Nataliia TYMOSHCHUK
PhD in Philology, Associate Professor,
Vinnytsia Institute of Trade and Economics
of State University of Trade and Economics (Ukraine)
https://orcid.org/0000-0001-5638-5825

PRAGMATIC POTENTIAL OF EXPRESSIVE INVERSION IN CONTEMPORARY POLITICAL DISCOURSE: A CASE STUDY OF U.S. PRESIDENTIAL INAUGURAL ADDRESSES

Експресивна інверсія є важливим елементом сучасного політичного дискурсу, політики широко використовують її для посилення емоційного впливу та привернення уваги реципієнтів до ключових ідей своїх політичних промов. Експресивна інверсія привертає увагу слухачів до тієї частини речення, яку мовець вважає найбільш важливою або інформативною.

Метою статті є визначення прагматичного потенціалу експресивної інверсії в сучасному політичному дискурсі. *Методи* дослідження в статті поєднують в собі метод дискурс-аналізу, метод аналізу стилю, метод чистої вибірки і порівняльний метод. У нашому дослідженні було використано шість інавгураційних виступів чотирьох президентів США (демократів Барака Обами та Джозефа Байдена республіканців Джорджа Буша і Дональда Трампа), які були піддані стилістичному аналізу з акцентом на використання експресивної інверсії як стилістичного прийому.

Дослідження показало, що в інавгураційних промовах президентів США, що становлять важливий сегмент політичного дискурсу, інверсія, крім виокремлених дослідниками «універсальних» для будь-якого тексту функцій (логічної, граматичної, комунікативної, прагматичної, та структурно-семантичної), виконує також експресивну, емоційно-оцінну, стилістичну й образно-семантичну функції. Стиль висловлювання, що створюється за допомогою інверсії, зближує політичний дискурс із публіцистичним і художнім. Навмисна зміна порядку слів, що сприяє формуванню метафори або епітета, спрямована на створення у свідомості адресата яскравого образу, що викликає емоції і формує оціночні судження, бажані для адресанта. Інверсія, таким чином, що виконує експресивну, емоційно-оцінну, стилістичну або образно-семантичну функцію, чинить потужний когнітивний вплив, що перетворює її на ефективний інструмент переконання. Усе вищесказане дає змогу констатувати, що інверсія в політичному дискурсі являє собою важливий смисло- і формотворчий чинник, який визначає тактику комунікативної стратегії мовленнєвого впливу.

Частотність використання експресивної інверсії в інавгураційних промовах президентів США свідчить про вибір комунікативної стратегії, яка визначає мету впливу на аудиторію та формує персональний імідж політика. У промовах Обами інверсія лежить в основі стратегії єднання, створюючи образ «батька нації». Трамп використовує інверсію для протиставлення себе своїм попередникам, наголошуючи на необхідності радикальних змін, моделюючи образ «рятівника нації». У промовах Буша інверсія, формуючи стратегію ідеалізації, формує образ президента як «емоційного інтелекту нації». Байден застосовує інверсію як засіб фасиліації, формуючи образ «совісті нації». Таким чином, у промовах Обами та Трампа висока частотність використання інверсії свідчить не лише про намір справити емоційний вплив або вплинути на думку аудиторії, а й про прагнення створити логічний ланцюжок на когнітивному рівні, тобто сформувати певне переконання та спонукати до конкретної дії. Промови Буша та Байдена значно менше насичені інверсією, вона слугує лише стилістичним компонентом інавгураційної риторики.

Ключові слова: експресивна інверсія, функції, порядок слів, політичний дискурс, інавгураційні промови.

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Introduction

Means of expressive syntax captured the interest of linguists over the past few decades. Inversion in English is a complex phenomenon that presents an intriguing topic for discussion. As a rule, such non-canonical word-order phenomena are studied by stylistics, considering these transformations of word-order expressive means. Inversion performing the expressive function can often be observed in literary texts (prose and poetry) and spoken discourse. It is also a crucial element of modern political discourse, where politicians widely use it to enhance emotional impact and draw attention to key ideas of their political speeches.

Authors of political speeches face the problem of correctly using different units of speech. The success of a communicative task, which involves effectively conveying a message to the audience, often depends on whether the speaker has structured his speech correctly. Communication between the speaker and audience, contact between them, arises through the correct combination of phonetic, lexical, and syntactic features. The conditions of communication determine the stylistic devices used to write political speeches. Presidential inaugural speeches, particularly in the United States, are historically and politically significant, providing insight into the leader's goals and the country's future path [Ghazani, 2016]. These speeches signify the beginning of a new political era and often use the power of carefully chosen words and stylistic devices to influence public opinion and solidify political goals.

Considering the above factors, research into the specifics of expressive inversion, a linguistic phenomenon where the usual word order is reversed for expressive or rhetorical purposes, is important for future theoretical studies in linguistics. The relevance of our study is based on the necessity of researching the use of expressive inversion in current political discourse, such as the inaugural speeches of US presidents. This study may also enrich research on the political speeches of American presidents and have some implications for the analysis of political discourse.

The literature review

Stylistic inversion is mainly analyzed using the material of written texts (fiction and journalistic discourse). For example, the stylistic inversion as a poetical dominant of J.R.R. Tolkien's authorial style has been researched [Vinokurova, 2013]; M. Holota analyzed the peculiarities of using inversion to represent the emotional mood of the characters in S. Bronte's novel *Jane Eyre* [Holota, 2014]; O. Tolochko has also investigated functional paradigm of semantic and stylistic inversion in the original and translated texts [Tolochko, 2020; Tolochko, 2018]. Scholars have explored the linguistic features of inversion and investigated its syntactic structure in English literary text. Various types of inversion, features, and functions have been analyzed within the framework of traditional English grammar and text grammar in Jane Austen's *Pride and Prejudice* [Takumi, 2023]. Another research is devoted to investigating the main syntactic constructions of inversion and detachment, their classifications, main semantic features, and quantitative ratio based on Ray Bradbury's *Dandelion Wine* text [Karp, Bekhta, Yurlova, 2021]. Several studies have been conducted on the materials of scientific articles [Prado-Alonso, 2019; Tsvyd-Hrom et al., 2023].

Numerous studies have examined the inaugural speeches of U.S. presidents to understand their rhetorical strategies, themes, and historical significance. The literature review shows that most studies have viewed inaugural addresses from a critical discourse analysis perspective. As far as President Joseph Biden's inaugural speech is concerned, scholars have investigated its rhetorical appeals [Nurkhamidah et al., 2021; Renaldo, 2021; Umam, Laili, 2023; Al-Khawaldeh et al., 2023]. The inaugural speech of Donald Trump has also served as an empirical base for many studies, i.e. it was analyzed from the perspectives of transitivity, modality, personal pronoun, and coherence in order to reveal Trump's political intention [Chen, 2018], the nature of presupposition and politeness in the inaugural speech of Donald Trump has also been investigated [Balogun, Murana, 2018]; the syntactic aspects of his inaugural address were also researched [Jegede, 2020]. Some studies have examined various aspects of Obama's inaugural speeches [Altikriti, 2016; Rohmawati, 2016; Yang, 2017; Oktarini, 2018; Ullah et al., 2024].

Scholars have compared inaugural speeches in many studies to understand better how presidents address national concerns and set the tone for their administrations. Researchers examined how Presidents Barrack Obama and Donald Trump employed pronouns and metaphors

to create their respective and unified philosophies. A critical discourse analysis was employed to compare their two inaugural speeches and to identify their strategies to foster effective communication and national consciousness among their citizens [Igiri et al., 2020]. Another study examines the language used by Joe Biden and President Donald Trump in their inaugural speeches using Van Dijk's 2005 model to identify discursive techniques that emphasize positive self-representation and negative representation of others [Raza et al., 2024].

However, a closer look at the literature on modern political discourse, particularly US presidential inaugural speeches, reveals some gaps and deficiencies. It shows that most early studies focus primarily on critical discourse analyses of American presidents' inaugural speeches. Although numerous authors have conducted studies of modern American political discourse, expressive inversion as a stylistic device and functioning in modern political discourse still needs to be better understood.

Thus, *the aim* of our study is determination of expressive inversion pragmatic potential in modern political discourse.

The research *methods* of the article combine the discourse analysis method, the style analysis method, the pure sampling method, and the comparative method. In our study, six inaugural speeches by four U.S. presidents (Democrats Barack Obama and Joseph Biden and Republicans George W. Bush and Donald Trump) were subjected to stylistic analysis, focusing on using expressive inversion as a stylistic device.

Theoretical background of the research

Word order plays a crucial role in syntax across different languages; it is essential in English due to the relatively fixed Subject-Verb-Object structure. The term 'inversion' refers to different, though related, constructions in the literature on the topic. Consequently, inversion is understood broadly, including 'subject-auxiliary inversion and even existential *there*-constructions' [Green, 1982, p. 120]. Green defines inversions as 'those declarative constructions where the subject follows part or all of its verb phrase' [Green, 1982, p. 120]. According to B. Birner, it is 'a sentence in which the logical subject appears in the post-verbal position while some other, canonically post-verbal, constituent appears in the clause-initial position' [Birner, 2012, p. 12]. This process is also known as anastrophe, from the Greek 'to reverse'.

Traditionally, scholars distinguish two types of inversion, i.e., grammatical and stylistic. Grammatical inversion refers to a syntactic structure where two sentence members switch their canonical positions; that is, they are inverted. Linguists argue that it aims to change the communicative type of sentence and has no stylistic value. According to the surface structure of the verb phrase, most studies on English inverted constructions base their classifications on the preliminary distinction between two main types of grammatical inversion: full-verb inversion [Birner, 2012; Chen, 2003] and subject-operator inversion [Quirk et al., 1985]. Full-verb inversion occurs when 'the subject occurs in postposed position while some other dependent of the verb is preposed' [Huddleston, Pullum, 2002, p. 1385]. The subject-operator inversion refers to those syntactic structures in which 'the subject is preceded by the operator rather than by the main verb or a full verb phrase' [Biber et al., 1999, p. 911].

According to Tolochko, 'stylistic inversion is an intentional change of a neuter word order logically or emotionally to emphasize an utterance element that is the logical nucleus of the utterance, which tends to coincide with the latter's rheme' [Tolochko, 2024, p. 209]. It gives the utterance emotional coloring because, in this case, emphasis is laid on one of the sentence constituents. He also notes that the inversion should not be seen as violating standard English norms.

There are various inversion models, but in our study, we will take the models proposed by A.N. Morokhovsky as a basis. The following inversion patterns are most frequently met in analyzed discourse:

1) The object is placed at the beginning of the sentence;

2) The attribute is placed after the word it modifies (postposition of the attribute).

3) a) The predicative is placed before the subject, or b) the predicative stands before the linking verb, and both are placed before the subject;

4) The adverbial modifier is placed at the beginning of the sentence;

5) Both modifier and predicate stand before the subject [Morokhovsky et al., 1991, p. 143].

Linguists claim that inversion performs several functions in the language, i.e., logical, grammatical, expressive, communicative, pragmatic, and structural-semantic [Tolochko, 2024; Wales, 2011; Epstein, 2013; Barnett, 2017; Burke, 2017], according to I. Soina, the traditional ('neutral') word order is the word order that does not pursue any special additional purpose of the message. Therefore, the word order change, called inversion, has an expressive function [Soina, 1996, pp. 16–17]. It draws the listeners' attention to the part of the sentence that the speaker considers the most important or informative. The focus of the paper will be on the expressive function of inversion.

Researchers suggest that political discourse has two functions: informative and influential. They consider that such functions are associated with two types of textual situations, i.e., analytical and polemical. Accordingly, stylistically neutral words perform the first (informative) function: report on the state of affairs, facts, and events. The author's choice determines the evaluative stylistic means. They are responsible for the influential function, generating comprehension, characterization of a particular event, and developing the addressee's attitude to what is happening [Rudyk, Muratova, 2008]. Stylistic inversion as an evaluative linguistic means is widely employed by political leaders, performing an influential function in modern political discourse, helping them direct the listeners' attention to specific aspects of events or phenomena and evoke an emotional response.

Among the numerous functions performed by stylistic inversion in a sentence, several key functions for political discourse should be highlighted. In political speech, the functions of inversion are determined by the speaker's goals, i.e., to emphasize a certain word or phrase in a sentence or the text, to increase the informativeness of the statement and the text surrounding it to attract attention (logical-informative function); to increase the emphatic emphasis on a particular phrase (intensification / emotional function).

Stylistic inversion is a technique that emphasizes attention to new information in the sentence by breaking the direct word order. So, realizing political discourse's diverse and numerous functions, inversion is also a powerful stylistic device political leaders use to achieve specific goals. Among them, the leading one is the function of influence. This stylistic device contributes to strengthening the expressiveness of the text. It is one of the ways to enhance the pragmatic effect of political speech, used by the author to organize the text and adequately convey his worldview. The stylistic significance of inversion in political speech is manifested by the fact that with the violation of the traditional word order, additional semantic shades are created, as well as strengthening or weakening the semantic load of the selected member of the sentence. Thus, stylistic inversion in political discourse is a subtle yet powerful tool to shape meaning and influence the audience's perception.

Results and discussion

According to Natalia Humeniuk, 'inversion, or making the unusual word order of the sentence, has the potential to provoke addressee's attention to the given information with something unusual' [Humeniuk, 2022, p. 17]. In his first inaugural speech, Bush touches upon the importance of freedom for American citizens, appealing to their emotions and patriotism: '*Through much of the last century, America's faith in freedom and democracy was a rock in a raging sea. Now it is a seed upon the wind, taking root in many nations*' [Bush, 2001]. In the example, the president uses a fourth type of inversion, i.e., the adverbial modifier is placed at the beginning of the sentence. Putting '*through much of the last century*' in a strong position, Bush attracts the audience's attention and emphasizes the necessity of changes; both metaphors and contextual antonymy enhance the emotionality of expression, implementing the tactic of creating the listeners' commitment to the speaker. America's faith in freedom and democracy is seen as '*a rock in a raging sea*' [Bush, 2001] in the past and '*a seed upon the wind, taking root in many nations*' [Bush, 2001] when the address was made. These images present different situations of America's faith in freedom and democracy. Comparing them ('*a rock in a raging sea*' vs. '*a seed upon the wind, taking root in many nations*'), Bush highlights the importance of change; the image of a '*rock in a raging sea*' tells its story of being alone, under great pressure for a long time ('*through much of the last century*'). In contrast, the picture of '*a seed upon the*

wind, taking root' in many places reveals its vitality and quick dissemination. Here, expressive inversion, as an essential part of the metaphorical structure, creates a vivid visual image of America's faith in freedom and democracy.

Bush states, *'After the shipwreck of communism came years of relative quiet, years of repose, years of sabbatical — and then there came a day of fire'* [Bush, 2005]. In this example, the modifier and predicate stand before the subject (fifth type of expressive inversion). The front placement of the adverbial modifier draws listeners' attention, and they, first, react to this information. Using the marine metaphor *'shipwreck'* to portray communism not merely as a failed ideology but as a catastrophic event, leaving behind wreckage that affected the world, Bush simultaneously emphasizes the global significance of that historical event and shifts listeners' attention to its aftermath: *'came years of relative quiet, years of repose, years of sabbatical'* [Bush, 2005] reversing the usual subject-verb-object order to verb-subject-object. Another metaphor, '*a day of fire'* as the painful memory of September 11, emphasizes and draws attention to the deadliest terrorist attacks in American history. The juxtaposition of '*years of repose'* and *'day of fire'* intensifies the emotional weight of the expressive inversion. Bush's usage of metaphors, repetition, and antithesis to enhance the expressive power of inversion emphasizes the significance of historical events and engages the audience, evoking a deep emotional response. It was possible to reach this goal only by placing the modifier and predicate before the subject; with the traditional word order, they lose their emphatic stress.

In his second inaugural speech, Bush concludes: '*Renewed in our strength — tested, but not weary — we are ready for the greatest achievements in the history of freedom'* [Bush, 2005]. President put the past participle at the very beginning to indicate the strengthening of the country's power both in the past and present, emphasizing readiness '*for the greatest accomplishments in its history of freedom'* [Bush, 2005]. Three tenses overlap in the sentence, i.e. past ('*renewed'*), present ('*are ready'*), and future expressed contextually ('*we are ready to'*). Bush portrays freedom as a target of the nation's further progress by the final phrase *'achievements in the history of freedom'*. The president praises the significance of future achievements for the country by using the adjective in the superlative degree ('*the greatest'*). Through expressive inversion, Bush highlights the endurance and fortitude of the nation, inspiring confidence and unity and positioning Americans as strong and unwavering despite adversity.

In the following example, *'Through blood drawn by lash and blood drawn by sword, we learned that no union founded on the principles of liberty and equality could survive half-slave and half-free'* [Obama, 2013], we have the logical-informative function of inversion, where the string of logic is violated by shifting the sentence member to an uncommon place. This is the fourth type of inversion, i.e., the adverbial modifier is placed at the beginning of the sentence. By using inversion, Barack Obama changes the order of words and breaks the logical chain of statements. The metaphor of Civil war '*through blood drawn by lash and blood drawn by sword'* [Obama, 2013] is underlined, and here we have the emphatic stress. Due to the use of this stylistic device, the information in this part of the sentence is principal. It attracts listeners' attention to the nation's painful history, illustrating that the brutal struggle taught the nation the importance of unity based on liberty and equality without division into *'half-slaves and half-free'* [Obama, 2013]. In this example, the effect of the inverted word order is backed up by metaphor (mentioned above) and allusions. It 'contains references to the two speeches of Abraham Lincoln — one to the second inaugural speech released in 1865 — *'…if God wills that it continue… until every drop of blood drawn with the lash…'* and another to the 1858 "House Divided" speech — '*I believe this government cannot endure permanently half-slave and halffree'*' [Yumrukuz, Irkhina, 2022, p. 134]. This inversion highlights the significance of the historical struggle and evokes a deep emotional response by drawing attention to the painful sacrifices made for freedom, much like Lincoln's powerful rhetoric during the Civil War. Therefore, it singles out the necessary information and emotionally impacts listeners, giving additional emotional coloring to the sentence.

Focusing the audience's attention on rethinking and restarting relations with the Muslim world, Barack Obama stated: '*To the Muslim world, we seek a new way forward'* [Obama, 2009]. We have the first type of expressive inversion; the object is placed at the beginning of the sentence. Such a sentence structure makes the semantic center of the rheme's message

stand out and shifts the emphasis from one part of the sentence to another. In the inverted word order, not only the object *'to the Muslim word'* become conspicuous but also the predicate *'seek'*. Using expressive inversion, Obama not only draws the listeners' attention to the issue of international relations between the United States and Muslim-majority countries, but he also promotes understanding, partnership, and mutual respect.

Barack Obama often employs personal pronouns in inversion constructions strengthened by the anaphor. Its use is a marker showing exactly what the audience should pay attention to. For example, *'For us, they packed up their few worldly possessions and travelled across oceans in search of a new life. For us, they toiled in sweatshops and settled the West, endured the lash of the whip, and plowed the hard Earth. For us, they fought and died in places like Concord and Gettysburg, Normandy and Khe Sanh'* [Obama, 2009]. As the first-person plural pronoun is repeated in sentence-initial position, it emphasizes the entire message. The third-person plural pronoun appears when referring to the earliest North American people, as well as those who died in slavery and those who fought in the Second World War and Vietnam. The pronouns '*we*' and *'they'* are not opposing groups of people in the example above; they are two groups working for the same goal and dream but in different periods. The effect of the inverted word order is also backed up by metaphors such as '*toiled in sweatshops*' and '*plowed the hard earth*', underscoring lessons learned and the relentless pursuit of a more just and equitable society. By means of expressive inversion, Obama creates the imagery that every generation has worked for the betterment of the nation and its people and enforces the idea of group membership within all Americans regardless of when they lived.

In his second inaugural address, Obama stated: *'Together, we determined that a modern economy requires railroads and highways to speed travel and commerce, schools and colleges to train our workers. Together, we discovered that a free market only thrives when there are rules to ensure competition and fair play. Together, we resolved that a great nation must care for the vulnerable, and protect its people from life's worst hazards and misfortune'* [Obama, 2013]. We have the fourth type of inversion, i.e., the adverbial modifier is placed at the beginning of the sentence. The repetition of the adverb '*together'* with the personal pronoun '*we*' as an anaphoric element reinforces the theme of shared responsibility. Obama outlines collective achievements and resolutions, also using parallelism to highlight key elements of progress, reinforcing the collaborative effort needed for economic prosperity, fair market practices, and societal welfare. By using inversion, Barack Obama effectively communicates foundational beliefs, historical lessons, and shared goals, creating a cohesive and impactful message.

We want to point out that all the US presidents of the 21st century have employed expressive inversion with the adverb '*together'* and the personal pronoun '*we*': *'Together, we will reclaim America's schools, before ignorance and apathy claim more young lives'* [Bush, 2001]; *'Together, we will make America strong again'* [Trump, 2017], *'And together we will write an American story of hope'* [Biden, 2021]. The combination of the personal pronoun '*we*' and the verb '*will*' is not random: it is quite effective in influencing the audience, as it positions a happy future and confidence that all problems will be solved and creates the effect of unity between the head of state and the nation. Presidents effectively frame their messages in a context of shared responsibility and mutual effort, promote a sense of solidarity and collective identity, and make the audience feel directly involved in national development.

The expressive inversion can also be observed in the following example from Trump's inaugural address: *"But for too many of our citizens, a different reality exists: mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation; an education system, flush with cash, but which leaves our young and beautiful students 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"* [Trump, 2017]. Here, the object is placed at the beginning of the sentence (the first type of expressive inversion). Trump's words, '*for too many of our citizens'* [Trump, 2017], are presented at the beginning to preface the rest of the sentence and catch the audience's mind-emotion chain.

Using expressive inversion, the 45th US President creates an effect to draw his listeners deeper and implement the communication tactic of accusing B. Obama's administration and the Democratic Party of unsuccessful domestic policy. Trump verbalizes the idea of America's decline

with words and phrases of negative semantics: *'mothers and children trapped in poverty'* [Trump, 2017]*, 'rusted-out factories scattered like tombstones'* [Trump, 2017]*, 'students deprived of knowledge'* [Trump, 2017]*, 'the crime and gangs and drugs'* [Trump, 2017]*, 'stolen lives'* [Trump, 2017]*, 'robbed country'* [Trump, 2017]*, 'unrealized potential'* [Trump, 2017]. Using the metaphor *'trapped in poverty'*, Donald Trump critiques the previous administration's neglect of societal issues, implying a systemic failure to address economic inequality. The metaphor *'the crime and gangs and drugs that have stolen too many lives and robbed our country'* [Trump, 2017] underscores the pervasive nature of crime and its detrimental effects on society, particularly the destructive role of the drug trade. Furthermore, the metaphor '*flush with cash*' [Trump, 2017] highlights the inefficacy of the education system, indicating a disconnect between funding and educational outcomes. The comparison *'rusted-out factories scattered like tombstones across the landscape of our nation'* [Trump, 2017] metaphorically highlights the decline of industrial infrastructure in the United States, symbolizing economic decay and the loss of manufacturing vitality ('*like tombstones*' [Trump, 2017]). In the given example, the expressive inversion is an attention-grabber to American society's social and financial issues. The stylistic devices (metaphors and comparison) become even more vivid through Trump's use of expressive inversion, which emphasizes the main aspects of his critique and lends emotional intensity and dramatic effect to his statements. Thus, expressive inversion makes Trump's statements more emotional, allows him to express his negative attitude toward political opponents, and convinces people that his ideas are correct.

Trump often employs expressive inversion in his inaugural address. For example, '*At the bedrock of our politics will be a total allegiance to the United States of America, and through our loyalty to our country, we will rediscover our loyalty to each other*' [Trump, 2017]. In the first part of the sentence, we have the fifth type of expressive inversion, when the modifier and predicate stand before the subject. Trump has built his utterances to shake up and excite listeners' feelings. By starting with '*at the bedrock of our politics'* [Trump, 2017], the speaker emphasizes the foundational importance of this concept. This creates a sense of anticipation as the audience is drawn into the sentence, expecting something significant to follow. The verb '*will be'* before the subject *'a total allegiance to the United States of America'* [Trump, 2017] signals the significance of the ideas that have just been introduced to the audience. If we compare this word order with the traditional one, *A total allegiance to the United States of America will be at the bedrock of our politics*; the modifier and predicate lose their emphatic stress.

Trump uses the first type of expressive inversion in the second part of the analyzed sentence; the object '*through our loyalty to our country*' [Trump, 2017] stands before the subject *'we'*. Using the personal pronoun *'we'* fosters a sense of collective responsibility and unity, positioning Trump and the audience as part of a group working together for a common goal of national and social loyalty. By placing the object first, he highlights that national loyalty is the crucial starting point for rediscovering unity among citizens. At first glance, it may seem that the primary stylistic device used in this part of the sentence is the repetition of the word '*loyalty'*, which gives it a particular emotional coloring. However, a closer analysis shows that the repetition here does not perform its primary expressive function; it functions as the background on which the inverted words appear more clearly, and expressive inversion is the primary means of impacting the listener. Thus, expressive inversion stresses the utterances' communicative center and makes them more expressive and emotional by changing their stylistic coloring. In our opinion, in the above example, expressive inversion also serves a pragmatic function, as Trump intensifies the emotional impact of his words and directs the audience's attention to key elements of his message, such as patriotism, unity, and collective responsibility.

Another example that deserves attention is *'Now arrives the hour of action'* [Trump, 2017]. In this instance, the modifier stands before the verb, and they come before the subject. Here, the inversion also fulfills the function of intensification, i.e., again, it has an emotional-expressive nature. If we 'change' the word order in this sentence: '*The hour of action arrives now,'* the subject is not emphasized; it does not carry any stylistic load. If it is highlighted by moving it to the last, unusual place in the sentence, its stylistic informativeness is strongly enhanced.

Synecdoche, '*the hour of action*', represents the start of Trump's administration and the beginning of fulfilling campaign promises. In other words, '*the hour*' represents the entire phase when concrete actions will be taken. Thus, the expressive inversion in this sentence emphasizes the moment's urgency and enhances the emotional impact, making it a powerful rhetorical tool for signaling a turning point in US history, the beginning of *'the hour of action'*.

To portray the nature of the political struggle in America, Biden mentions: '*Over the centuries through storm and strife, in peace and in war, we have come so far. But we still have far to go*' [Biden, 2021]. Using inversion, Joe Biden changes the order of words and breaks the logical chain of statements. The '*over the centuries through storm and strife, in peace and in war*' [Biden, 2021] is underlined; here, we have the emphatic stress. This information is principal for the speaker, but with the traditional word order, it is additional, subsidiary, and unstressed. To underline it, Biden uses the 'journey metaphor' before the subject and violates the common word order. Biden regards the unity and prosperity of America as the desired destination that his journey is heading to, with citizens as travelers who are all on the same road [Boussaid, 2022]. The 46th US President also uses the antonyms of peace and war, showing that he will be loyal to his country in good times and difficult circumstances. Here, the fourth type of expressive inversion is used to focus the listener's attention on the sentence part that the speaker views as prominent and most informative.

Citing divine blessing, the traditional presidential closing speech is 'God bless America' [Boase, 1989]. In the inaugural speeches of US Presidents George W. Bush [Bush, 2005], Barack Obama [Obama, 2013], and Joe Biden [Biden, 2021], the phrase *'May God bless America'* is used in reverse order, creating a formal and celebratory tone. This structure emphasizes wishes and prayers for the nation rather than declarative statements. Bush's conclusion, '*May God bless you and may He watch over the United States of America"* [Bush, 2005], focuses on protection and unity in a time of political division and conveys the need for divine oversight. Obama's '*May God bless you, and may He bless this United States of America forever'* [Obama, 2013], emphasizes enduring hope and progress, fitting his message of change in times of economic challenge. The use of *'forever'* emphasizes the desire for lasting prosperity. Biden's '*May God bless America and may God protect our troops*' [Biden, 2021] directly addresses current concerns and reflects his focus on national security and inclusivity. This statement also underscores his role as a military father, as his son Beau received a Bronze Star.

In all three cases, the expressive inversion enhances the rhetorical effect by making the blessings memorable. Additionally, each speech is tailored to traditional presidential rhetoric, allowing each president to address his time's specific needs and issues. The structure of beginning with '*may*' underscores the humility and recognition that these results are hoped for and invites the nation to join these prayers.

According to the research results, all the US presidents of the 21st century have used expressive inversion in their inaugural speeches. Trump's inaugural speech (27 instances, 25 %) shows the highest frequency of expressive inversion. In the first inaugural address, Obama used more expressive inversion (24 instances, 22.2 %) than in the second (21 instances, 19.4 %). Bush's inaugural speeches (21 instances, 19.5%) show a relatively modest use of expressive inversion compared to Trump and Obama. The first (12 instances, 11.2%) had a slightly higher use than the second (9 instances, 8.3%). Biden's Inaugural Speech (15 instances, 13.9%) is mid-range, showing a moderate use of expressive inversion.

Thus, Trump's inaugural speech had the highest percentage of expressive inversion (25%), followed by Obama's first inaugural speech, which contributed 22.2% of the total. The speeches of both Bush's inaugurals show relatively lower occurrences than the others. For more detailed information, see Table 1.

The high frequency of expressive inversion can be explained by the fact that this stylistic device, known since ancient rhetoric, allows to put the most essential components of the statement for the speaker in a strong (non-neutral) position. Figure one demonstrates the frequency of expressive inversion usage in inaugural addresses by four U.S. presidents (Barack Obama, Joseph Biden, George W. Bush, and Donald Trump).

Table 1

Expressive Inversion in Inaugural Addresses

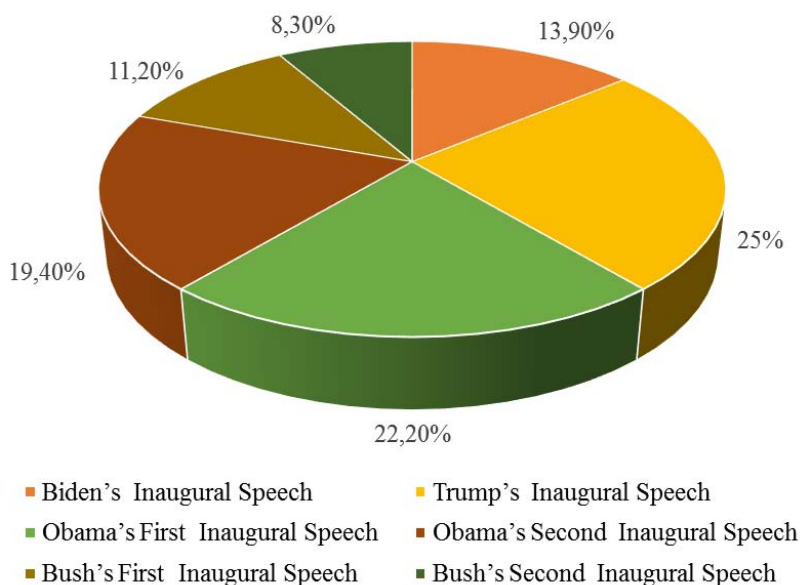| Inaugural Address	Frequency	Percentage
Bush's First Inaugural Speech	12	11.2 %
Bush's Second Inaugural Speech	9	8.3 %
Obama's First Inaugural Speech	24	22.2 %
Obama's Second Inaugural Speech	21	19.4 %
Trump's Inaugural Speech	27	25 %
Biden's Inaugural Speech	15	13.9 %
Total	108	100 %

Figure 1. Frequency of Expressive Inversion in Inaugural Addresses

The frequency of the use of inversion in the presidents' inaugural speeches suggests the choice of a communicative strategy that defines the purpose of influencing the audience and forms the personal image of the politician. Inversion is the stylistic basis of the inaugural rhetoric of Obama and Trump (we observe a high frequency of inversion use). Obama chooses the communicative strategy of *integration* in his inaugural speech. The domination of the personal pronoun *'we'* in inversion constructions is often strengthened by the anaphor '*together*', which is placed at the beginning of the sentence, occupying a strong position ('*Together, we determined that a modern economy requires railroads and highways to speed travel and commerce, schools and colleges to train our workers. Together, we discovered that a free market only thrives when there are rules to ensure competition and fair play. Together, we resolved that a great nation must care for the vulnerable, and protect its people from life's worst hazards and misfortune*' [Obama, 2013]). Such a technique aims to evoke enthusiasm, optimism in the addressee, and confidence that everything will work out and inevitably change for the better. This intention to unite Americans and demonstrate the inseparable connection between the government and the people creates the image of Obama as the '*father of the nation*'.

In the case of Trump's speech, the choice of putting himself as a new ruler in *opposition* to his predecessors is obvious. He opposes promises of a 'bright future' to the 'dark past'.

Inversion frequently performs the expressive-evaluative function concerning the mistakes of predecessors (exaggeration while describing the 'dark past'): *'For many decades, we've enriched foreign industry at the expense of American industry…'* [Trump, 2017]; *'One by one, the factories shuttered and left our shores…'* [Trump, 2017]; *'From this day forward, a new vision will govern our land. From this moment on, it's going to be America First'* [Trump, 2017]. In Trump's speech, inversion is often strengthened by antithesis; the speaker's goal, in this case, is to arouse the audience's belief in rapid cardinal changes. In terms of creating a politician's image, inversion emphasizes the otherness of a person (Trump), his difference from the rest (predecessors), and, as a result, positioning himself as the '*savior of the nation'*.

We should note that in both Obama and Trump, the expressively emotional vector of inversion is aimed at emphasizing the material aspects, i.e., specific problems of the state and specific actions to solve these problems (compare: *'That we are in the midst of crisis is now well understood… For everywhere we look, there is work to be done. The state of our economy calls for action, bold and swift'* [Obama, 2009] and '*But for too many of our citizens, a different reality exists: Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation; an education system, flush with cash, but which leaves our young and beautiful students deprived of knowledge… We will build new roads, and highways, and bridges, and airports, and tunnels, and railways all across our wonderful nation'* [Trump, 2017]).

Thus, in Obama's and Trump's speeches, the high frequency of inversion use indicates not only the intention to have an emotional impact or influence the audience's opinion but also the desire to create a logical chain at the cognitive level, i.e., to form a certain conviction and induce a specific action.

The speeches of Bush and Biden appeal to abstract concepts (feelings) in contrast to those of Obama and Trump. They are much less full of inversion. Inversion here is only a stylistic component of inaugural rhetoric. In both of Bush's speeches, inversion, as we have already noted, is part of the metaphorical structure and acts as a way of creating a vivid visual image of freedom and democracy, thus forming the communicative strategy of *creating an ideal* and the goal of encouraging the audience to follow this ideal of liberation and democratization of the whole world ('*Through much of the last century, America's faith in freedom and democracy was a rock in a raging sea*' [Bush, 2001]; '*By our efforts, we have lit a fire as well – a fire in the minds of men. It warms those who feel its power, it burns those who fight its progress, and one day this untamed fire of freedom will reach the darkest corners of our world…*' [Bush, 2005]).

Researchers have noted the intentional aphorization of Bush's speeches through the creation of plastic visual images. Thus, Elina Kushch believes that Bush's use of aphorisms in his speeches is a means of codifying national and universal values [Kushch, 2022, p. 25], which are the semantic dominant of the president's inaugural speeches. For this reason, Elina Kushch considers Bush to embody 'emotional intelligence' [Kushch, 2022, p. 27]. Agreeing with the researcher, we should add that such a communicative strategy of the president contributes to forming the image of the '*emotional intelligence of the nation*' realized in the image of a fiery freedom fighter.

Unlike George W. Bush, Joe Biden, in his inaugural address, acts more like a preacher, as his speech is characterized by accessible language and simple syntax with predominantly simple sentences; it is full of allusions to the Bible and appeals to the inner world of man. It aims to arouse the best feelings of the listeners, which is stylistically emphasized by inversion ('*Many centuries ago, Saint Augustine, a saint of my church, wrote that a people was a multitude defined by the common objects of their love… We can do this if we open our souls instead of hardening our hearts. If we show a little tolerance and humility. If we're willing to stand in the other person's shoes just for a moment. Because here is the thing about life: There is no accounting for what fate will deal you*' [Biden, 2021]). Such a communicative strategy gets the features of *fascination*, i.e. such a way of organizing verbal influence, which increases the degree of information impact on the recipient's behavior. It brings a person into a special state where they begin to perceive information uncritically, taking it *on faith*. In this kind of speech organizing, inversion is an additional component accentuating the senses that recipients are encouraged to believe. This strategy births the president's image as the *"conscience of the nation"*.

Conclusions

The study has shown that in the inaugural speeches of US presidents, being an essential segment of political discourse, inversion performs not only the so-called universal functions (logical, grammatical, communicative, pragmatic, and structural-semantic) identified by researchers for any text but also expressive, emotional-evaluative, stylistic, and figurative-semantic ones. The style of inaugural addresses created employing inversion fulfills these tasks and brings political discourse closer to journalism and fiction discourse.

Intentional change of word order, contributing to the formation of a metaphor or epithet, is aimed at creating a vivid image in the addressee's mind, evoking emotions and forming evaluative judgments desirable for the addressee. Thus, inversion, performing expressive, emotional-evaluative, stylistic, or figurative-semantic functions, has a powerful cognitive impact, turning it into an effective tool of persuasion. Inversion functions do not appear in their pure form. Instead, they often complement each other, creating a complex layered impact. However, the expressive function is the most frequently used, underscoring its importance in conveying persuasive and dynamic content in presidential speeches.

The study focuses on how expressive inversion is used in the inaugural speeches of U.S. presidents. According to the research results, all the US presidents of the 21st century have used expressive inversion in their inaugural speeches. Trump's inaugural speech had the highest percentage of expressive inversion (25%), followed by Obama's inaugural speeches, 22.2% and 19.4%, respectively. Biden's Inaugural Speech (13.9%) is mid-range, showing a moderate use of expressive inversion. The speeches of both Bush's inaugurals show relatively lower occurrences than the others.

The frequency of its use in the presidents' inaugural speeches suggests the choice of a communicative strategy that defines the purpose of influencing the audience and forms the personal image of the politician.

In Obama's speeches, inversion is the basis of the integration strategy, emphasizing the unity of Americans and the relationship between the people and the government, creating the president's image as a 'father of the nation'. Trump uses the inversion to oppose himself to his predecessors, emphasizing the need for radical change, creating the image of a 'savior of the nation'. In Bush's speeches, inversion is part of metaphorical constructions that create vivid images of freedom and democracy, forming a strategy of idealization that strengthens the president's image as the 'emotional intelligence of the nation'. Using simple syntax and appealing to religious themes, Biden uses inversion as a means of fascination, forming the image of the 'conscience of the nation'.

Thus, in Obama's and Trump's speeches, the high frequency of inversion use indicates not only the intention to have an emotional impact or influence the audience's opinion but also the desire to create a logical chain at the cognitive level, i.e., to form a certain conviction and induce a specific action. The speeches of Bush and Biden are much less full of inversion. Inversion here is only a stylistic component of inaugural rhetoric.

To conclude, expressive inversion is crucial in inaugural speeches, where the president sets the tone for his administration and seeks to inspire unity and action. An area worth further investigation is researching the peculiarities of reproducing the functional features of expressive inversion in translating US presidents' inaugural speeches into Ukrainian.

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PRAGMATIC POTENTIAL OF EXPRESSIVE INVERSION IN CONTEMPORARY POLITICAL DISCOURSE: A CASE STUDY OF U.S. PRESIDENTIAL INAUGURAL ADDRESSES

Nataliia M. Tymoshchuk, Vinnytsia Institute of Trade and Economics of State University of Trade and Economics (Ukraine)
e-mail: n.tymoshchuk@vtei.edu.ua

Expressive inversion is a crucial element of modern political discourse, where politicians widely use it to enhance emotional impact and draw attention to key ideas of their political speeches. *The aim* of the article is determination expressive inversion pragmatic potential in modern political discourse. Expressive inversion draws the listeners' attention to the part of the sentence that the speaker considers the most important or informative. The relevance of our study is based on the necessity of researching the use of expressive inversion in current political discourse, such as the inaugural speeches of US presidents. This study may also enrich research on the political speeches of American presidents and have some implications for the analysis of political discourse. The research methods of the article combine the discourse analysis method, the style analysis method, the pure sampling method, and the comparative method. In our study, six inaugural speeches by four U.S. presidents (Democrats Barack Obama, and Joseph Biden, and Republicans George W. Bush and Donald Trump) were subjected to stylistic analysis, with a focus on the use of expressive inversion as a stylistic device.

Conclusions. The study has shown that in the inaugural speeches of US presidents, being an essential segment of political discourse, inversion performs not only the so-called universal functions (logical, grammatical, communicative, pragmatic, and structural-semantic) identified by researchers for any text but also expressive, emotional-evaluative, stylistic, and figurative-semantic ones. The style of inaugural addresses created employing inversion fulfills these tasks and brings political discourse closer to journalism and fiction discourse. Intentional change of word order, contributing to the formation of a metaphor or epithet, is aimed at creating a vivid image in the addressee's mind, evoking emotions and forming evaluative judgments desirable for the addressee. Thus, inversion, performing expressive, emotional-evaluative, stylistic, or figurative-semantic functions, has a powerful cognitive impact, turning it into an effective tool of persuasion. Inversion functions do not appear in their pure form. Instead, they often complement each other, creating a complex layered impact. However, the expressive function is the most frequently used, underscoring its importance in conveying persuasive and dynamic content in presidential speeches.

The study focuses on how expressive inversion is used in the inaugural speeches of U.S. presidents. According to the research results, all the US presidents of the 21st century have used expressive inversion in their inaugural speeches. Trump's inaugural speech had the highest percentage of expressive inversion (25%). The speeches of both Bush's inaugurals show relatively lower occurrences than the others.

The frequency of its use in the presidents' inaugural speeches suggests the choice of a communicative strategy that defines the purpose of influencing the audience and forms the personal image of the politician. In Obama's speeches, inversion is the basis of the integration strategy, emphasizing the unity of Americans and the relationship between the people and the government, creating the president's image as a 'father of the nation'. Trump uses the inversion to oppose himself to his predecessors, emphasizing the need for radical change, creating the image of a 'savior of the nation'. In Bush's speeches, inversion is part of metaphorical constructions that create vivid images of freedom and democracy, forming a strategy of idealization that strengthens the president's image as the 'emotional intelligence of the nation'. Using simple syntax and appealing to religious themes, Biden uses inversion as a means of fascination, forming the image of the 'conscience of the nation'. Thus, in Obama's and Trump's speeches, the high frequency of inversion use indicates not only the intention to have an emotional impact or influence the audience's opinion but also the desire to create a logical chain at the cognitive level, i.e., to form a certain conviction and induce a specific action. The speeches of Bush and Biden are much less full of inversion. Inversion here is only a stylistic component of inaugural rhetoric.