

PRESIDENTIAL RHETORIC: THE ANALYSIS OF THE KEYWORDS OF PRESIDENTS D. GRYBAUSKAITĖ AND B. OBAMA

VIKTORIJA ČERNIAKOVA, JONĖ GRIGALIŪNIENĖ

S u m m a r y

This article presents an analysis of inaugural speeches and the State of the Union (Nation) addresses of two presidents – Dalia Grybauskaitė and Barack Obama, with particular attention on the key words of the inaugural speeches and annual addresses, identified using *WordSmith Tools* software package. The article also aims at determining the features of the rhetoric of both presidents. To achieve this aim, the article applies quantitative, qualitative content and contrastive methods of analysis. The analysis of the presidents' speeches demonstrated that there are both similarities and differences between the rhetoric of the two presidents. The structure and composition of the inaugural addresses and the State of the Union (or State of the Nation) addresses of both presidents correspond to the principles and requirements of epideictic commemorative speaking. The two presidents address their audiences using similar welcome words, and the only difference is the theistic reference, i.e. address to God, which is a characteristic feature of the US president. Both inaugural speeches and the State of the Union (Nation) addresses of two presidents differ in their volume, with D. Grybauskaitė's speeches being considerably shorter than Obama's speeches. In addition, the number of the key words of the presidents' speeches is different as well. The analysis of the key words of the presidents' speeches with a help of Cohen's (1995) model showed the similarities in the rhetoric of the two presidents as well as disclosed the differences in their style of speech making.