An Analysis of Concession Speeches

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This paper examines typical reoccurring elements in American presidential concession speeches, focusing on Harris' and Clinton's speeches, and compares them to Trump's "concession speech" after the Capital riots in 2020. It also questions in how far the latter can be called a concession speech after all. Three transcripts of concession speeches held between November 2016 and November 2024 are investigated on the basis of a Critical Discourse Analysis (CDA). The aim of this research is to show in how far Trump's concession speech deviates from canonical elements of American presidential concession speeches, based on what Osisanwo et al. (2019) and Hegland ((2018) defined as elements of that genre. Against this backdrop, this research looks at the formal structure and the formal elements of Trump's speech. As a second step, it also takes the context of that speech into account and analyses the use of inclusive and exclusive pronouns (us/we/them/they/etc.) with a focus on the concept of the "enemy from within" which is often vaguely used by Donald Trump.

Keywords: CDA, Trump's Concession Speech, Canonical Elements of Concession Speeches, Presidential Speech, Inclusive Pronouns, Exclusive Pronouns

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