

INAUGURAL ADDRESS INGREDIENTS

One nation, indivisible

What words will help bring people together following a hard-fought election? What to say to those who voted for a different candidate? What are the basic beliefs and principles that unite us as Americans?

Historical moment

Where have we come from as a nation? What are the great challenges and opportunities of this time in history? What kind of future are we looking at?

Goals

What will the priorities of this administration be? What new course is the President charting for the country?

Audiences/messages

Who else is the speech aimed at? Along with the American people, which groups at home

and around the world should the President be addressing? And what are the messages?

Inspiration

How can the President best convey a sense of hope? What can this speech do to help get citizens energized and involved?

Emotional content

What other feelings or attitudes should be expressed given the current circumstances and mood of the country?

Language and form

How should the speech be structured? In what ways can the president use language that will lift the address to a level above that of other speeches he's given while still keeping it in his own voice?