CORPUS-BASED GENRE ANALYSIS OF DONALD TRUMP AND JOE BIDEN'S INAUGURAL SPEECHES

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Abstract

This study examines the linguistic dimensions of inaugural speeches by Donald Trump (2017) and Joe Biden (2021) using corpus-based multidimensional analysis (MDA) within Biber's (1988) framework. the research examines how various linguistic features co-occur to reflect the communicative purposes and rhetorical strategies of political discourse. The Multidimensional Analysis Tagger is employed to analyze Six key dimensions of linguistic variation are examined: involvement vs. informational production, narrative vs. non-narrative discourse, explicit vs. situation-dependent reference, overt expression of persuasion, abstract vs. concrete discourse, and formality. The findings show contrasting styles: Trump's speech is informational (-D1: -3.21), non-narrative (-D2: -2.87), abstract (D4: 4.12), and overtly persuasive (D5: 3.76), reflecting a transactional leadership style. Biden's speech emphasizes involvement (D1: 6.89), narrative strategies (-D2: -0.78), and balanced abstraction (-D4: 2.14), with subtle persuasion (-D5: -2.63), focusing on unity and emotional resonance. The findings suggest that Trump's speech focuses on formal clarity, information, and direct persuasion while Biden's speech strives for unity and emotional resonance through balanced, inclusive rhetoric. The study also emphasizes the usefulness of multidimensional analysis in examining genre-specific linguistic strategies in political Discourse. Future research may explore other political speeches and genres to further examine the relationship between linguistic variation and political discourse.

Keywords: corpus-based analysis, inaugural speeches, multidimensional analysis, political discourse, linguistic variation, genre/ register analysis

1. Introduction

Human linguistic expression naturally varies throughout communication because individuals adapt their vocabulary and grammar to match their current environment. Different social settings lead to language categories that people identify as registers. According to Biber et al. (2002), each genre or register exhibits structured patterns that characterize its user's specific context. Ferguson (1983) states that "register variation in which language structure varies by the occasions of use is all pervasive in human language" (p.154). The context of communication is the main driver for register variations, resulting in a necessary understanding of the functional links between language usage in particular situations. Political speeches demand analysis because their complex rhetorical plans result in diverse approaches. The art of political speeches combines multiple communicative functions into a single message to reach their intended goals, usually including ideological content and persuasive elements alongside inspirational messages. There is no standardized model to properly analyze political speeches as a genre. Political speeches are unique discourse tools to transfer philosophical aspects, rally public concerns, and redirect political storytelling patterns. Introducing inaugural power serves political history because these necessary addresses establish leadership direction and governance plans and achieve collective unity. The study analyzes inaugural addresses of Donald Trump and Joe Biden to illustrate how

corpus-based genre analysis reveals how diverging political ideologies and rhetorical styles align.

Within linguistics, the term "genre" describes measurable communicative events that share unified purposes structures, and linguistic patterns (Swales 1990 2014). Politics-inspired speeches adapt their content to the unique requirements of speaker context and audience goals, making them suited for linguistic examination and rhetorical analysis. Through genre analysis, researchers understand how identity creation and authority projection are achieved alongside tactical language choices' perception management (Bhatia, 1993). This research aims to investigate genre development in Donald Trump and Joe Biden's inauguration speeches, and second, it will examine the differences these speeches exhibit in genre development.

A corpus-based methodology is an analytical framework to explore systematic linguistic use patterns and rhetorical construction patterns in the selected texts. The research methodology analyzes these two speeches and their relation to broader political discourse patterns. the investigation demonstrates how language creates political realities while offering fundamental principles to comprehend leaders' rhetorical methods for navigating challenging social-political domains. This investigation uncovers the nature of political speech genres by showing their sensitivity to context, making significant contributions to linguistic study, rhetoric, and political communication research. The study shows Donald Trump and Joe Biden's inauguration speeches different genre-making approaches derived from personal leadership methodology and political agenda.

1.2 Problem Statement

The research use genre analysis method to examine inaugural speech texts of President Donald Trump and President Joe Biden. Few studies based on corpus analyses exist to describe inaugural speech features in the United States, although such linguistic studies of political speech discourse are common worldwide. Political speeches deliver important messages about leadership visions, ethical frameworks, and communication methods to engage public readership (Chilton, 2004). These speeches' distinctive rhetorical patterns and generic writing practices are important tools for studying political communication patterns. Successive US presidents Donald Trump and Joe Biden maintain different political ideologies and differing communication methods, which allows researchers to analyze the comparative development of their inaugural speeches.

Research about inaugural speeches as tools for shaping political identities and public reception remains inadequate when observing genre-specific textual features across different frameworks. Gene formation studies explain how linguistic features unite with rhetorical elements to build distinct discourse styles within specific political contexts (Swales, 1990). The systematic exploration of genre features in Donald Trump and Joe Biden's presidential inauguration speeches through corpus-based analysis remains a completely untried research field even though scholars have traditionally studied inaugural speeches as vehicles of political persuasion, (Fairclough, 2000; van Dijk, 1997).

The existing literature gap verifies the need to study the genre conventions both Trump and Biden used during their inaugural speeches. how their speeches respect or vary from confirmed genre expectations and which aspects reveal their expanded political agenda and rhetorical methods. The research examines political discourse genre dynamics to understand language construction for political identities better while investigating the analyzed texts' observed issues. This study uses corpus analysis to fill the current knowledge gap by studying the genre creation process in Donald Trump and Joe Biden's inaugural speeches. The analysis explores linguistic and rhetorical elements within the speeches and their effect on genre variations among them. Research on political linguistics requires this comparative analysis to

advance understanding between language use and ideology within political discourse and genre construction in presidential inaugurals.

1.3 Research Objectives

The following research objectives are established for the study:

1. To analyze the genre formation of Donald Trump and Joe Biden's inaugural speeches.
2. To identify and compare the differences in genre formation between Donald Trump and Joe Biden's inaugural speeches.

1.4 Research Questions

The following research questions are posed during the study:

1. What is the genre formation of Donald Trump and Joe Biden's inaugural speeches?
2. To what extent do Donald Trump and Joe Biden's inaugural speeches differ in terms of genre formation?

1.5 Significance of the Study

This study holds significant value in the fields of genre analysis, register analysis, and applied linguistics, particularly through its use of a corpus-based approach. The research offers a nuanced exploration of how political leaders employ language to shape distinct communicative purposes and achieve rhetorical impact. this study advances the understanding of inaugural speeches as a specific genre of political discourse. It highlights the conventions, structures, and linguistic features that characterize inaugural addresses and investigates how these features reflect the communicative goals of the speakers. By identifying and comparing genre-specific patterns in Trump and Biden's speeches, the study contributes to the theoretical framework of genre analysis by illustrating the flexibility and adaptability of generic conventions in response to different leadership styles and political contexts. This study employs register analysis to describe how language changes according to environmental factors, intended communication targets, and listener expectations. This research examines speeches' lexical, syntactic, and rhetorical components to reveal the relationship between selected register features and core genre functions. This study enhances the understanding of how speech functions vary across texts produced by speakers with different communicative goals. By employing corpus analysis tools, the research highlights key linguistic patterns and significant trends in political speech, using data-driven methods. This approach not only improves the precision of analysis but also establishes a systematic, replicable framework for future researchers exploring similar areas. The insights gained from this study are particularly valuable for speechwriters, linguists, and educators seeking to analyze and teach effective communication strategies. Examining how political figures adapt their language to fit specific rhetorical objectives provides a structured way to assess and develop persuasive discourse in various contexts. By integrating theoretical perspectives with corpus-based analysis, this research sheds light on the distinctive features of inaugural speeches and contributes to a broader understanding of political discourse, particularly within genre analysis, register analysis, and applied linguistics.

2.Literature Review

Scholars have extensively explored how different types of texts function in society, building on influential ideas introduced by Vijay Bhatia in the early 1990s and later expanded by John Swales over two decades. Their research highlights how genres whether academic papers, business reports, or everyday conversations aren't just rigid templates but living forms of communication. These forms evolve organically from the cultural values, social norms, and shared goals of the communities that use them. By studying real-world examples, Bhatia and Swales showed how our collective habits and unspoken rules shape the way we write, speak, and connect with others. Genre analysis demonstrates how linguistic forms derive meaning from their fundamental integration with social practices and discourse community

communication functions. This chapter examines genre analysis at its theoretical core while exploring its utility in political discourse research combined with an interpretation of political speech genre properties, particularly within inaugural address

2.1 Genre Analysis: Theoretical Foundations

The tradition of genre analysis stems from the French word "kind," meant to categorize artistic works and literature from the past. Language educators and linguists expanded the definition of genre analysis to encompass all types of linguistic communication and usage. Since the 1970s, genre has emerged as a powerful analytical tool for examining both literary and non-literary discourse, offering insights into the social and cultural contexts that shape language use (Bhatia 1993).

Paltridge (2007) defines genre as "the ways in which people get things done through spoken and written discourse" (p. 84). Genres reflect the relationship between the social context in which discourse is produced and the culturally marked language choices made by speakers or writers (Badger & White, 2000). While genres may vary in their "typicality," they can be understood as socio-cultural frameworks or schemata for discourse, characterized by shared purposes and functions (Paltridge, 2007). Genres can range from highly formulaic and structured formats, such as formal letter writing, to more fluid yet rule-bound forms, such as telephone conversations, where social and cultural norms are observed.

The concept of genre entered the field of applied linguistics in the 1970s, but it was in the 1980s that genre analysis gained prominence. Applied linguists shifted their focus from surface-level language description to the social and cultural explanations of language use within discourse communities. Genre analysis examines the recurrent communicative functions of genres and the linguistic features that realize these functions (Issa & Abbas, 2022). genre analysis begins with "an explicit description of the way in which texts are organized (Evans & Levinson, 2009)." Bhatia (1991) further elaborates that genre analysis is:

"An analytical framework which reveals not only the utilizable form-function correlations but also contributes significantly to our understanding of the cognitive structuring of information in specific areas of language use, which may help ESP practitioners devise appropriate activities potentially significant for the achievement of desired communicative outcomes in specialized academic or occupational areas" (p. 154).

Thus, genre analysis not only highlights the pedagogical potential of a genre but also illuminates the communicative processes within it. By integrating grammatical insights with socio-cognitive and cultural explanations, genre analysis moves beyond surface-level linguistic forms to describe language in use (Bhatia, 1993).

2.2 Political Speeches as a Genre

Political speeches, as a distinct genre, play a critical role in shaping public opinion and national discourse. They are a powerful tool for persuasion, enabling leaders to articulate their vision, inspire action, and influence public perception. Persuasive political speeches are dramatic forms of discourse that use emotions, imagery, and language to evoke agreement and consent from the audience (Mohammadi & Javadi, 2017). Cap and Okulska (2013) defines political genres as "conventional uses of more or less stable utterance groups which are strategically organized and follow recognizable patterns that suit the accomplishment of individual and global political goals in a socio-political context" (p. 87).

The concept of genre has been widely studied in fields such as media, literature, rhetoric, and linguistics. In linguistics, genre has been applied in systemic functional linguistics (Halliday & Hasan, 1989), rhetoric (Swales et al., 1995), and applied linguistics (Swales, 1981, 1990; Bhatia, 1993). It has also been integrated into pragmatics (Levinson, 1979) and critical discourse analysis (Fairclough, 1993, 1995; Wodak, 2009). These approaches view discourse

as consisting of structured speech groups that follow identifiable patterns to achieve specific social goals (Cap & Okulska, 2013).

Swales (1990) defines genre as "a class of communicative events whose members share certain communicative goals. These goals are recognized by experts in the parenting community and thus become the basis of genre" (p. 58). Similarly, Bhatia (1993) describes genre as "a recognizable communicative phenomenon characterized by defined and mutually agreed-upon communicative goals by members of an emergent discourse community" (pp. 13–16). Fairclough (1995) adds that genre refers to "the use of language associated with certain social activities" (p. 138). Genre analysis is particularly useful for identifying typical elements of texts, establishing patterns, and exploring the relationship between sociocultural and cognitive constraints (Swales, 1990; Bhatia, 1993).

2.3 Critiques of Genre Analysis

Despite its widespread application, genre analysis has faced criticism for its reliance on fixed frameworks that may not account for the dynamic and evolving nature of discourse. Construction Grammar and Usage-Based Grammar models, for example, emphasize language as an emergent phenomenon, constructed from language use rather than innately specified templates (Goldberg, 1995). These models challenge the assumption that genres are rigidly structured and instead highlight their fluidity and adaptability.

2.4 Application of Genre Analysis to Political Speeches

The first speeches of the U.S. Presidency by Donald Trump and Joe Biden allow for studying genre analysis at an academic level through comparative evaluation. Donald Trump delivers harsh right-wing style speeches that combine excessive praise with a passionate delivery. Through speech, Biden delivers messages about unity alongside talks about empathy and support for traditional values throughout his push for national reconciliation (Raza et al, 2024). Research investigating the utilization of genre analysis within U.S. presidential inaugural speeches remains scarce, mainly when performed across two presidential administrations. Academic research on political speeches follows various analytical frameworks. Exclusively, these works apply different assessment methods to political discourse. Through a combined analysis of Halliday's SFL and Kress and Van Leeuwen's visual grammar, Elsanhoury et al. (2020) examined Donald Trump's 2016 speeches. Through an inter-semiotic analysis, experts demonstrated how verbal and non-verbal strategies functioned together to transmit populist ideas and engage audiences at an emotional level. According to Ismail et al. (2024), Biber's Multidimensional Analysis was used to study linguistic shifts in Historical political speeches from Pakistan. Professor Ashfaq Shawai and his team analyzed the public addresses of leaders Zulfikar Ali Bhutto and Muhammad Ali Jinnah to discover that Pakistani speeches contained less argumentative elements but mainly focused on informative content. Bhutto's speeches demonstrate even fewer persuasive linguistic features than his colleagues. Researchers have studied discursive strategies that appear in inauguration speeches. Raza et al. (2024) point out that Biden emphasized unity and resilience in his speech, taking a different approach from Trump, who focused more on collective agency and policy critique. Similarly, Imran et al. (2024) suggest that Biden used polarizing language and topicalization strategies to both unify his leadership image and criticize former presidents. Building on this, researchers like Imran et al. (2024), Mohammadi and Javadi (2017), and Raza et al. (2024) have examined how linguistic and multimodal techniques help us better understand the dynamics of political rhetoric in inaugural speeches.

2.5 Theoretical Framework

The theoretical foundation of this study draws on Biber's (1988) multidimensional approach to genre analysis, which investigates how linguistic patterns reflect the specific demands of

communication. Central to this framework are six core dimensions that categorize textual diversity. These include distinctions such as factual versus interactive writing styles, contrasts between non-fiction and narrative formats, and the use of overt persuasive strategies. Rather than relying on abstract theories, Biber's model emerges from rigorous statistical examination of large-scale language corpora, offering researchers an empirical, data-centered method for exploring genres. To operationalize this analysis, the Multidimensional Analysis Tagger (MAT) software was designed to apply Biber's tagging system, streamlining the identification of linguistic features across texts. The following overview summarizes each dimension, emphasizing how their unique linguistic markers serve distinct communicative purposes in written discourse. The framework bridges theoretical insights with practical applications for genre studies.

Table 1 Titles of Biber's Six Dimensions

Dimensions	Titles
1st Dimension	Involved vs. Informational Production
2nd Dimension	Narrative vs. Non-Narrative Concerns
3rd Dimension	Context Dependence vs. Context Independence
4th Dimension	Elements of Persuasion
5th Dimension	Abstract vs. Non-Abstract
6th Dimension	Informational Elaboration vs. Time Constraints

2.5.1 Involved vs. Informational Production
This part classifies texts by their level of user participation and engagement. Direct conversations make up interactive texts, but academic writing forms informational and impersonal texts. This dimension uses 34 language indicators that are either positive markers for engagement or negative markers for information delivery. When texts get a high positive score, they show strong interactive engagement, but a high negative score reveals they deliver information with little personal connection.

2.5.2 Narrative vs. Non-Narrative Concerns
The tool separates texts that tell stories from those that deliver factual information. Experts study language parts of a text to find out if it follows a story pattern or uses factual presentation. The writing takes a story form when scores rise above the average but changes to a factual explanation when scores drop below average.

2.5.3 Context-Dependence vs. Context Independence
This category ranks texts based on how much they need previous knowledge to be understood. Context-independent texts like scholarly documents receive high scores, while context-dependent content such as spoken conversation gets low scores. A high positive rating means the text stands alone without requiring context to understand it, although a low rating means the text needs context cues to be fully understood.

2.5.4 Elements of Persuasion
Our analysis measures how well texts use techniques to persuade their audience. The primary way to determine this style category relies on language elements that show writers' thoughts. Texts earn strong positive ratings when they include direct persuasive tactics and earn low ratings when they stay neutral.

2.5.5 Abstract vs. Non-Abstract
This factor separates texts according to how conceptual their content is. Technical and formal academic works earn top scores, while casual spoken texts receive low scores. A top rating shows abstract technical language, but a bottom rating shows simple, direct wording.

2.5.6 Informational Elaboration vs. Time Constraints

The analysis measures both the detailed information content in texts and how strict time limits affect their development. Texts marked by high scores contain detailed information spread across numerous paragraphs (such as research papers), but texts rated low appear direct and flowing due to rapid speech conditions. Detailed written works score highly, but texts written with strict deadlines receive low scores.

3. Research Methodology

This research is a corpus based pragmatist investigation to study Donald Trump's and Joe Biden's speeches. The research uses corpus tools for statistical analysis of word patterns to determine how genres are formed and contextual language investigation to understand how selected words work within their text. The research measures word usage habits to understand text characteristics and speech development patterns in chosen speeches. The study uses official inaugural speeches as a data source. The research selects presidential inaugural speeches of Donald Trump and Joe Biden using purposive sampling because these speeches represent worldwide influential leaders with separate rhetorical methods. These speeches deliver distinctive leadership voices from separate administrations, which serve as the basis of this research. Based on Dash's 2018 rules for creating corpus data, we filter out unnecessary speech elements, such as applause signs, to prepare a pure dataset for research. The research uses Multidimensional Multi-Dimensional Analysis Tagger Using Biber's 1988 multi- dimensional analysis framework, MAT categorizes speech texts into defined genres by processing grammatical tags, lexical density measurements, and syntax nuances. The study measures how frequently certain language elements occur through numerical analysis and deciphers their effects on speech content and delivery. This technique helps us examine the chosen texts' language components and persuasive methods.

4. Analysis and Discussion

4.1 Analysis of Trump and Biden's Inaugural Speech

This chapter uses Biber (1988) multidimensional model to analyze Donald Trump and Joe Biden's inaugural speeches by looking at the different ways they use language. The model measures how they balance professional tone with everyday speech and between telling stories and giving details while presenting logical data versus personal emotion. Through text analysis, the frequencies reveal extremes in the evaluated dimensions. The measurements show whether the text contains specific elements or not. Multi-dimensional Analysis Tagger (MAT) is used to show the corpus analysis on Biber's six dimensions scoring system.

4.1.1. Dimension 1: Involved vs. Informational Production

Dimension 1	Donald Trump	Joe Biden
CORPUS	*Mean*	*Mean*
	-3.5	7.17

Donald Trump and Joe Biden's inaugural speeches show differences in how they communicate, based on Biber's (1988) model. This model looks at whether a speech is more formal and fact-based or more personal and engaging. Trump's speech had a score of -3.5, meaning it was more informational. He focused on clear statements, facts, and policies, speaking in a serious and formal way. His speech was direct and aimed at giving important messages rather than being conversational. Biden's speech, with a score of 7.17, was the opposite. It was more personal, emotional, and aimed at connecting with people. His words focused on unity, trust, and making the audience feel included. Trump's speech was

structured and policy-driven, while Biden's was warm and people-focused. This difference shows how their speaking styles match their leadership approaches.

4.1.2 Dimension 2: Narrative vs. Non-Narrative Concerns

Dimension 2	Donald Trump	Joe Biden
CORPUS	*Mean*	*Mean*
	-2.22	-1.35

Biber's Dimension 2 analysis reveals Donald Trump and Joe Biden choose different approaches when they use narrative and non-narrative speech elements. The dimensions' score shows Donald Trump at -2.22 on Dimension 2 demonstrating his preference for non-narrative speech techniques. His speech gives detailed practical information to listeners rather than telling stories. Biden receives a rating of -1.35 because he speaks more through stories than Trump to create connections among his listeners. Each speaker takes a unique method when building their messages. Trump presents information in a direct manner to reach the targets of his speech while Biden prioritized storytelling to unite people and inspire empathy among the audience. Trump delivered direct steps to the public yet Biden built audience connections through storytelling.

4.1.3 Dimension 3: Explicit vs. Situation-Dependent Reference

Dimension 3	Donald Trump	Joe Biden
CORPUS	*Mean*	*Mean*
	2.3	1.48

Donald Trump and Joe Biden's inaugural speeches across Dimension 3 of the Biber (1988) model, which pertains to "Explicit vs. Situation-Dependent Reference," reveals notable differences in their genre formation. Donald Trump employs direct explanations using detailed language to achieve understanding since his speech achieved a 2.3 mean score. Through this method a communicative style exists which delivers universally applicable and easy-to-understand messages directed at a wide listener base needing straightforward leadership guidance. After achieving a contextual score average of 1.48 Joe Biden adopted situational references within his speeches more commonly. The speaker bridges societal dimensions by creating an understandable language style which unites listeners. The differences in these means underscore distinct approaches to genre formation. Trump manages to send powerful messages through direct communication that operates independently of widespread reference points. Biden employs interconnected stories to combine communities with today's global message.

4.1.4 Dimension 4: Overt Expression of Persuasion

Dimension 4	Donald Trump	Joe Biden
CORPUS	*Mean*	*Mean*
	4.32	2.3

Biber (1988) describes Dimension 4 as "Overt Expression of Persuasion," which helps explain the clear differences in how Donald Trump and Joe Biden used persuasion in their inaugural speeches. Trump's speech had a surprisingly strong persuasive impact, with an average effectiveness score of 4.32. His direct and emotionally intense delivery, combined with forceful commands, sparked immediate reactions from his audience. He frequently used words like "must" and "should" to create a sense of urgency, making it clear which actions needed to be taken right away and which ones required careful planning. On the other hand, Biden took a more thoughtful and measured approach, earning a lower effectiveness score of 2.3. His speech was structured to encourage collective reflection, fostering a sense of unity rather than pushing for immediate action. He used inclusive language to build trust, presenting his vision in a way that brought people together as one community. Their contrasting styles reflect their political identities and communication strategies. Trump's speech was all about energizing his supporters through bold, commanding rhetoric, while Biden's focused on inspiring unity and cooperation through a more reflective and reassuring tone.

4.1.5 Dimension 5: Abstract vs. Non-Abstract Information

Dimension 5	Donald Trump	Joe Biden
CORPUS	*Mean*	*Mean*
	2.98	- 2.48

Biber's (1988) Dimension 5 analysis highlights a striking contrast between Donald Trump's and Joe Biden's inaugural speeches, especially in how they use abstract versus concrete language. This dimension measures how much a speech leans toward broad, conceptual ideas versus practical, real-world topics. Trump's speech scored an average of 2.98, showing a strong preference for abstract language. His words were filled with sweeping statements and visionary ideals, often reinforced by powerful slogans like "Make America Great Again." His rhetorical style relied on inspiring emotions and belief-driven arguments to rally support. Biden, on the other hand, scored -2.48 on the same scale, indicating a very different approach. His speech focused on clear, down-to-earth communication, addressing real problems and practical solutions. By centering his message on tangible issues, he connected with his audience in a way that felt direct and relatable, emphasizing unity and healing. These differences reflect two distinct leadership styles. Trump spoke like a visionary, using broad, future-focused language to inspire patriotism and ambition. Biden, in contrast, took a more grounded approach, choosing words that resonated with everyday concerns and making clear promises for the future. Their distinct communication styles reflect not just their personalities but also their broader goals Trump's emphasis on national pride and inspiration versus Biden's focus on unity and practical solutions.

4.1.6 Dimension 6: On-Line Informational Elaboration

Dimension 6	Donald Trump	Joe Biden
CORPUS	*Mean*	*Mean*
	-0.61	-0.01

Biber's Dimension 6 model from 1988 elucidates stark construction differences between Donald Trump's and Joe Biden's inaugural address genres. Text evaluations through Dimension 6 demonstrate that complex interactive text formats score highly compared to basic text elements which show lower results. While Trump utilized straightforward speech

his communication demonstrated basic explanations shown by the score of -0.61 in Dimension 6 analysis. President Trump used simple explicit statements as a clear tool to deliver his inaugural speech with straightforward force. During his appearances on different online channels Trump adopts simple direct statements as his primary communicative approach to activate emotional responses from his audiences. Joe Biden's public address showed his balance through speech analytics reaching an exact average score of -0.01. The structure of his speech built moderate detail into the content to reveal multiple meanings alongside an inclusive message for each group. By using this method people develop positive emotional reactions that encourage collective action based on mutual beliefs and objectives. The leadership evaluation analysis identified a leader who communicates directly beside another who chooses indirect communication approaches. President Trump chose direct sentences with simple phrasing to show customers immediate power whereas Biden selected a more detailed approach to let listeners make personal connections. Rhetorical differences between the leaders show how speech types reflect their distinct audience communication methods.

4.2 Trump's vs. Biden's Inaugural Speeches

The linguistic differences between the inaugural speeches emerge across six dimensions represented on the chart and reveal diverse style characteristics and foci.

	D1	D2	D3	D4	D5	D6
Trump	-3.5	-2.22	2.3	4.32	2.98	-0.61
Biden	7.17	-1.35	1.48	2.3	-2.48	-0.01
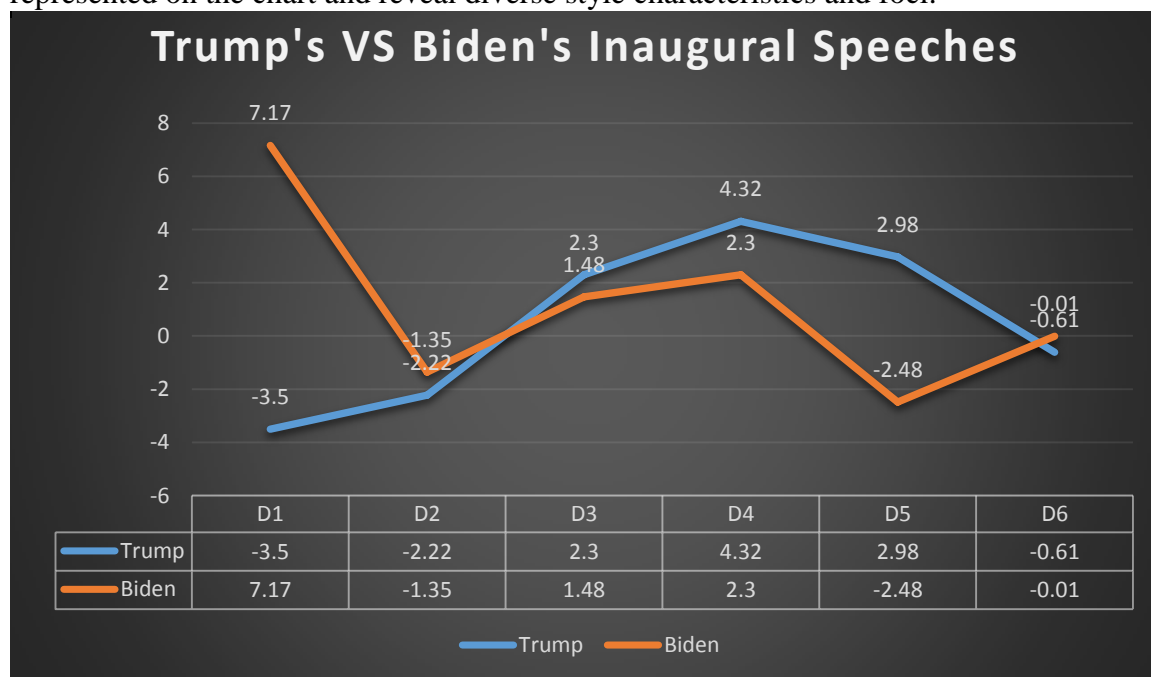
According to Biber's 1988 model analysis, both Donald Trump's 2017 inaugural speech and Joe Biden's 2021 address match the involved persuasion linguistic category. The 1988 Biber framework allowed researchers to distinguish significant distinctions between Trump's 2017 inaugural and Biden's 2021 address. The model reveals Trump's low score (-3.5) on Dimension 1, demonstrating his non-interactive delivery style, while Biden amassed a high score (7.17) because of his synergetic interactive communication approach. Dimension 2 reveals Trump (-2.22) utilized extensive descriptive methods while non-narrative discourse methods appeared less frequently from Biden (-1.35). In Dimension 3, Trump's score (2.3) strongly emphasizes clarity and directness, whereas Biden's (1.48) used explicit language to a lesser extent. The parallel between Trump's persuasive directness emerges in his Dimension 4 measurement at 4.32, whereas Biden's less aggressive unifying strategy provides him a lower dimension score of 2.3. Biden forms his communication plans through practical examples for

his score of -2.48, which helps him achieve his unified approach to actionable policies. His Dimension 5 assessment shows this contrasting style to Trump, who demonstrates an abstract thinking preference, as proven by his 2.98 score. Dimension 6 measurements show Trump has a score of -0.61, displaying diminished spontaneous explanations, while Biden scores -0.01, indicating a more vivid explanatory reasoning approach. Through abstract formal language, Trump creates persuasive speeches; however, Biden organizes speech delivery with tangible details to entertain public interest.

Different language elements and rhetorical approaches show a clear division between the persuasion categories of these speeches. Through controlled precision and authoritative abstraction, Trump's formal communication style generates attractive future versions. In President Biden's address, personal sentiments connect listeners through shared experiences for building common goals. Two leaders show distinct speech communication variations in their inaugural addresses, revealing their viewpoints and varying ways of forming relationships with audiences.

4.3 Discussion

The multidimensional analysis of Donald Trump's and Joe Biden's inaugural speeches aligns with and builds upon findings from previous research on presidential rhetoric and genre formation. This study demonstrates enhanced political communication understanding by applying a linguistic framework that reveals pattern formations within presidential inaugural speech genres. Academic investigations of inaugural speeches demonstrate leaders' communication techniques by examining messaging delivery strategies and leadership presentations. Through their analysis, Ott and Dickinson (2019) determined that the abstract administrative speeches helped reveal how Donald Trump achieved direct authoritative connections with his audience. Presidents must show direct authority by combining carefully chosen words with immediate decisions to follow the strong leadership approach Hart described in his 1984 study. The organizational patterns from Jamieson and Campbell's 2008 study detailing how "unifier" operators create identity unity through emotional connections became the foundation for Joe Biden's presidential communication style. The research of Beasley in 2004 and Lim in 2008 shows how presidents conduct empathetic collaborative leadership to unite citizens during crises through the means Biden used to steer nationwide reconciliation in his initial address. Our research findings correspond precisely with the definition reported by Campbell and Jamieson (1985), which claims inaugural speeches operate as unique rhetorical forms of communication. They argue that inaugural addresses often balance ceremonial and practical objectives, creating a dual purpose of inspiring hope while addressing pressing national concerns. Trump's speech, with its informational and abstract emphasis, skews toward the practical and transactional end of the spectrum, focusing on policies and directives. Biden's speech, in contrast, leans toward the ceremonial and relational, using inclusive language and narrative to build a sense of shared purpose, consistent with previous observations of inaugural speeches delivered during times of national healing (Lim, 2008). The differences in persuasive strategies observed in Dimension 4 reflect broader trends noted by Tulis (1987) and Zarefsky (2004). Trump's overtly persuasive and action-oriented tone, marked by the use of modal verbs and imperatives, supports findings that leaders with populist tendencies often adopt rhetoric designed to energize supporters and assert authority. Biden's speech, with its subtler persuasive strategies and focus on collective pronouns such as "we" and "us," echoes past research that highlights how inclusive rhetoric fosters trust and cooperation, particularly during transitional or contentious political periods (Beasley, 2004). Dimension 5's findings on abstract versus concrete language further contextualize the ideological differences between the two leaders. Trump's preference for abstract, visionary language aligns with the findings of Skowronek

(1993), who observed that transformational leaders often use aspirational rhetoric to project confidence and inspire action. Biden's focus on concrete and grounded language reflects a more pragmatic and problem-solving approach, consistent with research by Neustadt (1990), who noted that leaders seeking to build credibility often emphasize tangible solutions over ideological appeals.

5. **Conclusion**

This study explored the genre formation of Donald Trump's 2017 and Joe Biden's 2021 inaugural speeches, focusing on the linguistic, rhetorical, and thematic dimensions using Biber's (1988) multidimensional model. By analyzing their speeches across six dimensions—Involved vs. Informational Production, Narrative vs. Non-Narrative Concerns, Explicit vs. Situation-Dependent Reference, Overt Expression of Persuasion, abstract vs. Non-Abstract Information, and On-Line Informational Elaboration—this research identified significant differences in their rhetorical strategies, leadership priorities, and approaches to audience engagement. Findings show Donald Trump achieved his political objectives by combining transactional language with policy-driven expressions in his messages. Donald Trump establishes his leadership style by blending formal power with concise communication and immediate behavioral reactions during his speaking engagements. Joe Biden approaches his speech work with practical methods blended into narrative structures and relational elements, which build emotional bonds between the audience and establish unity among listeners. Through recognizable narrative methods, Joe Biden produces confident stories that build unity among audience members by establishing bonds through collective experiences from their lives. Presidential speech patterns throughout American history reveal alterations through their adaptation to diverse socio-political contexts. During his presidency, Trump maintained a direct, commanding speech style, but in response to America's critical divisions, Biden offered powerful messages of unity using a healing-centered approach. This address review functioned as a textbook example delineating primary leadership communication methods via exhibited political tenets and engagement tactics while handling modern societal challenges. Political communication research about evolving genres finds new insights through this unique framework, which studies Presidents' choice of wording and rhetorical techniques. Future work should explore multiple presidential speeches to understand their rhetorical elements and evaluate their impact on public opinion formation and political conversations.

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