

An Analysis of Engagement Resources of Donald Trump's 2024 Presidential Re-election Announcement Speech

Nguyen Thi Bich Giang¹, Tran Xuan Hiep²

¹School of Languages, Humanities and Social Sciences, Duy Tan University, Vietnam

²The University of Da Nang, University of Science and Education, Vietnam

Correspondence: Tran Xuan Hiep, The University of Da Nang, University of Science and Education, Vietnam.

E-mail: txhiep@ued.udn.vn

Received: February 20, 2025

Accepted: March 31, 2025

Online Published: April 23, 2025

doi:10.11114/smc.v13i3.7665

URL: <https://doi.org/10.11114/smc.v13i3.7665>

Abstract

This study analyzes Donald Trump's use of Engagement resources in his 2024 re-election announcement speech through the lens of Martin and White's (2005) Appraisal Theory. Using descriptive, qualitative, and quantitative methods, the study identifies 466 Heteroglossic instances (61.5%) compared to 300 Monoglossic ones (38.5%), indicating Trump's preference for dialogic engagement. Within Heteroglossia, he strategically employs 241 instances of Contract-mainly Deny (33.0%) and Counter (12.2%)-to reject or counter alternative perspectives. Additionally, he uses 225 instances of Expand, particularly Entertain (35.5%) and Acknowledge (12.9%) to show openness to other viewpoints. Notably, no instances of Distance were found. Proclaim resources, such as Concur, Pronounce, and Endorse, are selectively used to assert authority and reinforce his stance. His rhetorical strategy balances limiting and expanding dialogic space to demonstrate a nuanced persuasive approach. The study offers insights into campaign rhetoric and its applications in teaching and learning English, particularly in enhancing critical language awareness, persuasive skills, debate abilities, and media analysis.

Keywords: appraisal theory, engagement resources, heteroglossic, monoglossic, re-election announcement speech

1. Introduction

Election campaigns epitomize the concept of "*doing things with words*" (Austin, 1975), functioning as quintessential speech acts designed to prompt audience action (Chang & Mehan, 2006). Trent and Friedenberg (2008), drawing on Bitzer's (1999) theory of rhetorical situation, outline four primary objectives of a presidential announcement speech: declaring candidacy, dissuading other contenders, explaining motivations for running and articulating campaign principles. These speeches often follow a strategic pattern, incorporating both "*acclaims*" and "*attacks*" (Benoit et al., 2008). "*Acclaims*" highlight the candidate's strengths and achievements, while "*attacks*" seek to undermine opponents. The research indicates that "*acclaims*" typically outnumber "*attacks*", resulting in predominantly positive speeches that enhance the candidate's image and set a constructive campaign tone (Benoit et al., 2008). Re-election announcement speeches are particularly significant, as they allow incumbents to emphasize their achievements, outline future goals, and re-engage with the electorate.

American election campaigns are highly competitive and prolonged contests between candidates from opposing political spectrums (Trent & Friedenberg, 2008). They commence with the official candidacy announcements of prospective presidential contenders from the Democratic and Republican parties. These announcement speeches are crucial, as they formally introduce candidates to the electorate and set the stage for the campaign. Such speeches aim to present candidates positively, shape voter perception, and establish key electoral narratives. They play a pivotal role in forming voters' initial impressions of a candidate's character and political message. In this context, Donald Trump, the 45th president of the United States, announced his candidacy for a nonconsecutive second term on November 15th, 2022, for the 2024 presidential election. This study examines the Engagement resources in Trump's 2024 re-election announcement speech based on the framework of Martin and White's (2005) Appraisal Theory to explore how he strategically manages interpersonal positioning and constructs persuasive arguments. Grounded in the Appraisal framework within Systemic Functional Linguistics, this research focuses on analysing how Trump employs both Monoglossic and Heteroglossic

Engagement resources to assert his authorial voice, align with his target audiences, and craft persuasive political discourse.

Research Objectives

This study aims to achieve the following objectives:

- Identify the Engagement resources found in Donald Trump's 2024 re-election announcement speech.
- Determine the frequency of Engagement resources identified in Donald Trump's 2024 re-election announcement speech.
- Analyze how Engagement resources are implemented in Donald Trump's 2024 re-election announcement speech.

Research questions

This article aims to answer the following research questions:

- What types of Engagement resources are found in Donald Trump's 2024 re-election announcement speech?
- What are the frequencies of Engagement resources identified in Donald Trump's 2024 re-election announcement speech?
- How are Engagement resources implemented in Donald Trump's 2024 re-election announcement speech?

Research Significance

This study investigates the Engagement resources in Donald Trump's re-election announcement speech to provide valuable insights into his political communication strategies. By examining how he manages discourse to connect with voters, convey messages, and contrast himself with opponents, the research contributes to a deeper understanding of political rhetoric. It also informs campaign strategy development, enhances media and rhetoric studies, and promotes public political literacy. Furthermore, the study advances English teaching and learning by fostering critical language awareness, improving persuasive writing and speaking skills, facilitating political discourse analysis, expanding vocabulary and grammar knowledge, and encouraging debate practice and audience awareness.

2. Theoretical Background

Appraisal

The Appraisal Theory (AT) framework, developed by linguist James R. Martin during the 1990s *"Write it Right"* project and supported by scholars such as Peter White, Rick Iedema, and Joan Rothery in Sydney (Ruo-mei, 2016), represents a significant advancement in the study of interpersonal meaning within Systemic Functional Linguistics (SFL) (Wang, 2001). Martin and White's Appraisal Theory (2005) originates from the Systemic Functional Linguistics approach pioneered by Halliday (1994). According to SFL, language serves three primary functions: the ideational function, interpersonal function, and textual function.

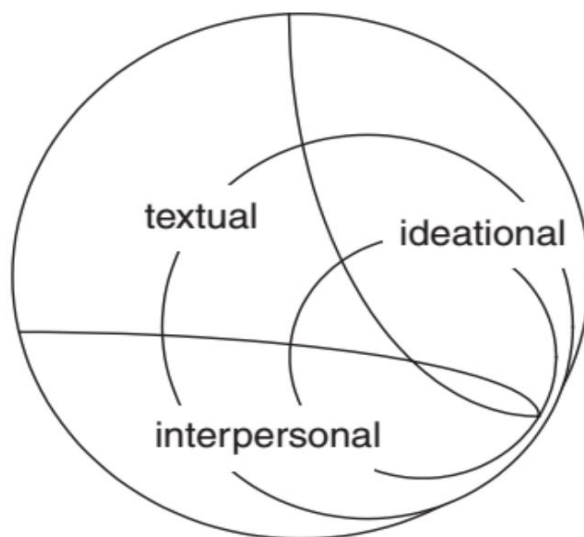


Figure 1. Three Meta-functions of Language
(adapted from Martin & White, 2005, p. 12)

Martin and White (2005) position their framework as an interpersonal system at the level of discourse semantics. Semantically, Appraisal Theory comprises three interconnected domains: Attitude, Engagement, and Graduation. Attitude encompasses *"feelings, including emotional reactions, judgments of behavior, and evaluations of things"* (Martin & White, 2005, p. 35). Engagement focuses on *"sourcing attitudes and the interplay of voices around opinions in discourse"* (p.

35). Graduation pertains to the “*amplification of attitude*” and the “*grading of phenomena*” (p. 35).

These systems are further subdivided: Attitude into Affect, Judgment, and Appreciation; Engagement into Monoglossia and Heteroglossia; and Graduation into Force and Focus. This comprehensive framework provides valuable insights into how language shapes interactions and influences perceptions. The systems and subsystems of the Appraisal framework are outlined in Figure 2.

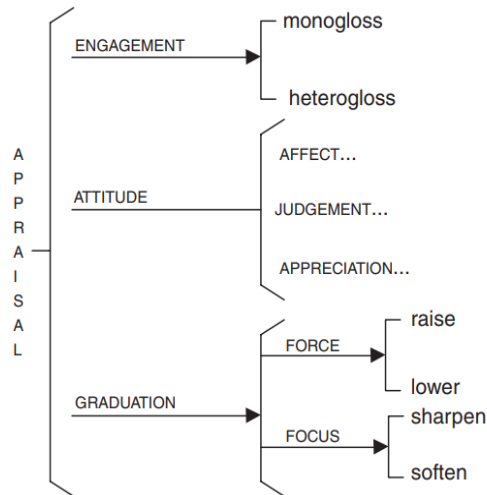


Figure 2. An Overview of Appraisal Resources (Martin & White, 2005, p. 38)

Engagement

Grounded in the theoretical framework of Systemic Functional Linguistics (SFL), Engagement functions as a key interpersonal system of meaning at the level of discourse semantics. It focuses on how speakers or writers explicitly position themselves in relation to other perspectives within a discourse. Figure 3 presents a detailed system network for Engagement. A fundamental distinction in the Engagement system is whether an utterance is Monoglossic (single-voiced), lacking explicit reference to other voices or viewpoints, or Heteroglossic (multi-voiced), in which the textual voice invokes, accommodates, or challenges other perspectives within the communicative context (Bakhtin, 1981). This distinction highlights the dynamic nature of discourse and the interaction of multiple viewpoints in communication.

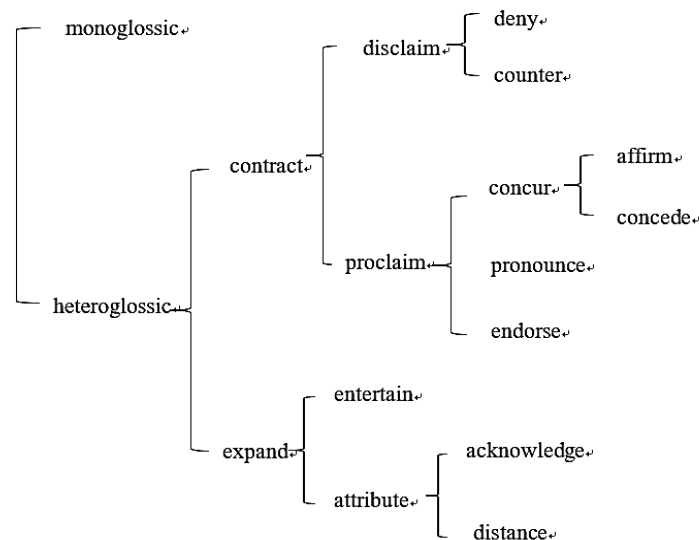


Figure 3. The Engagement Resources of Appraisal (adapted from Martin & White, 2005, p. 134)

i. Monoglossic Engagement

In "Monoglossic" or single-voiced utterances, the textual voice deliberately avoids recognizing or invoking other voices or viewpoints to assert an autonomous and authoritative stance (White, 2001). This strategic choice is influenced by

various contextual factors, including the text's overall communicative objectives and the specific nature of the proposition (Martin & White, 2005). Bare assertions, such as "*The banks have been greedy.*" are often presented as taken-for-granted or universally accepted truths. However, when such assertions involve controversial claims, they become subject to debate, requiring further support and clarification to address potential disagreements (Martin & White, 2005). This dynamic interplay between the speaker's position and the audience's potential reactions underscores the power of language in shaping discourse and influencing perceptions.

ii. Heteroglossic Engagement

Heteroglossia, in contrast to Monoglossia, encompasses propositions that invite or accommodate dialogic alternatives (Martin & White, 2005). This concept reflects the inclusion of multiple voices and perspectives within a text or discourse. Martin and White (2005) further explain that Heteroglossia embodies dialogic diversity, categorized into two broad types: Dialogic Contraction and Dialogic Expansion. This classification underscores the complexity and richness of engaging with multiple perspectives in discourse.

Dialogic Contraction

The resources for Dialogic Contraction are divided into two fundamental categories: "Disclaim" and "Proclaim" (Figure 3). These features, serving as entry points to more nuanced options, function to "Contract" or narrow the dialogic space for alternative propositions and perspectives. This strategic classification highlights the deliberate choices speakers make to control the scope of discourse and assert their viewpoints persuasively.

Contract involves conveying meanings that, while acknowledging external voices in discourse, simultaneously restrict or exclude these dialogic alternatives within the text or speech. This subsystem consists of two categories: Disclaim and Proclaim.

- **Disclaim** refers to strategies through which the authorial or textual voice rejects opposing viewpoints. It is realized through two mechanisms: *Deny* and *Counter-expectation*.

+ **Deny** involves the writer's or speaker's negation of a proposition, typically expressed through negative markers such as *not*, *no*, *none*, *nothing*, *never* and etc..

+ **Counter** presents the current proposition as replacing or overriding an expected one. This is signaled by various lexicogrammatical resources, including Concessive Conjunctions and Connectives (e.g., *although*, *however*, *but*, *yet*) as well as Adjuncts (e.g., *even*, *only*, *just*, *still*) (Martin & White, 2005).

- **Proclaim** involves the authorial support or endorsement of a proposition in a way that dismisses alternative positions. Martin and White (2005) identify three primary options within the Proclaim system: *Concur*, *Pronounce*, and *Endorse*.

- **Concur** signals that the speaker's voice aligns with or shares the same knowledge as a projected conversational partner, emphasizing a harmonious and unified perspective (Martin & White, 2005). In concurring, the textual voice aims to either *Affirm* (e.g., *obviously*, *of course*, *naturally*)—often through rhetorical questions—or *Concede* (e.g., *admittedly*, *certainly*, *sure*), acknowledging a point while maintaining the author's stance.

- **Pronounce** features formulations that express explicit authorial emphasis, direct interventions, or interpolations (Martin & White, 2005). The resources for such pronouncements include assertive statements such as "*I contend...*", "*The facts of the matter are...*", "*The truth is...*", and "*You must agree that...*". Additionally, certain comment adjuncts, such as "*really*", "*indeed*", and "*in fact*", further reinforce the author's stance.

- **Endorse** refers to instances where the authorial voice presents external propositions as unquestionably valid and reliable. This is typically achieved through specific reporting verbs such as "*show*", "*prove*", "*demonstrate*", "*find*", and "*point out*" (Martin & White, 2005; Halliday & Matthiessen, 2004).

Dialogic Expansion

Expand refers to meanings that allow for alternative positions and voices alongside the authorial voice. The resources for *Dialogic Expansion* fall into two main categories: Entertain and Attribute (Figure 3). Both categories play a crucial role in broadening the dialogic space to allow for the inclusion of alternative propositions and diverse viewpoints.

• Entertain suggests that the authorial voice is just one of several possible positions to create space for other voices. It can be expressed through modal auxiliaries ("*may*", "*might*", "*could*", "*must*", etc. modal adjuncts ("*perhaps*", "*probably*", "*definitely*", "*apparently*", etc.), modal Attributes ("*it's possible that*", "*it is likely that*", etc.), modalized projections ("*I suspect*", "*I think*", "*I believe*", "*I doubt*", "*I am convinced*", "*in my view*" etc.), evidentials ("*it seems*", "*it appears*", "*it is apparent*", "*the research suggests*", etc.), certain rhetorical or expository questions (Martin & White, 2005, p. 110), and propositions, as do conditionals (if-clauses) (White, 2003, pp. 272–274).

- Attribute focuses on how external voices are presented within the text, with reported speech being the most common method to convey this meaning. Attribute is further categorized into *Acknowledge* and *Distance*.

° ***Acknowledge*** involves "locutions where there is no clear indication of the authorial voice's stance regarding the proposition" (Martin & White, 2005). Some phrases related to acknowledge are "*X said...*", "*X believes ...*", "*According to X*", "*In X's view*" and so on.

° ***Distance***, on the other hand, involves an explicit separation of the authorial voice from the Attributed material, often conveyed by some phrases like "*X claims that*", "*it's rumored that*", etc.

3. Review of Previous Studies

The study of Engagement, within the Appraisal framework of Systemic Functional Linguistics (SFL), offers valuable insights into how writers and speakers position their voices and interact with alternative perspectives across various contexts. Researchers have examined Engagement patterns across disciplines and genres, revealing both consistency and variation. In academia, studies have explored the use of Engagement resources in research article introductions (Deng et al., 2024), M.A. theses (Hemmati & Validi, 2024), and scientific research articles (Ma, 2021). These studies demonstrate how skilled writers deliberately employ Engagement techniques to foster dialogic interactions—either aligning with or distancing themselves from other perspectives—while also adhering to the expectations of their scholarly communities. Beyond academic writing, Engagement strategies have also been studied in genres intended for public audiences, such as sports journalism (Alwohaibi & Alyousefi, 2023) and blog posts about the COVID-19 pandemic (Tessuto, 2022). These studies illustrate how writers in these contexts use evaluative language and Heteroglossic discourse strategies to connect with readers, express interpersonal perspectives, and shape public perceptions of events and issues. Additionally, cross-disciplinary and cross-cultural comparisons reveal distinct Engagement strategies shaped by disciplinary norms and cultural influences (Sun & Zhang, 2022; Alaramadan, 2020). In Vietnam, domestic research highlights diverse linguistic strategies across various genres, demonstrating both similarities and differences in how writers employ Engagement resources (Van & Ha, 2021; Pham, 2021; Huynh, 2020; Tran, 2018; Nguyen, 2017). Overall, Engagement research deepens our understanding of how writers and speakers construct authorial identities and achieve communicative goals, offering significant implications for writing literacy and public communication.

Engagement resources in political speeches are essential for understanding how leaders communicate, persuade, and assert their ideologies, making this area a significant focus for researchers. Studies by Respati and Setyaningsih (2003), Miller (2004), Becker (2009), Helander (2014), Ismail (2019), and Ziliwu (2020) examine these strategies through the lens of Appraisal Theory in various political contexts. They reveal how speakers use Monoglossic and Heteroglossic resources to position themselves and align with their audiences, often employing techniques like "*Entertain*" and "*Proclaim*" to reflect power dynamics and ideologies. For instance, Respati and Setyaningsih (2003) focus on Obama's victory speeches, Miller (2004) examines Bush's UN speech, and Helander (2014) analyzes Churchill and Blair's rhetoric. Becker (2009) contrasts British and German election interviews, while Ismail (2019) and Ziliwu (2020) analyze Obama's Cairo speech and Les Brown's motivational speech. These studies highlight the diversity of Engagement resources across various political contexts.

Research on Engagement strategies in campaign speeches has also been a popular subject among linguistic researchers. Studies by Quam et al. (2016), Ajayi (2019), Abubakar (2022), and Abubakar and Ohwovoriole (2023) provide insights into how candidates use Engagement resources to persuade and engage voters. Quam and et al. (2016) analyze U.S. presidential candidates' communication strategies, highlighting Trump's direct and repetitive language in contrast to Clinton and Sanders' mix of expansive and contractive strategies. Ajayi (2019) examines Nigerian social media Engagement with political issues, emphasizing Facebook as a platform for political discourse. In 2022, Abubakar analyzed Nigerian presidential speeches from the 2015 election using Martin and White's Appraisal Theory to demonstrate how Buhari and Jonathan utilized distinct Engagement resources. These studies underscore the strategic use of language in political communication, with common strategies including proclamations, denials, and rhetorical questions that reveal variations in candidates' approaches to connecting with audiences and persuading voters.

Despite extensive research on Engagement resources in political discourse, gaps remain regarding Trump's 2024 re-election speech. Limited studies focus on Engagement in re-election announcements, and Trump's 2024 rhetoric has yet to be analyzed linguistically. The balance between Monoglossic and Heteroglossic strategies, his evolving rhetorical approach since 2016, and his persuasive techniques require further exploration. Additionally, little attention has been given to the speech's cross-cultural and media reception or comparisons with other political genres. Addressing these gaps will enhance the understanding of how Trump's 2024 re-election speech employs Engagement resources to influence voters and shape public discourse.

4. Methodology

Research Design

This study employs a mixed-methods approach, utilizing descriptive, qualitative, and quantitative methodologies to analyse of the Engagement resources utilized in Donald Trump's 2024 re-election announcement speech. Grounded in Martin and White's Appraisal Theory, particularly the Engagement subsystem, the study categorizes the language Trump employs to manage interpersonal positioning and negotiate relationships with his audience. By analyzing these Engagement resources, the research investigates how Trump strategically uses Monoglossic and Heteroglossic resources to assert his authorial voice, align with his target audience, and construct persuasive political discourse.

Research Subject

This research utilizes data from Donald Trump's 2024 presidential re-election announcement speech, delivered on November 15th, 2022

Data Sources

The data for this research consist of a YouTube video (<https://www.youtube.com/watch?v=6OlfQvVrSOw>) and its corresponding transcript, which is the primary data source obtained from the website (<https://www.rev.com/blog/transcripts/former-president-trump-announces-2024-presidential-bid-transcript>).

Data Collection

The data for this study are drawn from the utterances in Donald Trump's 2024 re-election announcement speech. The data collection process involved several steps: First, the speech video was downloaded. Next, the video was watched, and a transcript was created. The transcript was then reviewed multiple times to ensure accuracy and identify segments potentially containing Engagement resources. Finally, during the analysis, instances of Engagement resources in the speech were classified.

Data Analysis

The data analysis for this research employs a mixed-methods approach, following several logical steps. Initially, a descriptive analysis identifies and documents the Engagement resources in the speech to systematically catalogue various strategies such as evaluative language and interpersonal mechanisms. Subsequently, a qualitative analysis utilizes the Appraisal framework to classify these resources into categories like Monoglossic and Heteroglossic Engagement to interpret their rhetorical roles within the speech. Finally, a quantitative analysis measures the frequency and distribution of these Engagement resources to provide statistical insights into their prevalence and impact. This integrated approach ensures that conclusions are based on empirical data to offer a comprehensive evaluation of how Trump employs Engagement resources to enhance the effectiveness of his speech.

5. Findings and Discussions

Based on Martin and White's (2005) Engagement framework within Appraisal Theory, this analysis investigates the Engagement resources employed by Donald Trump in his 2024 presidential re-election announcement speech, focusing on Monoglossic and Heteroglossic Engagement. Utilizing descriptive, qualitative, and quantitative methods, the study systematically documents, categorizes, and measures the frequency of these Engagement resources. The findings illustrate how Trump leverages these strategies to effectively connect with and persuade voters.

Monoglossic Engagement

In Donald Trump's 2024 re-election announcement address, he employs *Monoglossic* statements to assert his independent views, with 300 occurrences identified throughout the speech. The following example illustrates his use of *Monoglossic Engagement*.

Example 1: "*The decline of America is being forced upon us by Biden and the radical left lunatics running our government right into the ground.*" (S153, M42).

This example highlights Donald Trump's use of *Monoglossic* statements to assert his perspective as an uncontested truth. He strongly criticizes the current administration and its policies. He depicts the situation as a definite and unavoidable decline and directly blames President Biden and the "*radical left*" for the nation's issues. By using such decisive language, Trump does not acknowledge any alternative explanations or viewpoints. Instead, he presents his opinion as the only valid interpretation of events to suggest that the country's decline is an undeniable reality caused by the current leadership.

This rhetorical strategy aims to convince his audience that his perspective is the sole correct one and seeks to garner support by presenting the situation in stark and definitive terms. By using *Monoglossic* statements, he reinforces his narrative and solidifies his role as a leader capable of reversing the perceived decline.

Heteroglossic Engagement

Heteroglossia involves multiple voices and viewpoints in discourse (Martin & White, 2005). In his 2024 re-election speech, Trump strategically engages both supporters and critics through *Dialogic Contraction* and *Dialogic Expansion*.

Dialogic Contraction

This strategy limits alternative viewpoints to reinforce Trump's position, primarily through *Disclaim* (rejecting opposition) and *Proclaim* (asserting certainty).

Disclaim

Trump employs *Disclaim*, including *Deny* and *Counter* strategies, to challenge opposing perspectives and strengthen his stance.

- Deny

Trump demonstrates negation or refutation through the *Deny* strategy in the following example.

Example 2: "Anytime in the history of the world, there's **never** been an economy like we had just two years ago." (S197, D30, DD25).

In this instance, Trump categorically rejects the notion that any other period in history had an economy as strong as the one he refers to. The phrase "*there's never been*" serves to negate the possibility of comparison or counterargument and refutes any claims that other economies could have been equally successful. Within the context of this research, which analyzes his 2024 presidential re-election announcement speech, this statement exemplifies how Trump uses *Deny* to assert the superiority of his economic record and dismiss any opposing perspectives or historical comparisons. This rhetorical strategy emphasizes the uniqueness and superiority of the economic conditions under his presidency while distancing his claims from alternative viewpoints.

- Counter

Donald Trump demonstrates his counterargument by employing a *Counter* strategy in the following example:

Example 3: "The Washington establishment wants to silence us, **but** we will not let them do that." (S353, D590, DC19).

In this instance, Trump employs a *Counter* strategy by using the conjunction "*but*" to highlight a contrast between the Washington establishment's aim to silence his supporters and his resolute intention to resist that effort. By acknowledging the opposing force and immediately countering it with his own firm stance, he effectively reduces the impact of the opposing argument and strengthens his own position. This example illustrates how Trump utilizes the *Counter* strategy to challenge and undermine the opposition's narrative while reinforcing his message of defiance and determination.

-The Frequencies of Subcategories of Disclaim

In Donald Trump's re-election announcement speech, there are 211 instances of *Disclaim*, comprising 154 instances of *Deny* and 57 instances of *Counter*.

Table 1. The Subcategories of Disclaim

The Subcategories of Disclaim	Frequency
Deny	154
Counter	57
Total	211

In Donald Trump's re-election announcement speech, the 211 instances of *Disclaim*—comprising 154 instances of *Deny* and 57 instances of *Counter*—reveal his strategic approach to handling and refuting opposing viewpoints. The frequent use of *Deny* indicates Trump's focus on directly refuting and negating specific claims or criticisms, allowing him to assert control over the narrative and dismiss challenges to his position. While *Counter* is used less frequently, it still plays a role in presenting contrastive arguments that address opposing views. The overall distribution shows that Trump's strategy heavily relies on denial to undermine opposition rather than engaging in detailed counter-arguments, thereby maintaining a clear and assertive stance by rejecting criticisms and opposing perspectives. The high overall frequency of *Disclaim* suggests that denial and counter-argumentation are key rhetorical devices that Trump leverages to solidify his political brand, rally his base, and challenge mainstream narratives that may be unfavorable to him, ultimately aligning with and reinforcing his distinctive political identity and objectives.

Proclaim

In Donald Trump's 2024 Presidential Re-election Announcement Speech, the strategy of *Proclaim* is prominently employed to assert support for key propositions and to effectively dismiss alternative perspectives. *Proclaim* includes

three main factors: *Concur*, *Pronounce*, and *Endorse*.

- **Concur**

The strategy of *Concur* is employed by Trump to reinforce agreement with his audience, highlight shared perspectives and consolidate a unified position on his key messages through *Affirm* and *Concede*.

+ **Affirm**

In this remark, the strategy of *Affirm* is used to assert and reinforce Donald Trump's key points, clearly validating his positions and underscoring their importance to his audience.

Example 4: "*And of course, we will do whatever it takes to bring back honesty, confidence, and trust in our elections.*" (S1209, P24, PCA6).

From the above example, it can be seen that Donald Trump employs the strategy of *Affirm* to underscore his commitment to electoral integrity. The key phrase "*of course*" serves a significant role in this affirmation. It implies that the action of restoring honesty, confidence, and trust in elections is an obvious and self-evident commitment. By using "*of course*", he reinforces the notion that his pledge is not just a promise but rather an expected and natural course of action. This reinforces the certainty and firmness of his stance to solidify his position and conveying a sense of inevitable and unquestionable commitment to his audience.

+ **Concede**

In this address, the *Concede* strategy is utilized to acknowledge certain points or criticisms, subtly recognizing opposing views while maintaining Trump's overall position.

Example 5: "*Sure that didn't happen.*" (S53, P1, PCC1).

In this instance, Trump employs the *Concede* strategy to momentarily acknowledge a point or criticism before reaffirming his stance. The word "*Sure*" serves as a brief acknowledgment of an opposing view, creating an impression of openness or consideration. However, this is immediately followed by "*that didn't happen*" which outright dismisses the claim. This technique allows Trump to appear as though he is entertaining alternative perspectives, fostering an illusion of balance or fairness, while swiftly reasserting his narrative. By employing *Concede* in this manner, he acknowledges criticism without genuinely conceding ground, effectively reinforcing his position and giving the appearance of considering alternative views.

- **Pronounce**

Donald Trump utilizes some formulations that concern clear authorial emphases, explicit interventions, or interpolation further reinforce his stance such as "*really*", "*indeed*", "*frankly*", "*virtually*", "*honestly*", and "*in fact*".

Example 6: "*The blood soaked streets of our once great cities are cesspools of violent crimes which are being watched all over the world as leadership of other countries explain that this is what America and democracy is **really** all about.*" (S111, P3, PP2).

Trump employs the strategy of *Pronounce* to assertively emphasize his point. By using the term "*really*", he introduces a strong authorial emphasis to signal that he is making a deliberate intervention in the discussion. When he says "*really all about*", he is not merely stating a fact; he is accentuating his position with a high degree of certainty and authority.

This rhetorical choice highlights his message to make it evident that he perceives the situation as undeniable and beyond dispute. It also conveys a sense of urgency and seriousness to imply that the issues he addresses are crucial to comprehending the current state of America and democracy. In this context, the use of *Pronounce* underscores his intention to dominate the narrative to leave little room for doubt or alternative perspectives.

- **Endorse**

Trump presents externally sourced propositions typically signaled by a select group of reporting or projecting verbs.

Example 7: "*Joe Biden **has** also **proven** that he is committed to indoctrinating our children.*" (S1065, P18, PE1).

For this instance, Trump utilizes the *Endorse* strategy to present propositions from external sources. He attributes the assertion to an external source or prevailing belief rather than solely asserting it himself. This approach employs the verb "*proven*" to give the proposition added credibility and suggest that it is widely accepted or substantiated. By using *Endorse*, he enhances the perceived validity of his claims and shifts the responsibility for the argument away from himself to imply a broader consensus or support.

-The Frequencies of Subcategories of Proclaim

The subcategories of *Proclaim* and their respective frequencies in Donald Trump's 2024 presidential re-election

announcement speech are presented in Table 2 below.

Table 2. The Subcategories of Proclaim

The Subcategories of Proclaim	Frequency
Concur	14
Pronounce	15
Endorse	1
Total	30

The table displays the frequencies of the Proclaim subcategories used by Trump in his re-election address to assert his viewpoints. The Concur subcategory appears 14 times to highlight Trump's frequent use of agreement or validation of certain statements or ideas. Pronounce occurs 15 times, reflecting his tendency to make strong and emphatic assertions with clear authority. In contrast, *Endorse* appears only once, demonstrating Trump's limited reliance on external sources for support. Overall, the total of 30 instances suggests that Trump primarily relies on *Proclaim* strategies that emphasize personal authority and agreement rather than external endorsements.

The Frequencies of the Subcategories of Dialogic Contraction

The following table provides a breakdown of the subcategories within *Dialogic Contraction* and their corresponding frequencies in Donald Trump's 2024 presidential re-election announcement remark.

Table 3. The Frequencies of Subcategories of Dialogic Contraction

Subcategories of Dialogic Contraction		Frequency	Total
Disclaim	Deny	154	211
	Counter	57	
Proclaim	Concur	14	30
	Pronounce	15	
	Endorse	1	
Total			241

The table illustrates the subcategories within Dialogic Contraction utilized in Donald Trump's 2024 presidential re-election announcement address. The data categorizes occurrences into two main groups: *Disclaim* and *Proclaim* under *Disclaim* the types and frequencies are as follows: *Deny* appears 154 times, and *Counter* appears 57 times, totaling 211 instances. In the *Proclaim* category, the occurrences include *Concur* with 14 instances, *Pronounce* with 15, and *Endorse* with just one, amounting to a total of 30 occurrences. The overall frequency of all *Dialogic Contraction* subcategories in the speech amounts to 241. Trump strategically employs these subcategories to shape his public narrative and response. By frequently using *Deny* and *Counter*, he directly addresses and refutes opposition or criticisms to reinforce his stance and minimize challenges. While the limited use of *Proclaim* subcategories, such as *Concur*, *Pronounce* and *Endorse* indicates a less frequent need to assert or endorse specific points, Trump strategically employs these subcategories. This approach highlights his emphasis on defending his position rather than expanding on endorsements or affirmations to align with his broader communication strategy of asserting dominance and addressing perceived attacks.

Dialogic Expansion

Dialogic expansion in Donald Trump's re-election announcement speech introduces a range of alternative positions and voices, categorized into two primary categories—Entertain and Attribute Together, these strategies enhance the dialogic space by incorporating diverse viewpoints alongside his own.

Entertain

In Donald Trump's re-election announcement speech, dialogic expansion, through the use of the *Entertain* resource, allows the authorial voice to acknowledge multiple perspectives by incorporating modal expressions and rhetorical devices that create room for alternative viewpoints.

Example 8: "When given the choice, boldly, clearly and directly, **I believe** the American people will overwhelmingly reject the left's platform of national ruin and they will embrace our platform of national greatness and glory to America, glory." (S157, E5).

This instance demonstrates the use of *Entertain* resource to reflect Trump's personal conviction while acknowledging that his view is one of several possibilities. By using "*I believe*" Trump introduces a degree of subjectivity, suggesting that his perspective is open to interpretation rather than being an absolute certainty. This strategic use of *Entertain* makes his argument more persuasive and engaging by presenting his stance as reasonable and inclusive rather than dogmatic. The emphasis on "*boldly, clearly and directly*" reinforces his confidence in his view while still allowing for alternative

outcomes. This approach softens potentially divisive claims and enhances his argument's appeal and credibility, inviting the audience to see his position as part of a broader and more open discourse.

Attribute

In Donald Trump's re-election announcement speech, the "Attribute" resource highlights how external voices are represented, primarily through reported speech to convey differing perspectives. This strategy is further categorized into *Acknowledge* and *Distance*, reflecting varying degrees of alignment with or separation from the authorial voice.

-Acknowledge

This strategy presents external viewpoints without explicitly disclosing Trump's stance on the matter.

Example 9: "**Many people think** that because of this, China played a very active role in the 2020 election." (S49, A2, AA2).

The phrase "*Many people think*" in this example illustrates the use of "*Acknowledge*" to attribute a viewpoint while maintaining Donald Trump's neutrality regarding the claim. By presenting the assertion as a perspective held by others rather than his own belief or fact, he avoids directly endorsing or rejecting with the viewpoint. This method, characteristic of the *Acknowledge* category, allows him to reference and validate external opinions without explicitly aligning himself with them. By framing the claim as a widely shared belief rather than a personal assertion, he incorporates a broader range of perspectives and enhances its perceived credibility.

-. Distance

Distance involves explicitly separating the authorial voice from the attributed material, often through phrases such as "*X claims that*" or "*It's rumored that*". In Donald Trump's re-election announcement speech, there are no instances of *Distance*, as the speech primarily employs direct attribution without clearly distinguishing the speaker's voice from the referenced viewpoints.

-The Frequencies of Subcategories of Dialogic Expansion

The following table details the frequencies of the subcategories of *Dialogic Expansion*, presenting the total occurrences for *Entertain* and *Attribute (Acknowledge)*, while also noting the absence of *Distance*.

Table 4. The Frequencies of Subcategories of Dialogic Expansion

The Subcategories of Dialogic Expansion		Frequency	Total
Entertain		165	165
Attribute	Acknowledge	60	60
	Distance	0	0
Total			225

Table 4 illustrates the frequencies of subcategories within *Dialogic Expansion* as follows: *Entertain* is used 165 times, *Attribute* (specifically *Acknowledge*) is used 60 times, while *Distance* is not utilized.

In this speech, the high frequency of *Entertain* indicates a deliberate effort to include and consider multiple perspectives to engage the audience and present his views as part of a broader dialogue. This strategy allows him to address various opinions and concerns while framing his stance as reasonable and inclusive. Although *Acknowledge* is used less frequently, it reflects his approach to recognizing and validating external viewpoints without explicitly aligning himself with them. The absence of *Distance* suggests that he opts to present claims and viewpoints in a way that appears directly associated with his perspective rather than distancing himself from them. This choice enhances the impact of his assertions, reinforcing his arguments and making them appear more firmly endorsed by him.

-The Frequencies of Heteroglossic Engagement

The following table summarizes the frequencies and percentages of various subcategories within *Heteroglossic Engagement*, distinguishing between *Dialogic Contraction* and *Dialogic Expansion* categories.

Table 5. The Frequencies of Heteroglossic Engagement

The frequencies of Heteroglossic Engagement					Percentage	Total	Total	Percentage	Total
Heteroglossic Engagement	Dialogic Contraction	Disclaim	Deny	154	33.0%	211	241	51.72%	466
			Counter	57	12.2%				
		Proclaim	Concur	7	1.4%				
			Affirm Concede	14 7	3.0%				
	Dialogic Expansion	Entertain	Pronounce	15	3.2%	225	48.28%		
			Endorse	1	0.2%				
		Attribute	Acknowledge	165	35.5%				
			Distance	60 0	12.9%				

The table above presents the frequencies and percentages of *Heteroglossic Engagement* subcategories in Donald Trump's re-election announcement speech, divided into *Dialogic Contraction* (51.72%) and *Dialogic Expansion* (48.28%). Within *Dialogic Contraction*, *Disclaim* is the dominant strategy, with *Deny* (33.0%) and *Counter* (12.2%) being the most prevalent. In *Dialogic Expansion*, *Entertain* (35.5%) is the primary subcategory, followed by *Attribute* (12.9%), while *Distance* is not present. This distribution highlights Trump's strategic use of *Heteroglossic Engagement* to both assertively refute opposing views and engage a wider audience. His frequent use of *Dialogic Contraction* reinforces his stance by directly challenging alternative perspectives, minimizing opposition, and establishing a clear ideological distinction, while his substantial reliance on *Entertain* allows him to acknowledge diverse viewpoints, making his arguments appear more inclusive. The absence of *Distance* suggests his preference for presenting claims as directly associated with his perspective, strengthening his message and personal endorsement. By emphasizing *Disclaim* through *Deny* and *Counter*, Trump actively challenges opposing voices, constructs a counter-narrative positioning himself as an outsider against the political establishment, and asserts authority by presenting his claims as irrefutable truths. This approach consolidates support among his audience but may alienate those with differing views. The overall focus on *Dialogic Contraction* underscores his rhetorical strategy of maintaining dominance in the conversation while strategically engaging with dissent, and the lack of *Distance* reflects his deliberate intent to remain engaged in the discourse rather than adopting a passive or neutral stance.

The Frequencies of Engagement Resources

In this re-election announcement address, *Monoglossic Engagement* appears 300 times, comprising 39.16% of the total, while *Heteroglossic Engagement* occurs 466 times, making up 60.84%. The following figure illustrates the distribution and frequency of these *Engagement Resources*, emphasizing their relative occurrence in the analyzed speech.

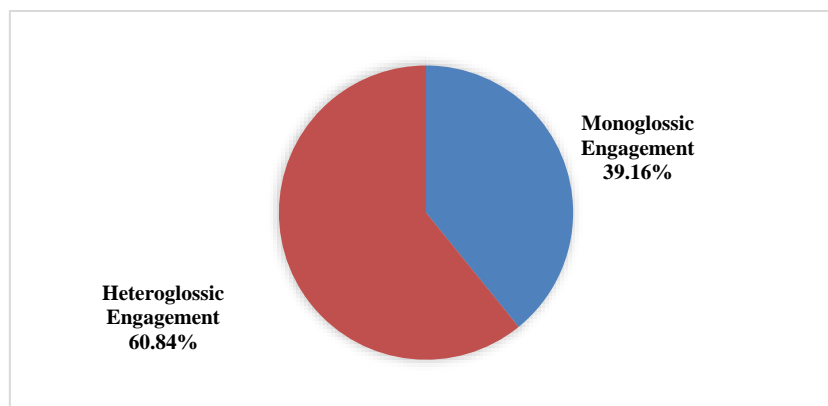


Figure 4. The Frequencies of Engagement Resources

This significant emphasis on *Heteroglossic Engagement* highlights Trump's strategy of actively engaging with a variety of perspectives through techniques such as Acknowledging, Entertaining, and Countering opposing views. By incorporating these strategies, he addresses criticisms and integrates diverse opinions to reinforce his arguments and present his positions as part of a broader discourse. This approach not only makes his assertions more compelling and inclusive but also enhances his credibility and appeal by demonstrating responsiveness to different viewpoints. The chart

underscores Trump's tactical use of *Engagement Resources* to solidify his stance while engaging a wide audience throughout his campaign. Trump's preference for *Heteroglossic* elements indicates a strategic approach to *Engagement* that allows for a more flexible and inclusive communication style. This use of *Heteroglossia* enables him to address multiple viewpoints and foster a dialogue that can resonate with a broader audience. The substantial number of *Heteroglossic* instances suggests that Trump aims to create a sense of connection and relatability with his listeners by acknowledging differing opinions while still maintaining control over the narrative.

6. Conclusions

The analysis of *Engagement Resources* in Donald Trump's 2024 presidential re-election announcement speech reveals a strategic emphasis on *Heteroglossic Engagement*, which constitutes 60.84% of the speech, compared to 39.16% for *Monoglossic Engagement*. This significant focus on *Heteroglossic Engagement*, especially through techniques such as *Acknowledging*, *Entertaining*, and *Countering*, highlights his strategy of addressing criticisms and incorporating diverse viewpoints to enhance the inclusivity and appeal of his arguments while reinforcing his credibility within a broader discourse. Despite this inclusivity, his dominant use of *Contractive* strategies like *Deny* and *Counter* shows an intent to limit dialogic space and assert authority, often marginalizing opposing voices. His reliance on *Disclaiming* emphasizes his active role in shaping the discourse rather than adopting a neutral stance. The strategic use of these *Engagement* techniques illustrates Trump's effort to assert his position while connecting with a wide audience to make his message more compelling and effective. These findings not only provide valuable insights into political communication strategies, demonstrating how he utilizes *Engagement Resources* to manage discourse and appeal to voters, but they also contribute to English teaching and learning by fostering critical language awareness, improving persuasive writing and speaking skills, analyzing political discourse, developing vocabulary and grammar, facilitating debate practice, and cultivating audience awareness. Ultimately, this promotes both linguistic proficiency and critical engagement with language in real-world contexts. Future research could explore how other political figures use similar techniques and evaluate their effectiveness. Additionally, studying the impact of these strategies on voter perceptions and behavior could offer a deeper understanding of their influence on electoral outcomes. Investigating the role of *Engagement Resources* in various political contexts, such as debates or interviews, could further elucidate their application and effectiveness across different forms of political communication.

Acknowledgments

The authors wish to acknowledge our gratitude to those who contributed to the writing of this paper. The authors would like to gratitude the reviewers for providing comments to help this paper to completion.

Authors contributions

Nguyen Thi Bich Giang and Tran Xuan Hiep were responsible for study design. The manuscript was drafted by Nguyen Thi Bich Giang, and revised by Tran Xuan Hiep. All authors have read and approved the final manuscript. The authors contributed equally to the study.

Funding

Not applicable.

Competing interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

Open access

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

References

- Abubakar, M. T. (2022). A comparative appraisal of selected campaign speeches of Muhammadu Buhari and Goodluck Jonathan in the 2015 presidential election in Nigeria. *International Journal of General Studies (IJGS)*, 2(3), 102-115.
- Abubakar, M. T., & Omowunmi, O. O. (2023). Investigating engagement strategies in the presidential media debate of the 2023 general election in Nigeria. *Tasam Journal of Language, Literature, and Culture*, 12. Retrieved from <https://discovery.researcher.life/article/investigating-engagement-strategies-in-the-presidential-media-debate-of-the-2023-general-election-in-nigeria/ac6b03964b7f3c539cac8f764b892172>
- Ajayi, T. M. (2019). Stances and engagement in *The gang up to deal with Buhari*. *The African Review: A Journal of African Politics, Development and International Affairs*, 46(1), 184-204. <http://www.jstor.org/stable/45420263>
- Alramadan, M. M. (2020). The use of engagement resources in English, Arabic, and EFL applied linguistics research: A contrastive study within an appraisal theoretic perspective. In *Teaching academic writing as a discipline-specific skill in higher education* (pp. 23-54). IGI Global. <https://doi.org/10.4018/978-1-7998-2265-3.ch002>
- Alwohaibi, H. A., & Alyousef, H. S. (2023). An investigation of engagement resources in the World Cup 2022 newspaper articles in the Arab world media. *Journal of Contemporary Language Research*, 2(2), 118-128. <https://doi.org/10.58803/jclr.v2i2.27>
- Austin, J. L. (1975). *How to do things with words*. Oxford University Press. <https://doi.org/10.1093/acprof:oso/9780198245537.001.0001>
- Bakhtin, M. (1981). *The dialogic imagination: Four essays* (C. Emerson & M. Holquist, Trans.). University of Texas Press.
- Becker, A. (2009). Modality and engagement in British and German political interviews. *Languages in Contrast*, 9(1), 5-22. <https://doi.org/10.1075/lic.9.1.02bec>
- Benoit, W., Goode, J. R., Whalen, S., & Pier, P. M. (2008). "I am a candidate for president": A functional analysis of presidential announcement speeches, 1960–2004. *Speaker & Gavel*, 45(1), 3.
- Bitzer, L. F. (1999). The rhetorical situation. *Philosophy and Rhetoric*, 1(4), 509-522.
- Chang, G. C., & Mehan, H. B. (2006). Discourse in a religious mode: The Bush administration's discourse in the War on Terrorism and its challenges. *Pragmatics*, 16(1), 1-23. <https://doi.org/10.1075/prag.16.1.01cha>
- Deng, L., Cheng, Y., & Gao, X. (2024). Engagement patterns in research article introductions: A cross-disciplinary study. *Science Direct*, 120, 103204. <https://doi.org/10.1016/j.system.2023.103204>
- Helander, R. (2014). *Appraisal in political speech: A comparative discursive study of Winston Churchill and Tony Blair*.
- Hemmati, A., & Validi, M. (2024). Heteroglossic engagement resources in discussion sections of good and excellent Master of Arts theses written by Iranian EFL students in applied linguistics.
- Huynh, T. T. T. (2016). Application of appraisal theory in analyzing contraction resources of English and Vietnamese editorials. *Tap chí Khoa học*, 5(83), 25.
- Ismail, H. Y. S. I. (2019). Engagement in Obama's speech in Cairo. *CDELT Occasional Papers in the Development of English Education*, 66(2), 73-97. <https://doi.org/10.21608/opde.2019.126874>
- Ma, C. (2021). *Stance and engagement in scientific research articles* (Publication No. 729) [Doctoral dissertation, University of Central Florida]. Electronic Theses and Dissertations, 2020. <https://stars.library.ucf.edu/etd2020/729>
- Martin, J. R., & White, P. R. R. (2005). *The language of evaluation*. Palgrave Macmillan. <https://doi.org/10.1057/9780230511910>
- Miller, D. (2004). ... to meet our common challenge: Engagement strategies of alignment and alienation in current US international discourse. *Textus*, 18(1), 39-62.

- Nguyen, T. T. T. H. (2017). The interaction of newspaper commentaries on *The Panama file* with potential readers: An appraisal analysis. *VNU Journal of Foreign Studies*, 33(1), 31-37. <https://doi.org/10.25073/2525-2445/vnufs.4125>
- Pham, T. M. D. (2021). A comparative study of stance and engagement in Euro 2020 football predictions in Vietnamese and English. *Journal of Inquiry into Languages and Cultures*, 25(25), 2674.
- Quam, et al. (2016). "Let me tell you...": Audience engagement strategies in the campaign speeches of Trump, Clinton, and Sanders. *Russian Journal of Linguistics*, 20, 140-160. <https://doi.org/10.22363/2312-9182-2016-20-4-140-160>
- Respati, A. S., & Setyaningsih, N. (2003). The realization of power through appraisal system of engagement of Barack Obama's victory speeches.
- Ruo-mei, W. (2016). A practical application of Appraisal Theory on critical reading in college English teaching. *US-China Foreign Language*, 14(12), 868-876. <https://doi.org/10.17265/1539-8080/2016.12.007>
- Sun, F., & Zhang, L. (2022). Engagement resources across disciplines in research articles: A corpus-based study. *Sino-US English Teaching*, 19(9), 332-337. <https://doi.org/10.17265/1539-8072/2022.09.006>
- Tessuto, G. (2022). Exploring the Covid-19 evaluative discourse in research-focused commentary blogs: Appraisal resources for engagement meanings. *Lingue e Linguaggi*, 52, 329-348.
- Tran, C. P. (2018). *An appraisal analysis of entertain* (Unpublished master's thesis). University of Foreign Language Studies - The University of Da Nang.
- Trent, J. S., & Friedenberg, R. V. (2008). *Political campaign communication: Principles and practices*. Rowman & Littlefield.
- Trump, D. [Donald Trump]. (2022, November 15). *2024 re-election announcement* [Video]. YouTube. <https://www.youtube.com/watch?v=6OlfQvVrSOW>
- Trump, D. [Donald Trump]. (2022, November 15). Former President Trump announces 2024 presidential bid [Transcript]. Rev. <https://www.rev.com/blog/transcripts/former-president-trump-announces-2024-presidential-bid-transcript>
- Van, T. V., & Ha, N. H. (2021). An appraisal analysis of interpersonal meaning in letters to editors written in English and Vietnamese. *DTU Journal of Science and Technology*, 02(45), 126-140.
- Wang, Z. (2001). Appraisal systems and their operation: A new development in the systemic functional linguistics. *Journal of Foreign Languages*, 24(6), 13-20.
- White, P. R. R. (2001). The appraisal website: 5. Engagement and dialogic positioning-An outline of engagement. Retrieved from <http://www.grammatics.com/appraisal/>
- Ziliwu, E. (2020). Appraisal of engagement in Les Brown's speech *Enough is Enough*. *LingPoet: Journal of Linguistics and Literary Research*, 1(1), 6-13. <https://doi.org/10.32734/lingpoet.v1i1.4691>