Supremo* since this is the result of Google Translator. The term Tribunal would not have the same effect as Corte, since the audience might be used to hearing Corte Suprema instead of Tribunal Supremo. However, for the term *oath of allegiance* in *The oath of office I take today is an oath of allegiance to all Americans*, there is a better match since Google Translator would provide the exact prefab which is *juramento de lealtad*.

In Obama's speech the codes are not that evident. There are terms like brave Americans and fallen heroes. These ones have to be interpreted by context since they are making allusion to the military field. Therefore, there is a need to provide more details like adjectives or phrases in form of appositions. In *As we consider the road that unfolds before us, we remember with humble gratitude those brave Americans who, at this very hour, patrol far-off deserts and distant mountains*, there was the need to explain they are valientes soldados americanos based on the information next to brave Americans. Otherwise, Google Translator would have only provided valientes americanos. In the second example, *They have something to tell us today, just as the fallen heroes who lie in Arlington whisper through the ages*, it is recommended not to rely on Google's rendering since it would only translate it as heroes caidos

que mienten, y no héroes caídos que reposan en Arlington, which makes reference to veteranos de guerra muertos.

Therefore, for institutionality terms, it is highly recommended to look for prefab in Spanish. If those terms are not that evident like the ones linked to the army, there should be some extra information that would sound familiar to the Spanish speaking audience, which would make it more readable.

When translating phrases containing historical events, it is suggested to take into account not only dates but also situations in American History that have paved the way to what the United States is today. There are events in Trump's speech like the transfer of power that is held every four years in the US, and America's enduring fight against terrorism. On the other hand, in Obama's speech there is the allusion to details like the numbers of president that have taken the oath before him, or mentioning the wars the country has kept with others in the Middle East.

In Trump's address, in the excerpt *Every four years we gather on these steps to carry out the orderly and peaceful transfer of power*, there are two phrases underlined which are part of US History. The first one is linked to the period a president governs and then leaves his position. To contextually translate this, it was necessary to add that the four-year period transition is part of the political system in the United States. Then, the best term to describe transfer of power in Spanish is *cambio de mando*, since *transferencia de poder* would sound awkward. In the second example for Trump's text, he mentions *We will reinforce old alliances and form new ones – and unite the civilized world against Radical Islamic Terrorism, which we will eradicate completely from the face of the Earth*. The term old alliance has an exact equivalent which is *viejas alianzas* and for the second term, *Terrorismo Islámico Radical*. The words that are around these terms had to be adjusted to convey a similar message such as using *desaparecemos de la faz de la Tierra*, making allusion to fighting against terrorism. Google suggested *erradicaremos* instead of *desapareceremos*. However, the second was the best option since it collates more often with *faz de la Tierra*.

In Obama's address, some details were added to make the translation richer and attractive. The translator should deal with the fact there were forty-four presidents before Obama. To provide a more accurate of what Obama said, Forty-four Americans have now taken the presidential oath, it was more appealing to add that Hasta el día de hoy, cuarenta y cuatro presidentes, desde George Washington hasta George Bush, han prestado su juramento de lealtad. This is a way to use tenses in Spanish in a more effective way and to mention memorable presidents like George Washington and George Bush. It was a coincidence they are both George. This is a historical fact that would have been tricky for the translator but would play in favor of him/her. The other example makes allusion to wars in Iraq and Afghanistan. It is recommended to use appositions. The excerpt is We will begin to responsibly leave Iraq to its people, and forge a hard-earned peace in Afghanistan. The translation would have been simple, but since it has some historical background, there was the need to explain the following, Comenzaremos por dejar a Iraq, país que ocupamos militarmente por largo tiempo, en manos de su gente, y forjar en Afganistán, un país con el que hemos peleado una larga guerra, una merecida paz.

When dealing with historical facts, events or situations, it is recommended to explain thorough appositions some more details that would make the translation richer. This would provide more context and the translator will be able to cope with more details and avoid ambiguity or just the fact of mentioning something because that is how it was written in the source text.

When translating texts that include local places, there should be a distinction of what is being mentioned in the speech. They can be specific cities, geographical locations in the country, landscapes or national infrastructure. For instance, in Trump's speech he mentions poor places in the United States, and some details regarding landscape. On the other hand, Obama mentions things associated to infrastructure and a national place like a cemetery.

In Trump's speech, he states Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation, and he describes very well a poor area like inner cities

and a horrible place like rusted-out factories, making also a metaphor with tombstones across the landscape of the States. The translator, after the analysis, might notice that it is necessary to find similar words in Spanish to describe those places and not just translate them literally. That is the reason why the following was proposed, *Madres e hijos sumidos en la pobreza en barrios marginales; fábricas oxidadas, destartaladas y dispersas como lápidas a lo largo de los paisajes de nuestra nación.* The use of *barrios marginales* would liken that to inner cities in the United States. In addition, by the use of rusted-out not only *oxidado* is implied, but also *destartado* which implies damaged or not working.

In Trump's speech second excerpt, he mentions, *So to all Americans, in every city near and far, small and large, from mountain to mountain, and from ocean to ocean, hear these words,* it would have been easy to write *Entonces, para todos los estadounidenses, en cada ciudad cercana y lejana, pequeña y grande, de montaña a montaña, y de océano a océano, escuchen estas palabras.* However, the translator should expand this image by giving names to those mountains and oceans that make part of the United States and that people around the world would recognize such as The Rocky Mountains and Appalachians, and the Pacific and Atlantic Oceans. This is the reason why the contextualized translation is *A todos los ciudadanos estadounidenses, en ciudades cercanas o remotas, desde las Montañas Rocosas hasta los Apalaches, y desde el Atlántico al Pacífico, escuchen lo siguiente.* This is part of the contextualization that the translator should take into account.

In Obama's speech, the excerpts included different details. For instance, *We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together,* forms part of the infrastructure in the country and it is part of what Obama was offering. It is important for the translator to identify they are all means to communicate and in this way, it improves commerce as it was stated. The special detail is with the expressions feed our commerce, which would make reference to making it stronger. That is why the contextualized version is, *Construiremos todas esas carreteras y puentes, redes eléctricas y líneas digitales que fortalecerán nuestras actividades comerciales y nos unirán mucho más.*

In the second example, Obama mentions Arlington, *They have something to tell us today, just as the fallen heroes who lie in Arlington whisper through the ages*. A machine translator would render it exactly as it is. Nonetheless, after some analysis the translator would notice it makes reference to a cemetery for war veterans. This is why the following contextualized text was rendered, *Ellos tienen algo que decirnos el día de hoy, así como aquellos héroes caídos que reposan en el Cementerio Nacional de Arlington, camposanto militar, y que nos susurrarán por toda la eternidad*. By adding *Cementerio Nacional*, and using the apposition *camposanto militar*, it provides more details about Arlington and what that places means in the United States. Otherwise, in Spanish it would sound distant.

As a result, when it comes to local places, it is recommended to be as descriptive as possible to sound close to the audience. The issues the translator would have are about making the text relatable to the audience. However, after having identified those codes and making some research about what they represent, that would make the translation process flow more smoothly.

To translate the final code, which is idiomatic expressions, it is imperative to recognize they are different from culture to culture and from one language to another. This is why, in English, some idioms might work in that language and in that place in particular. Besides, the meaning cannot be taken literally word-for-word, but as a whole.

In Trump's speech, for instance, there is the following idiom, *For too long, a small group in our nation's Capital has reaped the rewards of government while the people have borne the cost*; this one implies politicians has benefitted and people have to pay that. It would not sound natural to say *han cosechado las recompensas* and *han asumido el costo*. Generally, in Spanish, it is very common to see the following, *Por mucho tiempo, un pequeño grupo en Washington, nuestra capital, se ha llenado los bolsillos de dinero mientras que el pueblo ha tenido que pagar el precio*. *Llenarse los bolsillos* conveys the message in full, as reaped the rewards but with some negative connotation since it is more exact for the speaker since he is talking about the opposition. On the hand, there is the next example, which is also against political enemies,

We will no longer accept politicians who are all talk and no action – constantly complaining but never doing anything about it. Talk and no action cannot be translated as *hablan y no hay acción*, or *no hablan ni hacen nada*. A celebrated phrase is the following, *Nunca más aceptaremos políticos que solo hablan, que no practican lo que predicán y que constantemente viven quejándose pero nunca hacen algo al respecto.* By using *que no practican lo que predicán*, there is the sense they just talk and do nothing or do not do what they promise. Other options like *pura bulla y pocas nueces* would not match with the register the speech demands.

In Obama's speech, there are other examples of idioms. One of the is the following, *Nor is the question before us whether the market is a force for good or ill.* This one uses the idiom for good or ill to convey that something might have positive or negative effects. The use of *para bien o para mal* would be the closest if both idioms are compared. However, it would not match with the formal register. That is why it should convey the message of *beneficioso o perjudicial*. This would lead the translator to render the text by portraying this last message. The outcome would be, *La interrogante que tenemos ante nosotros tampoco es si el mercado contribuirá en nuestro beneficio o será nuestra destrucción.* The next example is *The market can spin out of control.* If words are taken literally one by one, this would give the idea of a market spinning outwards o *girando descontroladamente*. However, that is not the allusion since the idiom makes reference to a market which works in an uncontrolled way. For this reason, the best way to render that text is *El mercado puede salirse de control*. It is recommended to use the reflexive form for that verb because that is natural in Spanish. The Google Translator rendering would sound foreign, *El mercado puede perder el control*. This would be ambiguous since it might mean it is the market losing some control, and that is not the message.

For translation of idioms, it is suggested to look up an equivalent idiom in the target language. However, it should also match the register of the text. Some idioms might work and other will not. It will be the translator's decision to find an acceptable match or to attempt to convey the same message and effect. Moreover, after having recognized all the idioms, finding possible matches in

the target language, in this case Spanish, will be less arduous since they were previously spotted.

Intertextuality consists on making allusion to other texts that would help to create a different interpretation of the main text. It tends to be a complex activity since it produces a complex relationship of interdependence or connection. In the speeches studied, there were many cases of texts that made allusions to others in the past. For instance, Trump uses similar phrases found in US Constituion Preamble, UN Rights, and the Bible. On the other hand, Obama makes use of phrase used mainly in the Bible and in Lincoln's Gettyrburg Address.

Trump begins his speech with the following, *We, the citizens of America, are now joined in a great national effort to rebuild our country and to restore its promise for all of our people.* This makes allusion to the Preamble in the US Constiution which is *We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defence, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.* This Preamble is already translated into Spanish. The underlined phrase cannot be translated into *Nosotros, los ciudadanos de América*, but it should be translated by taking into consideration the preamble, which would be *Nosotros, el Pueblo de los Estados Unidos.* The knowledge and identification of where something was taken from helps to find a more straightforward equivalent.

In a second example, Trump claims *Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves.* Intentionally or not, he is making allusion to three of the universal human rights declared in 1948. This would be easily translated by using Google translator and the result would be *Los estadounidenses quieren grandes escuelas para sus hijos, vecindarios seguros para sus familias y buenos trabajos para ellos mismos.* By reading that translation, those rights do not sound as natural as they should. *Grandes escuelas, vecindarios seguros y buenos trabajos* do not evoke that feeling in the speech. Therefore, the following transltion is rendered

where there is the use of an apposition to allude UN rights, and adjective are mostly placed after the noun, *El pueblo de los Estados Unidos pide que se les garanticen sus derechos universales declarados en la ONU: escuelas de calidad para sus hijos, lugares seguros dónde vivir con sus familias, y trabajos dignos para ellos*. This translation would evoke a more natural image of what those rights represent.

The last example in Trump's address is *We do not seek to impose our way of life on anyone, but rather to let it shine as an example for everyone to follow*. This excerpt makes reference to a biblical phrase that can be found in Matthew 5:16, *Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven*. The Spanish version of this verse looks like, *Así brille vuestra luz delante de los hombres, para que vean vuestras buenas obras y glorifiquen a vuestro Padre que está en los cielos*. With these two versions, the final contextualized version is rendered, *No queremos imponer nuestro estilo de vida a nadie, sino dejar que nuestra luz brille delante de todos y que lo vean como un ejemplo a seguir*. Therefore, the Spanish version style was somehow kept.

Obama mostly uses intertextuality linked to the Bible. This is why, in the template two of the examples were from the Bible and the last one from Lincoln's Gettysburg Address. Obama utters the following, *We remain a young nation, but in the words of Scripture, the time has come to set aside childish things*. The underlined phrase makes allusion to 1 Corinthians 1:13 where the following is written, *When I was a child, I spake as a child, I understood as a child, I thought as a child: but when I became a man, I put away childish things*. The Spanish version of the Bible includes *Cuando yo era niño, hablaba como niño, pensaba como niño, razonaba como niño; cuando llegué a ser adulto, dejé atrás las cosas de niño*. This should lead the translator to keep some similar word choice for the contextualized translation. This one would be as the following *Aún somos una nación joven, pero según las sagradas escrituras, ya es momento de dejar atrás las cosas de niños*. Then, the underlined expression was kept similar to the one in the Spanish version of the Bible. In that way, intertextuality is respected.

The second example is *The words have been spoken during rising tides of prosperity and the still waters of peace*. The underlined expression also makes allusion to a verse in the bible, Psalm 23: "The Lord is my shepherd, I shall not want. He maketh me to lie down in green pastures: He leadeth me beside the still waters." The Spanish version of that is El SEÑOR -es- mi pastor; nada me ha de faltar. En prados verdes me hace echar, al lado de aguas mansas me guía él. Then, for the contextualization there is the need to write aguas mansas. The contextualized version would be *Esas palabras han sido expresadas durante mareas altas de prosperidad y aguas mansas de paz*. If there was the use of machine translation, the version would look different, *Las palabras han sido pronunciadas durante las crecientes mareas de prosperidad y las aguas tranquilas de la paz*. It is evident the term would have been translated to aguas tranquilas instead of aguas mansas.

The last example in Obama's speech is *the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness*. This excerpt belongs to Lincoln's Gettysburg Address. Renderings into Spanish contain the following, *que de estos muertos a los que honramos tomemos una devoción incrementada a la causa por la que ellos dieron la última medida colmada de celo*. The latter uses the term *medida colmada* to refer to full measure. However, the translator has to consider what *full measure of happiness*, in the speech, means. By using machine translation, the result would be, *La promesa dada por Dios de que todos son iguales, todos son libres, y todos merecen la oportunidad de alcanzar toda su medida de felicidad*. *Toda su medida de felicidad* does not sound close to a Spanish speaking audience. It would be part of the translator's job to look up an expression that would match. The contextualized version is *La promesa hecha por Dios de que todos somos iguales, todos somos libres, y todos merecemos la oportunidad de gozar de la felicidad en todo su esplendor*. Being *todo su esplendor* the one covering the term *full measure*.

Finally, there is the translation of literary and rhetorical devices. The main devices that were used by the authors in both speeches are anaphora, tricolon, euphemism and alliterations, and imageries. There is a list that the translator can take into consideration to translate phrases with those devices. However,

to do the templates there were three examples for each speech that would demonstrate different approaches to translate those ones.

To begin, there is an example of tricolon. In the phrase We will face challenges. We will confront hardships. But we will get the job done it is clear the structure is repeated three times, and there are three courses of action, face, confront and get the job done. If there is the use of machine translation, the result would be Nos enfrentaremos a desafíos Confrontaremos las dificultades. Pero haremos el trabajo. There, the structure changes from one verb to another since the first one is *nos enfrentaremos* and the next two verbs are *confrontaremos* and *haremos*. Taking into account the devices, which are anaphora and tricolon, the contextualized translation should be Enfretaremos desafíos. Confrontaremos dificultades. Pero haremos bien nuestro trabajo. In this way, there is more harmony in structure and also leaving three verbs as in the source text.

In the second example, Trump mentions, From this day forward, a new vision will govern our land. From this moment on, it's going to be America First. This is only an anaphora that can be respected in Spanish. However, that anaphora can disappear with Google translate. This would be, Desde este día en adelante, una nueva visión gobernará nuestra tierra. A partir de este momento, será America First. Therefore, there is a change of expressions that would not start with the same *Desde este o A partir de*. That is the reason why the contextualized translation should be rendered as A partir de hoy, una nueva visión gobernará nuestro territorio. A partir de éste momento, será Estados Unidos primero. As a result, the phrase *A partir de*, would be the repeated structure in that anaphora that was translated into Spanish.

The third example is a simplece, which is a combination of anaphora and epiphora. The example is Together, We Will Make America Strong Again. We Will Make America Wealthy Again. We Will Make America Proud Again. We Will Make America Safe Again. The only elements that do not change are *Strong, Proud* and *Safe*. A similar structure can be kept in Spanish; however, this would be too long and the message would not sound as perfect as in English. Google translator this time would make a good job to make it similar

to the version in English, *Juntos, haremos que Estados Unidos sea fuerte de nuevo. Haremos que Estados Unidos vuelva a ser rico. Haremos que Estados Unidos vuelva a estar orgulloso. Haremos que Estados Unidos vuelva a estar seguro.* What was said in two lines in English, and was translated in three lines in Spanish. Therefore, it was necessary to make it shorter by using relative clauses that would avoid redundancy. The contextualized version would be *Juntos haremos que Estados Unidos vuelva a ser fuerte, que vuelva a ser rico, que vuelva a sentir orgullo, que vuelva a ser un lugar donde su gente esté libre de todo peligro.* One more detail is the fact that instead of using *seguro*, it is suggested to describe it as a *lugar donde su gente esté libre de todo peligro*. Otherwise, it would be ambiguous to just write *seguro*, since it might be associated to personality traits or to confidence.

In Obama's Speech, there was greater variety of devices. Among them, there was the use of tricolon, alliteration, personification, antonomasia, and personification. All of these form part of Obama's style. This one tends to have more than one rhetorical element in one excerpt.

To begin, there is the first example for Obama, *I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors.* The first underlined word is *humbled* which could be difficult to translate since *humilde* would not match. The other ones are also adjectives, but they have the same suffix. A literal translation would be *Me quedo aquí hoy humilde ante la tarea que tenemos ante nosotros, agradecidos por la confianza que nos han otorgado, conscientes de los sacrificios de nuestros antepasados.* This one has some grammatical problems since it has, to begin, the word *humilde* which does not have the same effect as *humbled* in English. Second, the two other adjectives were translated by Google in plural. The contextualized translation would have more intervention from the translator. It should be *Hoy me encuentro frente a ustedes, con sentimientos de humildad ante la tarea que tenemos por delante, agradecido por la confianza que han depositado en mí y consciente de los sacrificios que nuestros antepasados hicieron por nosotros.* Based on the context, it was possible to add words like *con sentimientos de humildad*, and also to mention that Obama has that feeling *ante la tarea que tenemos por*

delante. The third person plural is used to sound humbler and not as he was doing things by himself. Then, there is another phrase that is very common in Spanish like *agradecido por la confianza que han depositado en mi*. This one would work in any political speech in Spanish.

In the second example for Obama, there were two rhetorical elements: alliteration of sound p, and imagery. Obama utters, *To the people of poor nations, we pledge to work alongside you to make your farms flourish and let clean waters flow; to nourish starved bodies and feed hungry minds*. In the first five underlined phrases, there is alliteration with the sound p and f, but when translating that, it would cause some problem because sounds would not be the same. It was even worst when translating via Google Translator. The result is, *A la gente de las naciones pobres, nos comprometemos a trabajar junto a usted para hacer floreecer sus granjas y permitir el flujo de aguas limpias; alimentar cuerpos hambrientos y alimentar mentes hambrientas*. As it is evident, the sounds do not create the same effect, and the personification of feeding hungry minds was literally translated into alimentar mentes hambrientas. For these reasons, the translator should consider the following contextualized rendering: A las personas de las partes más pobres del país les prometemos trabajar unidos para que sus granjas prosperen, y fluya por ellas agua limpia; les ofrecemos nutrición para aquellos que están muriendo de hambre y alimentos para aquellas mentes deseosas de conocimiento. This is the way the p sound was kept and the f sound was removed just to keep a single alliteration. Then, instead of writing alimentar mentes hambrientas, it is suggested to write mentes deseosas de conocimiento, which still provides the same images but now in form of a personification.

The last example contains euphemism and antonomasia. This example was used before, but it is in this section where it can be finally labeled as the aforementioned elements. The excerpt is *They have something to tell us today, just as the fallen heroes who lie in Arlington whisper through the ages*. This one uses the euphemism *fallen heroes* to make allusion to dead war veterans, and antonomasia is using a proper name like *Arlington* to make allusion to the National Military Cemetery. Therefore, the translator should provide more information so that it does not remain ambiguous. Something that should not

be done is the following, *Tienen algo que decirnos hoy, al igual que los héroes caídos que mienten en Arlington susurran a través de las edades*. This would be considered as literal translation. However, the contextualized rendering is the following, *Hoy ellos tienen algo que decirnos, así como aquellos héroes caídos, veteranos de Guerra que yacen en el Cementerio Nacional de Arlington, nos susurran a través de los siglos*. In this last version there is some reordering of words, and the devices were kept but there is the need to use apposition to specify what they mean and in that way it would not sound too general.

In conclusion, it could be evidenced that using Critical Discourse Analysis facilitated the process of offering a final product, which was providing a contextualized translation of both Trump and Obama's inaugural addresses. Conducting a CDA helped to select those particular elements that would posit some challenges to translators, such as cultural elements, cultural references, and rhetorical devices. After that, it was possible to compare two types of renderings through the creation of templates based on those challenges, and that would prove the effectiveness of using CDA in advance, and not just relying on machine translation services.

It is highly recommended for other professionals in the field of translation to take into consideration that CDA is a great tool that can be adapted to any other circumstance. In this study, it was primarily oriented to political speeches; however, if someone wants to apply it in other scenarios, that might also be possible. Additional, it is vital to mention that the steps followed in this project are flexible; they do not only serve as the basis for further En>Sp translations in the political field, but also for other fields where CDA can be used.

The ultimate notion that has to be understood is that in the case of political fields, there was the need to provide context for people to understand what was attempted to be conveyed in the source language. In the future, anyone who is interested in translating both texts completely will be able to do since this project has the needed context, references and rhetorical devices that would lead them to finish the whole process of translation in an effective way.

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APPENDIX

REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

- 1 Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama,
2 fellow Americans, and people of the world: thank you.
- 3 We, the citizens of America, are now joined in a great national effort to rebuild our country
4 and to restore its promise for all of our people.
- 5 Together, we will determine the course of America and the world for years to come.
- 6 We will face challenges. We will confront hardships. But we will get the job done.
- 7 Every four years, we gather on these steps to carry out the orderly and peaceful transfer of
8 power, and we are grateful to President Obama and First Lady Michelle Obama for their
9 gracious aid throughout this transition. They have been magnificent.
- 10 Today's ceremony, however, has very special meaning. Because today we are not merely
11 transferring power from one Administration to another, or from one party to another – but we
12 are transferring power from Washington, D.C. and giving it back to you, the American People.
- 13 For too long, a small group in our nation's Capital has reaped the rewards of government while
14 the people have borne the cost.
- 15 Washington flourished – but the people did not share in its wealth.
- 16 Politicians prospered – but the jobs left, and the factories closed.
- 17 The establishment protected itself, but not the citizens of our country.
- 18 Their victories have not been your victories; their triumphs have not been your triumphs; and
19 while they celebrated in our nation's Capital, there was little to celebrate for struggling families
20 all across our land.
- 21 That all changes – starting right here, and right now, because this moment is your moment: it
22 belongs to you.
- 23 It belongs to everyone gathered here today and everyone watching all across America.
- 24 This is your day. This is your celebration.
- 25 And this, the United States of America, is your country.
- 26 What truly matters is not which party controls our government, but whether our government is
27 controlled by the people.

REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

28 January 20th 2017, will be remembered as the day the people became the rulers of this nation
29 again.

30 ^{P (200)} The forgotten men and women of our country will be forgotten no longer.

31 Everyone is listening to you now.

32 You came by the tens of millions to become part of a historic movement the likes of which the
33 world has never seen before.

34 At the center of this movement is a crucial conviction: that a nation exists to serve its citizens.

35 Americans want great schools for their children, safe neighborhoods for their families, and
36 good jobs for themselves.

37 These are the just and reasonable demands of a righteous public.

38 But for too many of our citizens, a different reality exists: Mothers and children trapped in
39 poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape
40 of our nation; an education system, flush with cash, but which leaves our young and beautiful
41 students deprived of knowledge; and the crime and gangs and drugs that have stolen too many
42 lives and robbed our country of so much unrealized potential.

43 This American carnage stops right here and stops right now.

44 We are one nation – and their pain is our pain. Their dreams are our dreams; and their success
45 will be our success. We share one heart, one home, and one glorious destiny.

46 The oath of office I take today is an oath of allegiance to all Americans.

47 For many decades, we've enriched foreign industry at the expense of American industry;

48 Subsidized the armies of other countries while allowing for the very sad depletion of our
49 military;

50 We've defended other nation's borders while refusing to defend our own;

51 And spent trillions of dollars overseas while America's infrastructure has fallen into disrepair
52 and decay.

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

REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

55 One by one, the factories shuttered and left our shores, with not even a thought about the
56 millions upon millions of American workers left behind.

57 The wealth of our middle class has been ripped from their homes and then redistributed across
58 the entire world.

59 But that is the past. And now we are looking only to the future.

60 We assembled here today are issuing a new decree to be heard in every city, in every foreign
61 capital, and in every hall of power.

62 From this day forward, a new vision will govern our land.

63 From this moment on, it's going to be America First.

64 Every decision on trade, on taxes, on immigration, on foreign affairs, will be made to benefit
65 American workers and American families.

66 We must protect our borders from the ravages of other countries making our products, stealing
67 our companies, and destroying our jobs. Protection will lead to great prosperity and strength.

68 **I will fight for you with every breath in my body** – and I will never, ever let you down.

69 America will start winning again, winning like never before.


70 We will bring back our jobs. We will bring back our borders. We will bring back our wealth.
71 And we will bring back our dreams.

72 We will build new roads, and highways, and bridges, and airports, and tunnels, and railways
73 all across our wonderful nation.

74 We will get our people off of welfare and back to work – rebuilding our country with American
75 hands and American labor.

76 We will follow two simple rules: Buy American and Hire American.

77 We will seek friendship and goodwill with the nations of the world – but we do so with the
78 understanding that **it is the right of all nations to put their own interests first.**

79  We do not seek to impose our way of life on anyone, but rather to let it shine as an example for
80 everyone to follow.

REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

81 We will reinforce old alliances and form new ones – and unite the civilized world against
82 Radical Islamic Terrorism, which we will eradicate completely from the face of the Earth.

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

85 When you open your heart to patriotism, there is no room for prejudice.

86 The Bible tells us, “how good and pleasant it is when God’s people live together in unity.”

87 We must speak our minds openly, debate our disagreements honestly, but always pursue
88 solidarity.

89 When America is united, America is totally unstoppable.

90 There should be no fear – we are protected, and we will always be protected.

91 We will be protected by the great men and women of our military and law enforcement and,
92 most importantly, we are protected by God.

93 Finally, we must think big and dream even bigger.

94 In America, we understand that a nation is only living as long as it is striving.

95 We will no longer accept politicians who are all talk and no action – constantly complaining
96 but never doing anything about it.

97 The time for empty talk is over.

98 Now arrives the hour of action.

99 Do not let anyone tell you it cannot be done. No challenge can match the heart and fight and
100 spirit of America.

101 We will not fail. Our country will thrive and prosper again.

102 We stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the
103 Earth from the miseries of disease, and to harness the energies, industries and technologies of
104 tomorrow.

105 A new national pride will stir our souls, lift our sights, and heal our divisions.

REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

106 It is time to remember that old wisdom our soldiers will never forget: that whether we are black
107 or brown or white, we all bleed the same red blood of patriots, we all enjoy the same glorious
108 freedoms, and we all salute the same great American Flag.

109 And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska,
110 they look up at the same night sky, they fill their heart with the same dreams, and they are
111 infused with the breath of life by the same almighty Creator.

112 So to all Americans, in every city near and far, small and large, from mountain to mountain,
113 and from ocean to ocean, hear these words:

114 You will never be ignored again.

115 Your voice, your hopes, and your dreams, will define our American destiny. And your courage
116 and goodness and love will forever guide us along the way.

117 Together, We Will Make America Strong Again.

118 We Will Make America Wealthy Again.

119 We Will Make America Proud Again.

120 We Will Make America Safe Again.

121 And, Yes, Together, We Will Make America Great Again. Thank you, God Bless You, And
122 God Bless America.

REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

- Traditional Greeting (Formal)**
 1 Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans, and people of the world: thank you.
- Reference to Constitution**
 3 We, the citizens of America, are now joined in a great national effort to rebuild our country
 4 and to restore its promise for all of our people. *Historical Reference. state is broken. it implies they were to help. It used to be less, not everybody was included.*
 5 Together, we will determine the course of America and the world for years to come.
Adverb (union) Great escape
- Amphora**
 6 We will face challenges. We will confront hardships. But we will get the job done. *Colloquialism*
- Adverb**
 7 Every four years, we gather on these steps to carry out the orderly and peaceful transfer of
 8 power, and we are grateful to President Obama and First Lady Michelle Obama for their
 9 gracious aid throughout this transition. They have been magnificent.
Emphasis on time. People ceremony importance. Expletive enabling last sentence work as subordinating clause. The effect is reduced since it becomes a subordinating sentence.
- Figurative transfer**
 10 Today's ceremony, however, has very special meaning. Because today we are not merely
 11 transferring power from one Administration to another, or from one party to another – but we
 12 are transferring power from Washington, D.C. and giving it back to you, the American People.
Adverb of transition. Last place used as reference "Prior Administration".
- Adverb of time**
 13 For too long, a small group in our nation's Capital has reaped the rewards of government while
 14 the people have borne the cost. *Prior Administration (Attack against prior administration)*
- 15 Washington flourished – but the people did not share in its wealth. *(Prior Administration). By then*
- 16 Politicians prospered – but the jobs left, and the factories closed. *Expletive to help.*
- 17 The establishment protected itself, but not the citizens of our country. *Protective*
- Epigrammatic Ph or Adm**
 18 Their victories have not been your victories; their triumphs have not been your triumphs; and
 19 while they celebrated in our nation's Capital, there was little to celebrate for struggling families
 20 all across our land. *Conflict between "They" and "you".*
- 21 That all changes – starting right here, and right now, because this moment is your moment: it
 22 belongs to you. *Idiomatic Epistrophe. Epianalepsis*
- 23 It belongs to everyone gathered here today and everyone watching all across America. *Robts to normal. Giving "Politics"*
- 24 This is your day. This is your celebration. *Epigrammatic (logic) – moment*
- 25 And this, the United States of America, is your country. *appositive to it relationship with country.*
- 26 What truly matters is not which party controls our government, but whether our government is
 27 controlled by the people. *Evidentiality. Declares expertise and fact. Hebrew writing. Hebrew. Populism. Hebrew.*

REMARKS OF PRESIDENT DONALD J. TRUMP - AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

Allusion to President Roosevelt's Dec 8th, 1941 speech.

28 January 20th 2017, will be remembered as the day the people became the rulers of this nation
29 again.

desired state of being well again.

30 The forgotten men and women of our country will be forgotten no longer.

Allusion: William Graham Sumner, Franklin Roosevelt.

31 Everyone is listening to you now.

Hyperbole (Cliché)

32 You came by the tens of millions to become part of a historic movement the likes of which the
33 world has never seen before. Hyperbole - to be against them

idiomatic cliché

34 At the center of this movement is a crucial conviction: that a nation exists to serve its citizens.

off-population that need.

35 Americans want great schools for their children, safe neighborhoods for their families, and
36 good jobs for themselves.

Universal Rights. Rights

37 These are the just and reasonable demands of a righteous public.

this is a compliment to the people who elected you

38 But for too many of our citizens, a different reality exists: Mothers and children trapped in
39 poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape
40 of our nation; an education system, flush with cash, but which leaves our young and beautiful
41 students deprived of knowledge; and the crime and gangs and drugs that have stolen too many
42 lives and robbed our country of so much unrealized potential.

vivid Imagery
- Corruption
- Politics

43 This American carnage stops right here and stops right now. Idiomatic Cliché.

Hyperbole for effect, meaning slaughter, butchery, massacre

Allusion
44 U.S. Pledge of Allegiance

We are one nation - and their pain is our pain. Their dreams are our dreams; and their success
will be our success. We share one heart, one home, and one glorious destiny.

Zeugma based on the same. Share: heart, home, destiny (figurative symbols)

46 The oath of office I take today is an oath of allegiance to all Americans.

47 For many decades, we've enriched foreign industry at the expense of American industry;

Contrast, for 1 time used for a negative activity. to result from action

48 Subsidized the armies of other countries while allowing for the very sad depletion of our
49 military;

anyone of "we" on the outside (still blaming others)

50 We've defended other nation's borders while refusing to defend our own;

Irony in moral (If we were we have that would have a different effect)

51 And spent trillions of dollars overseas while America's infrastructure has fallen into disrepair
52 and decay. Hyperbole

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

Rule of thirds

REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

55 One by one, the factories shuttered and left our shores, with not even a thought about the
56 millions upon millions of American workers left behind.

57 The wealth of our middle class has been ripped from their homes and then redistributed across
58 the entire world. *hyperbole*

59 But that is the past. And now we are looking only to the future. *Antithesis*

60 We assembled here today are issuing a new decree to be heard in every city, in every foreign
61 capital, and in every hall of power. *Repetition / Epistrophe End of sentence in every, in every, in every*

62 From this day forward, a new vision will govern our land.

Amplification

63 From this moment on, it's going to be America First.

64 Every decision on trade, on taxes, on immigration, on foreign affairs, will be made to benefit
65 American workers and American families. *Epistrophe / polysyndeton*

66 We must protect our borders from the ravages of other countries making our products, stealing
67 our companies, and destroying our jobs. Protection will lead to great prosperity and strength.

Switch to 1st Person as President. Economism or Protectionism

68 I will fight for you with every breath in my body – and I will never, ever let you down.

Hyperbole Amplification

69 America will start winning again, winning like never before.

Anaphora / Learning

70 We will bring back our jobs. We will bring back our borders. We will bring back our wealth.

71 And we will bring back our dreams. *Anaphora*

72 We will build new roads, and highways, and bridges, and airports, and tunnels, and railways
73 all across our wonderful nation. *Predeterminer. Polysyndeton for effect.*

74 We will get our people off of welfare and back to work – rebuilding our country with American
75 hands and American labor. *(now American Participants like Mexican or Chinese People)*

76 We will follow two simple rules: Buy American and Hire American. *Include our Groups
over new administration → Implicate exclusion of others.*

77 We will seek friendship and goodwill with the nations of the world – but we do so with the
78 understanding that it is the right of all nations to put their own interests first. *win/lose relationship*

79 We do not seek to impose our way of life on anyone, but rather to let it shine as an example for
80 everyone to follow.

Brandy Quotes original

Matteo 5

REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

81 We will reinforce old alliances and form new ones – and unite the civilized world against
82 Radical Islamic Terrorism, which we will eradicate completely from the face of the Earth.

allusion South Korea Japan Europe as Area Terror threats

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

It is Al-Qaeda forecasted by people America before others.

85 When you open your heart to patriotism, there is no room for prejudice.

Metaphor.

86 The Bible tells us, "how good and pleasant it is when God's people live together in unity."

Allusion to Explan to Bible (Religious text).

Invent Speech

87 We must speak our minds openly, debate our disagreements honestly, but always pursue
88 solidarity.

89 When America is united, America is totally unstoppable.

Caution Colloquialism (young generation).

Switch to Abuse

90 There should be no fear – we are protected, and we will always be protected.

Metaphor Call to action Present - Future Epistrophe

91 We will be protected by the great men and women of our military and law enforcement and,
92 most importantly, we are protected by God.

Allusion to most important thing in American

Switch back to Title Switch to Climate

93 Finally, we must think big and dream even bigger.

? result to pro or admin

94 In America, we understand that a nation is only living as long as it is striving.

Metaphor.

95 We will no longer accept politicians who are all talk and no action – constantly complaining
96 but never doing anything about it.

Colloquialism Colloquialism

97 The time for empty talk is over.

? more rhetorical sentence.

98 Now arrives the hour of action.

Ungrammatical by the previous: starts with "now is the time for action."

Imperative negation over then now

99 Do not let anyone tell you it cannot be done. No challenge can match the heart and fight and
100 spirit of America.

101 We will not fail. Our country will thrive and prosper again.

Personification Johnson "solve"

102 We stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the
103 Earth from the miseries of disease, and to harness the energies, industries and technologies of
104 tomorrow.

105 A new national pride will stir our souls, lift our sights, and heal our divisions.

Metaphoric Imagery.

REMARKS OF PRESIDENT DONALD J. TRUMP – AS PREPARED FOR DELIVERY INAUGURAL ADDRESS

106 It is time to remember that **old-wisdom** our soldiers will never forget: that whether we are **black**
 107 **or brown or white**, we all bleed the same **red blood** of patriots, we all enjoy the same glorious
 108 freedoms, and **we all salute** the same great American Flag. *Fig. via the reference*
neoplasm.
 109 And whether a child is born in the **urban sprawl** of Detroit or the windswept plains of Nebraska,
 110 they look up at the same night sky, they **fill their heart** with the same dreams, and they are
 111 infused with the breath of life by the same almighty **Creator**. *Synecdoche parts of America*
 112 **So to all Americans**, in every city near and far, small and large, from mountain to mountain,
 113 and from ocean to ocean, hear these words: *Epiphany for God* *figurative action* *For Athlete* *Justice*
 114 **You will never be ignored again.** *Synecdoche for parts of America*
Phatic noise *tail attention* *bastards (unnecessary to what is about to be said)* *important (reference to forgotten)* *Damned (forecasted hypophora?)*
 115 **Your voice, your hopes, and your dreams**, will define our American destiny. And your **courage**
 116 **and goodness and love** will forever guide us along the way. *Anaphora* *Pdysyndeton*
 117 Together, We Will Make America Strong Again. *Symploce*
 118 We Will Make America Wealthy Again. *Anaphora + Epistrophe*
 119 We Will Make America Proud Again. *lost: strong, wealthy, proud safe*
 120 We Will Make America Safe Again. *People responsible*
 121 And, Yes, Together, **We Will Make America Great Again.** **Thank you, God Bless You, And**
 122 **God Bless America.** *Allusion to speaker own campaign slogan.*
Tragically ironic *Disrespectful.*

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

1 My fellow citizens:

2 I stand here today humbled by the task before us, grateful for the trust you have bestowed,
3 mindful of the sacrifices borne by our ancestors. I thank President Bush for his service to our
4 nation, as well as the generosity and cooperation he has shown throughout this transition.

5 **Forty-four Americans have now taken the presidential oath.** The words have been spoken
6 during rising tides of prosperity and the still waters of peace. Yet, every so often the oath is
7 taken amidst gathering clouds and raging storms. At these moments, America has carried on
8 not simply because of the skill or vision of those in high office, but because We the People
9 have remained faithful to the ideals of our forbearers, and true to our founding documents.

10 So it has been. So it must be with this generation of Americans.

11 That we are in the midst of crisis is now well understood. Our nation is at war, against a far-
12 reaching network of violence and hatred. Our economy is badly weakened, a consequence of
13 greed and irresponsibility on the part of some, but also our collective failure to make hard
14 choices and prepare the nation for a new age. Homes have been lost; jobs shed; businesses
15 shuttered. Our health care is too costly; our schools fail too many; and each day brings further
16 evidence that the ways we use energy strengthen our adversaries and threaten our planet.

17 These are the indicators of crisis, subject to data and statistics. Less measurable but no less
18 profound is a sapping of confidence across our land - a nagging fear that America's decline is
19 inevitable, and that the next generation must lower its sights.

20 Today I say to you that the challenges we face are real. They are serious and they are many.

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

21 They will not be met easily or in a short span of time. But know this, America - they will be
22 met. On this day, we gather because we have chosen hope over fear, unity of purpose over
23 conflict and discord.

24 On this day, we come to proclaim an end to the petty grievances and false promises, the
25 recriminations and worn out dogmas, that for far too long have strangled our politics.

26 We remain a young nation, but in the words of Scripture, the time has come to set aside childish
27 things. The time has come to reaffirm our enduring spirit; to choose our better history; to carry
28 forward that precious gift, that noble idea, passed on from generation to generation: the God-
29 given promise that all are equal, all are free, and all deserve a chance to pursue their full
30 measure of happiness.

31 In reaffirming the greatness of our nation, we understand that greatness is never a given. It
32 must be earned. Our journey has never been one of short-cuts or settling for less. It has not
33 been the path for the faint-hearted - for those who prefer leisure over work, or seek only the
34 pleasures of riches and fame. Rather, it has been the risk-takers, the doers, the makers of things
35 - some celebrated but more often men and women obscure in their labor, who have carried us
36 up the long, rugged path towards prosperity and freedom.

37 For us, they packed up their few worldly possessions and traveled across oceans in search of a
38 new life.

39 For us, they toiled in sweatshops and settled the West; endured the lash of the whip and plowed
40 the hard earth.

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

41 For us, they fought and died, in places like Concord and Gettysburg; Normandy and Khe Sahn.
42 Time and again these men and women struggled and sacrificed and worked till their hands were
43 raw so that we might live a better life. They saw America as bigger than the sum of our
44 individual ambitions; greater than all the differences of birth or wealth or faction.

45 This is the journey we continue today. We remain the most prosperous, powerful nation on
46 Earth. Our workers are no less productive than when this crisis began. Our minds are no less
47 inventive, our goods and services no less needed than they were last week or last month or last
48 year. Our capacity remains undiminished. But our time of standing pat, of protecting narrow
49 interests and putting off unpleasant decisions - that time has surely passed. **Starting today, we**
50 **must pick ourselves up, dust ourselves off, and begin again the work of remaking America.**

51 For everywhere we look, there is work to be done. The state of the economy calls for action,
52 bold and swift, and we will act - not only to create new jobs, but to lay a new foundation for
53 growth. **We will build the roads and bridges, the electric grids and digital lines that feed our**
54 **commerce and bind us together.** We will restore science to its rightful place, and wield
55 technology's wonders to raise health care's quality and lower its cost. We will harness the sun
56 and the winds and the soil to fuel our cars and run our factories. And we will transform our
57 schools and colleges and universities to meet the demands of a new age. All this we can do.
58 And all this we will do.

59 Now, there are some who question the scale of our ambitions - who suggest that our system
60 cannot tolerate too many big plans. **Their memories are short.** For they have forgotten what
61 this country has already done; what free men and women can achieve when imagination is
62 joined to common purpose, and necessity to courage.

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

63 What the cynics fail to understand is that the ground has shifted beneath them - that the stale
64 political arguments that have consumed us for so long no longer apply. The question we ask
65 today is not whether our government is too big or too small, but whether it works - whether it
66 helps families find jobs at a decent wage, care they can afford, a retirement that is dignified.
67 Where the answer is yes, we intend to move forward. Where the answer is no, programs will
68 end. And those of us who manage the public's dollars will be held to account - to spend wisely,
69 reform bad habits, and do our business in the light of day - because only then can we restore
70 the vital trust between a people and their government.

71 **Nor is the question before us whether the market is a force for good or ill.** Its power to generate
72 wealth and expand freedom is unmatched, but this crisis has reminded us that without a
73 watchful eye, **the market can spin out of control** - and that a nation cannot prosper long when
74 it favors only the prosperous. The success of our economy has always depended not just on the
75 size of our Gross Domestic Product, but on the reach of our prosperity; on our ability to extend
76 opportunity to every willing heart - not out of charity, but because it is the surest route to our
77 common good.

78 As for our common defense, we reject as false the choice between our safety and our ideals.
79 **Our Founding Fathers, faced with perils we can scarcely imagine, drafted a charter to assure**
80 **the rule of law and the rights of man, a charter expanded by the blood of generations.** Those
81 ideals still light the world, and we will not give them up for expedience's sake. And so to all
82 other peoples and governments who are watching today, **from the grandest capitals to the small**
83 **village where my father was born:** know that America is a friend of each nation and every man,
84 woman, and child who seeks a future of peace and dignity, and that we are ready to lead once
85 more.

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

86 Recall that earlier generations faced down fascism and communism not just with missiles and
87 tanks, but with sturdy alliances and enduring convictions. They understood that our power
88 alone cannot protect us, nor does it entitle us to do as we please. Instead, they knew that our
89 power grows through its prudent use; our security emanates from the justness of our cause, the
90 force of our example, the tempering qualities of humility and restraint.

91 We are the keepers of this legacy. Guided by these principles once more, we can meet those
92 new threats that demand even greater effort - even greater cooperation and understanding
93 between nations. **We will begin to responsibly leave Iraq to its people, and forge a hard-earned**
94 **peace in Afghanistan.** With old friends and former foes, we will work tirelessly to lessen the
95 nuclear threat, and roll back the specter of a warming planet. We will not apologize for our
96 way of life, nor will we waver in its defense, and for those who seek to advance their aims by
97 inducing terror and slaughtering innocents, we say to you now that our spirit is stronger and
98 cannot be broken; you cannot outlast us, and we will defeat you.

99 For we know that our patchwork heritage is a strength, not a weakness. We are a nation of
100 Christians and Muslims, Jews and Hindus - and non-believers. We are shaped by every
101 language and culture, drawn from every end of this Earth; **and because we have tasted the bitter**
102 **swill of civil war and segregation,** and emerged from that dark chapter stronger and more
103 united, we cannot help but believe that the old hatreds shall someday pass; that the lines of
104 tribe shall soon dissolve; that as the world grows smaller, our common humanity shall reveal
105 itself; and that America must play its role in ushering in a new era of peace.

106 To the Muslim world, we seek a new way forward, based on mutual interest and mutual respect.

107 To those leaders around the globe who seek to sow conflict, or blame their society's ills on the
108 West - know that your people will judge you on what you can build, not what you destroy. To

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

109 those who cling to power through corruption and deceit and the silencing of dissent, know that
110 you are on the wrong side of history; but that we will extend a hand if you are willing to
111 unclench your fist.

112 To the people of poor nations, we pledge to work alongside you to make your farms flourish
113 and let clean waters flow; to nourish starved bodies and feed hungry minds. And to those
114 nations like ours that enjoy relative plenty, we say we can no longer afford indifference to
115 suffering outside our borders; nor can we consume the world's resources without regard to
116 effect. For the world has changed, and we must change with it.

117 As we consider the road that unfolds before us, we remember with humble gratitude those
118 brave Americans who, at this very hour, patrol far-off deserts and distant mountains. They have
119 something to tell us today, just as the fallen heroes who lie in Arlington whisper through the
120 ages.

121 We honor them not only because they are guardians of our liberty, but because they embody
122 the spirit of service; a willingness to find meaning in something greater than themselves. And
123 yet, at this moment - a moment that will define a generation - it is precisely this spirit that must
124 inhabit us all.

125 For as much as government can do and must do, it is ultimately the faith and determination of
126 the American people upon which this nation relies. It is the kindness to take in a stranger when
127 the levees break, the selflessness of workers who would rather cut their hours than see a friend
128 lose their job which sees us through our darkest hours. It is the firefighter's courage to storm a
129 stairway filled with smoke, but also a parent's willingness to nurture a child, that finally decides
130 our fate.

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

131 Our challenges may be new. The instruments with which we meet them may be new. But those
132 values upon which our success depends - hard work and honesty, courage and fair play,
133 tolerance and curiosity, loyalty and patriotism - these things are old. These things are true. They
134 have been the quiet force of progress throughout our history. What is demanded then is a return
135 to these truths. What is required of us now is a new era of responsibility - a recognition, on the
136 part of every American, that we have duties to ourselves, our nation, and the world, duties that
137 we do not grudgingly accept but rather seize gladly, firm in the knowledge that there is nothing
138 so satisfying to the spirit, so defining of our character, than giving our all to a difficult task.

139 This is the price and the promise of citizenship.

140 This is the source of our confidence - the knowledge that God calls on us to shape an uncertain
141 destiny.

142 This is the meaning of our liberty and our creed - why men and women and children of every
143 race and every faith can join in celebration across this magnificent mall, and why a man whose
144 father less than sixty years ago might not have been served at a local restaurant can now stand
145 before you to take a most sacred oath.

146 So let us mark this day with remembrance, of who we are and how far we have traveled. In the
147 year of America's birth, in the coldest of months, a small band of patriots huddled by dying
148 campfires on the shores of an icy river. The capital was abandoned. The enemy was advancing.
149 The snow was stained with blood. At a moment when the outcome of our revolution was most
150 in doubt, the father of our nation ordered these words be read to the people:

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

151 "Let it be told to the future world...that in the depth of winter, when nothing but hope and virtue
152 could survive...that the city and the country, alarmed at one common danger, came forth to
153 meet [it]."

154 America. In the face of our common dangers, in this winter of our hardship, let us remember
155 these timeless words. With hope and virtue, let us brave once more the icy currents, and endure
156 what storms may come. Let it be said by our children's children that when we were tested we
157 refused to let this journey end, that we did not turn back nor did we falter; and with eyes fixed
158 on the horizon and God's grace upon us, we carried forth that great gift of freedom and
159 delivered it safely to future generations.

160 Thank you. God bless you. And God bless the United States of America.

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

1 My fellow citizens:

2 I stand here today humbled by the task before us, grateful for the trust you have bestowed,
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4 nation, as well as the generosity and cooperation he has shown throughout this transition.

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18 profound is a sapping of confidence across our land - a nagging fear that America's decline is
19 inevitable, and that the next generation must lower its sights.

20 Today I say to you that the challenges we face are real. They are serious and they are many.

Trichan

Contrast sea imagery

imagery (weather)

allusion to Declaration of Independence and US Constitution

Contrast Past and Present

Trichan
Anaphora

Trichan

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

21 They will not be met easily or in a short span of time. But know this, America - they will be
22 met. On this day, we gather because we have chosen hope over fear, unity of purpose over
23 conflict and discord. Two contrast.

Anaphora

24 On this day, we come to proclaim an end to the petty grievances and false promises, the
25 recriminations and worn out dogmas, that for far too long have strangled our politics.

26 We remain a young nation, but in the words of Scripture, the time has come to set aside childish
27 things. The time has come to reaffirm our enduring spirit; to choose our better history to carry
28 forward that precious gift, that noble idea, passed on from generation to generation: the God-
29 given promise that all are equal, all are free, and all deserve a chance to pursue their full
30 measure of happiness. Tricolon

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32 must be earned. Our journey has never been one of short-cuts or settling for less. It has not
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34 pleasures of riches and fame. Rather, it has been the risk-takers, the doers, the makers of things
35 - some celebrated but more often men and women obscure in their labor, who have carried us
36 up the long, rugged path towards prosperity and freedom. Tricolon

37 For us, they packed up their few worldly possessions and traveled across oceans in search of a
38 new life.

39 For us, they toiled in sweatshops and settled the West; endured the lash of the whip and plowed
40 the hard earth.

37, 39, 41 = Anaphora
For us. Tricolon

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

41 For us, they fought and died, in places like Concord and Gettysburg; Normandy and Khe Sahn. *Roulette Civil War WWII Vietnam War Saigon*

42 Time and again these men and women struggled and sacrificed and worked till their hands were
43 raw so that we might live a better life. They saw America as bigger than the sum of our
Imagery = hard work and struggle

44 individual ambitions; greater than all the differences of birth or wealth or faction. *Tricolon.*

45 This is the journey we continue today. We remain the most prosperous, powerful nation on
46 Earth. Our workers are no less productive than when this crisis began. Our minds are no less
47 inventive, our goods and services no less needed than they were last week or last month or last
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Anaphora.

49 interests and putting off unpleasant decisions - that time has surely passed. Starting today, we
50 must pick ourselves up, dust ourselves off, and begin again the work of remaking America.
Alliteration p.p sand
① → ② → ③ → Tricolon

51 For everywhere we look, there is work to be done. The state of the economy calls for action,
w alliteration.

52 bold and swift, and we will act - not only to create new jobs, but to lay a new foundation for
53 growth. We will build the roads and bridges, the electric grids and digital lines that feed our
54 commerce and bind us together. We will restore science to its rightful place, and wield
55 technology's wonders to raise health care's quality and lower its cost. We will harness the sun
Tricolon

56 and the winds and the soil to fuel our cars and run our factories. And we will transform our
Asyndeton
57 schools and colleges and universities to meet the demands of a new age. All this we can do.
Asyndeton
58 And all this we will do. *Contrast.*

59 Now, there are some who question the scale of our ambitions - who suggest that our system
60 cannot tolerate too many big plans. Their memories are short. For they have forgotten what
61 this country has already done; what free men and women can achieve when imagination is
62 joined to common purpose, and necessity to courage.

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

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68 **end.** And those of us who manage the public's dollars will be held to account **to spend wisely,**
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70 the vital trust between a people and their government.
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84 **woman, and child** who seeks a future of peace and dignity, and that we are ready to lead once
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imagery = change ideas

① ② ③

Anaphora

contrast

①

②

③

imagery = openness

contrast

imagery spinning

nature vs individual

contrast

contrast

contrast

imagery writing of constitution

imagery blood

changes
influence

imagery lightning would as an example to follow

imagery contrast

Tricolon

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

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REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY - INAUGURAL ADDRESS

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148 campfires on the shores of an icy river. The capital was abandoned. The enemy was advancing.
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150 in doubt, the father of our nation ordered these words be read to the people:

Epitapho.

Contrast between old and new

anaphora.

① ② ③ triads.

Anaphora

Context - Allusion.

Journey imagery (start + end)

weather imagery. Anaphora and Metonymy.

year of Independence.

REMARKS OF PRESIDENT BARACK OBAMA - AS PREPARED FOR DELIVERY- INAUGURAL ADDRESS

151 "Let it be told to the future world...that in the depth of winter, when nothing but hope and virtue
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155 these timeless words. With hope and virtue, let us brave once more the icy currents, and endure
156 what storms may come. Let it be said by our children's children that when we were tested we
157 refused to let this journey end, that we did not turn back nor did we falter, and with eyes fixed
158 on the horizon and God's grace upon us, we carried forth that great gift of freedom and
159 delivered it safely to future generations. Journey Imagery / Tricolour.

160 Thank you. God bless you. And God bless the United States of America.



DECLARACIÓN Y AUTORIZACIÓN

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TÍTULO Y SUBTÍTULO:	Critical Discourse Analysis of Cultural and Rhetorical Elements of Trump and Obama's Inaugural Addresses		
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RESUMEN/ABSTRACT (150-250 palabras): This research project identifies cultural limitations a local translator might face when dealing with the task of rendering political speeches. In an attempt to recognize and classify those aspects that might hinder understanding of political speeches, Critical Discourse Analysis becomes a valuable tool to ascertain the necessary background information about a text so as to develop a final proposal in the form of contextualized translation templates and contextualized translation recommendations. This work articulates the most relevant cultural elements, cultural references, and linguistics and rhetorical features of Donald Trump and Barack Obama's inaugural addresses that might posit challenges to translators dealing with those political speeches. It provides a detailed analysis of the abovementioned aspects and offers guidelines for translators undertaking similar processes. It includes a set of templates that can be used to compare texts and two different renderings that portray the claims. Therefore, through establishing the basis for further En>Sp translations in the political field, this research highlights the importance of studying a source text before translating it into another language.			
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