

3- Discursive Strategies of Power Representation and Distribution

in Joe Biden's Victory Speech



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توزيع السلطة و تمثيلها من خلال الاستراتيجيات الخطابية في خطاب النصر لبايدن

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ملخص البحث

تدرس هذه المقالة الاستراتيجيات الخطابية التي استخدمها بايدن في خطاب النصر من اجل الكشف عن مفاهيم توزيع السلطة، وتمثيلها. الهدف من هذه المقالة هو تحليل ما إذا كان هناك توزيع للسلطة وتمثيلها بين بايدن وجمهوره أم هناك اختلال في توازن القوى. لتحقيق هذا الغرض، يتبنى الباحث نهجاً متعدد التخصصات في تحليل خطاب النصر لبايدن. وعليه، فإن الباحث سوف يستخدم مجموعة مختارة من الاستراتيجيات الخطابية التي اقترحها (Reisigl, M. & Wodak, R. (2009) لتحليل

الخطاب السياسي، بالإضافة للأدوات الخطابية الإنتقائية المعتمدة من قبل Randolph Quirk (1982) (qtd. in Schiffrrin 2005) للكشف في الخطاب السياسي عن جوانب التواصل بين المتحدث الجمهور، وأيضاً استخدام النفي والتسمية وفقاً لـ (Hodge and Kress 1996) للكشف عن الفاعلية ومفاهيم الصراع على السلطة، المضمنة في الخطاب السياسي.

الكلمات المفتاحية: السلطة، خطاب النصر، توزيع، سياسي، تمثيل، استراتيجية خطابية.

Abstract

This article studies the discursive strategies employed by Biden in his Victory Speech, in order to reveal notions of power distribution and representation. The aim of the present article is to examine whether there is power distribution and representation between Biden and his audience, or there is power imbalance. To achieve this purpose, the researcher adopts an interdisciplinary approach. The researcher utilizes a selection of discursive strategies proposed by Reisigl, M. and Wodak, R. (2009) for analysing political discourse, eclectic rhetorical devices adopted from Randolph Quirk (1982) (qtd. in Schiffrrin 2005) for uncovering communicative aspects between speaker and audience in a political speech, in addition to using negation and nominalization according to Hodge and Kress (1996), for conveying agency and embedded notions of power struggle.

Key terms: Power, Victory Speech, Distribution, Ideology, Representation, Discursive.

Introduction

A text is a reflection of the society which produced it, of the events happening at a specific time, and the people that are involved in it. The notion of the people involved in the text include the speaker or the writer of the text and its consumers, i.e. the readers or the listeners. Thus, a text can either be written or spoken, where spoken means a speech. In this case, the audience are the listeners or the people watching the person delivering the speech. Nowadays, with the advancement of technology and social media, it is easy to listen, read, or 'view' the speech. Online news platforms provide the user with up-to-date news and events from all over the globe. Hence, with the existence of online platforms and sites of famous news broadcasting stations, nothing can be concealed, except what lurks 'inside' what is being reported or delivered, whether news or political speeches.

Accordingly, a text or a speech includes particular messages to the listeners and viewers, i.e. the audience, which embed the speaker's political attitude, ideology, and assumption. As such, a text functions as ideology

vehicle that transmits a specific belief to whomever reads and consumes it. Fairclough (1995a) states that the analyst can unfold an ideology in a text by doing two things: first, analysing the text itself through utilizing specialised analytical tools, and second, by analysing what is absent from the text itself. These are two effective ways to reveal hidden ideologies in the context of a text. Moreover, Wodak (2006) believes that if ideologies run deep in the context of a text, and are traced back to historical underpinnings, then such ideologies must be reconstructed, formulated, and exposed. Accordingly, "... if belief systems are cognitively and emotionally deeply embedded and also have historical roots, a change of frames...should be more than a superficial change of language..." (Wodak, 2006, p.183).

Since ideology is embedded in language and language is linked to society, social change, and social members, it follows that one of the tools employed in order to analyze language in society is Critical Discourse Analysis (CDA). According to Fairclough (1995), CDA analyzes language, the content, context of situation, and the social relations existing in a text in order to reveal particular ideologies. Specifically, Fairclough's (1995) third level of his Three Dimensional Framework, which is 'discourse as a social practice' is important in uncovering the embedded socio-cultural and power structures. In addition, the ideologies uncovered in texts reveal aspects of power struggle and dominance. Such aspects are constructed in a text through language structures, specific discourses, and discursive strategies which are used by the speaker or the writer of the text. Thus, such elements are adopted to express political ideologies. Therefore, CDA makes the implicit explicit. That is, what is implicit to the writer or the speaker, is exposed and made crystal clear by the analyst.

Furthermore, there are particular notions which are used in order to pinpoint the representation and the distribution of power and control such as negation as well as nominalization. An aspect which is important in the issue of power representation is power distribution which takes place through eclectic language use. Distribution means the relative distribution of particular syntactic selections which carries the political amplifications. An example from Stubbs (1996) on the distribution of ergative forms illustrates this point. Ergatives are verbs that:

...can be transitive or intransitive and which allow the same nominal ground and the same object group in intransitive classes and as subjects in intransitive classes:

Several firms have closed their factories

Factories have been closed,

Factories have closed (p. 133)

Accordingly, the important point is that ergatives have agentive and non-agentive uses. This allows ergatives to be used differentially, depending on the ideological goals of the text.

Negation use is also of significance when it comes to representation issues of power and control. Negation includes different types of strategy words under its heading. Such types portray the use of the various options available to politicians, for example, which allow them to articulate some contrastive alternatives to what they are uttering; an example of this would be statements such as: I agree with you but, ..., that is a fair point, nevertheless..., I see your point, yet....Accordingly, forms such as well, but, yet, nevertheless, etc. are normally referred to as discourse markers. Hence according to Wilson (1993) (qtd. in Tannen 2005), the function of the discourse markers is differential where it is used in marking of ideological contrasts. Moreover, 'and' in political debates may be used for either planned coordination (x, y, and z) or unplanned coordination (x and y and z). Thus, in political terms, unplanned coordination is used where one wishes the elements (in a sentence) to be treated independently, whereas planned coordination treats elements as naturally linked.

Not only is negation important in revealing power representation and distribution, but nominalization also plays a decisive role in this matter. Nominalization, according to Hodge and Kress (1996) is viewed as transformations. Through nominalization, actions are transformed into objects, and verbal processes are transformed into nouns. So, nominalization is a tool for representing an action or a process as a noun, in order to mystify the agency, causality, and the time of the process or event. As such, the actual identity of the actor and the affected is blurred. Therefore, the reader's attention is directed to only what is written in the text and is drifted away from what goes beyond the written message.

According to Gusthini, M., Sobarna, C., and Amalia, R. M. (2018), a prime tool and a distinctive trait of political speeches is the use of declaration. They believe that a declarative statement is one of the most influential power instruments in speech manipulation. Furthermore, Risberg and Lymer (2020) posit that in a communicative event such as speech, the speaker employs commands and locution expressions in order to motivate the lis-

tener into taking a specific action. An example of commands and locution expressions includes declarative statements.

Moreover, Maatta, S.K., Puumala, E., and Ylikomi, R. (2021) state that since speech is communicative in the first place, it has an impact on the social, cultural, and political representation of one's life. Accordingly, a speech must be analysed in terms of the means of its expression, i.e. 'what' and 'how' it is expressed. Maatta, S. K. et al. believe that a speech must also be analysed in terms of ideology, social context, the speaker's role, as well as the ideas it expresses, whether they are expressed directly or indirectly.

Thus, the linguistic choices for representing the world are central issues in political discourse, especially political speeches, but so are issues of power representation and distribution. Utterances within the context of the political message operate within historical frameworks and are linked to other related utterances and/or texts. In addition, single lexical items or phrases are of essence in the discussion of political discourse. Therefore, there exists a repertoire of collocational relationships when embarking on individual lexical items or phrases, because these relationships are significant in the issues of power and control. Accordingly, they can produce and draw upon ideological configurations in confirming or reconfirming a particular way of manipulating power in order to shape how the world is presented. Through power representation and distribution, the view of the world in the eyes of the masses is shaped, regulated, and controlled.

Literature Review

This literature review presents some of what has been written in the field of analyzing political speeches, especially the Victory Speeches of three American presidents, namely Joe Biden, Donald Trump, and Barack Obama. Many researchers tackle political speeches from various perspectives. Some researchers analyze the interpersonal language metafunction, others conduct a critical discourse analysis in order to examine the Theme and the thematic progression patterns, whereas other researchers conduct an analysis of the emotional appeals in the political speech. Also, some researchers analyze the communicative techniques employed in the political speech. Furthermore, during the search for information concerning this section of the article, the researcher came across only one research paper which included an analysis of Joe Biden's Victory Speech, because his presidency is considered a recent event, where the researcher adopted the Systemic Functional Linguistic (SFL) theory in conducting the study.

Darong (2021) analyzes Joe Biden's Victory Speech from a Systemic Functional Linguistic view. The focus is on the interpersonal function of Biden's speech. Darong breaks the speech into clauses in order to reveal its interpersonal function. The analysis conveys that Biden's speech establishes a close and an intimate relationship and distance with the listeners and audience. Moreover, the analysis shows that through the close relationship, Biden is able to exchange information with the audience as well as gain their support by utilizing what Darong calls "linguistics resources" (p.57) such as pronouns, declarative clauses, and modality. These are prime tools for exhibiting the interpersonal function of the speech text. Furthermore, these resources also portray Biden as a deliverer and a processor of information (p.63), who has maintained a close relationship with the audience in order to build the future of America.

Firmansyah (2019), analyzes the interpersonal metafunction of Trump's emotional language utilized in his campaign speeches. The emotional language under analysis includes emotions of fear, warmth, and humour. The three emotions are examined by using Wierzbicka's (1992) theory of Prototype Scenario as well as Halliday and Matthiessen's Systemic Functional Linguistics (SFL) (2004). In addition, in his analysis Firmansyah tries to answer the question of how emotion is communicated to Trump's audience. That is, how does Trump "communicate his emotions to his audience, in his campaign speeches?" (p. 45). Furthermore, Firmansyah concludes his article by stating that mood, modality, and Appraisal Technique are decisive tools used by Trump in order to inform his audience and convince them of what he believes. Hence, such tools reveal Trump as a confident speaker who is sure of every information he uses in his campaign speeches and of his ability to manipulate the audience into consenting to everything he says.

Zhang and Liu (2018) conduct a Critical Discourse Analysis of Trump's Victory Speech. In their critical discourse analysis, they examine the Theme and the thematic progression pattern in order to reveal how important information is conveyed and emphasized. Thus, Zhang and Liu utilize Halliday's concepts of Theme and Rheme so as to show how speech is developed and through it, how the flow of information takes place. Accordingly, Theme and thematic progression patterns are important in the analysis of the structure and meaning of discourse. Also, parallel and concentrated progression patterns stress the use of important information in speech. In addition, what helps in the development of speech is the conscious and crossed progression pattern. Hence, Zhang and Liu conclude by stressing the notion of sim-

plicity and unmarkedness of Trump's speech. Through this, Trump makes the content of his speech easier to be comprehended by the audience. Accordingly, Trump expresses his thoughts clearly and directly, and his usage of pronouns portrays him as the grand winner. Therefore, Trump's simple and unmarked themes and patterns enable his speech to flow fluently and help the audience grasp important information such as historical achievements and promises.

Schrock, D. Dowd–Arrow, B., Erichsen, K., Gentile, H., and Dignam, P. (2017) analyse the emotional appeals in Trump's speech and posit that he uses emotional discourse in order to instill various emotions in his audience. The target audience of Trump are those of mediocre social status and the working class. Schrock et al. analyse the speech texts of Trump's campaign. In his speech texts, Trump portrays the working class as victims of policy makers and the policies put by his predecessor. Moreover, Trump's use of emotional language helps him present his opponent (Hillary Clinton) as being a member of the institution which decreed such victimizing policies. Accordingly, through this portrayal, Trump comes out as the intended hero who will save his people and rescue them from the claws of the unjust policy makers. For this reason, Trump would be an important presidency candidate. Hence, in order to convince his voters to elect him, he resorts to the emotional language of fear and anger. Therefore, such feelings enable Trump to shape the perceptions of his audience and indirectly coerce them to elect him as the sole embodiment of hope, who will rectify America's problems.

Biancotti (2017) analyses Obama's Victory Speech by pinpointing the communication techniques which enabled Obama to be a winner. Biancotti considers that Obama's variety of communicative techniques did not only make him attract the audience, but such techniques can also be used by speakers so that they achieve success in communication. Furthermore, the various techniques are powerful tools which exhibit the confidence of the speaker. Among the techniques used there are the following: strong speech delivery (stress on voice and phonology), inclusive language, phrase repetition, the utilization of sensory details, illustrative stories, and well-structured sentences. According to Biancotti, these techniques endow the speaker with a talk force in order to become more communicative, steady, and with a clear purpose. Thus, discourse markers such as pauses, and phonetic qualities including high as well as strong pitched voice enable the speaker to draw the attention of the audience. Also, such qualities help the audience to

grasp the delivered information and interact with the speaker. Biancotti concludes that Obama's communication techniques are so useful and powerful that he is using them in speech communication workshops as an example of successful communication.

Theoretical Framework

This paper adopts a selection of discursive strategies from Discourse Historical Approach (DHA) proposed by Reisigl, M. and Wodak, R. (2009) and adapts them to the current analysis. The selected discursive strategies are as follows:

1. National Glorification
2. Positive self-presentation and self-glorification
3. Negative presentation of the other and Polarization
4. Number Game
5. Consensus to emphasize the ideology of Unity and Nationalism
6. Presupposition and Entailment
7. The Concept of Three
8. Nominalization

Furthermore, the paper utilizes particular rhetorical devices. According to Randolph Quirk (1982) (qtd. in Schiffrin 2005), rhetorical devices such as joking (happy talk) and the use of casual words such as 'guys' or 'folks' are used extensively to lessen the distance between the broadcaster and the listener. In addition, in order to reveal the representation of power and control through distribution, negation and discourse markers such as 'well', 'but', 'yet', and 'nevertheless' are also used in the analysis.

Analysis and Discussion

The analysis will take the following path: first the discursive strategies will be analysed. Then, specific rhetorical devices in relation to political discourse will be pinpointed such as casual words, hedges, chiasmus, and antimetabole. Furthermore, the third part of the analysis will exhibit particular discourse markers in the Victory Speech such as negation as well as coordination (planned and unplanned).

A. Discursive Strategies

- A. 1. National Glorification

Biden uses the discursive strategy of national glorification through the use of historical facts and hyperbole in the following examples.

We've won with the most votes ever cast for a presidential ticket in the history of the nation

Kamala Harris, who makes history as the first woman, first Black woman, the first woman from South Asian descent, the first daughter of immigrants ever elected to this country

America's bent the arc of the moral universe more toward justice

I am proud of...the broadest and the most diverse coalition in history

Folks, America has always, is shaped, by inflection points, by moments in time. We've made hard decisions about who we are and what we want to be. Lincoln in 1860 coming to save the Union. FDR in 1932, promising a beleaguered country a new deal. JFK in 1960 pledging a new frontier. And twelve years ago, when Barack Obama made history, he told us, yes, we can.

America is a beacon for the globe

We can define America in one word: possibilities. That in America, everyone should be given an opportunity to go as far as their dreams and God-given ability will take them.

we embark on the work that God and history have called upon us to do...

Biden informs the audience that, together with him, they have won the presidential election with the highest number of votes in the history of America. Such a statement is an exaggeration because Biden did not give an account of all the votes which the other presidents got in the history of America. Pragmatically, his statement means that all the election votes in the history of America do not equal the number of votes which Biden got for presidency. This is a portrayal of how glorious the American nation is. Furthermore, Biden mentions a historical fact which is related to the immigrants in America. The representative of South Asians who has an American citizenship is Kamala Harris, the Vice President. This mentioning is of essence because Biden reveals that by giving prominence to ethnic diversity in his staff of the Oval office, America will become a glorified nation. Thus, America is a glorious nation because it is the land of opportunity to all.

Moreover, Biden focuses on the theme of justice. The exaggeration resides in the expression "bent the arc of moral universe" where Biden re-

veals America as an extremely powerful nation. It is powerful to the extent that not even the universe can stop it in its quest for justice. Accordingly, America has harnessed the moral power of the universe and directed it in the service of the justice of the nation. This shows how decisive Biden is in implementing justice. In addition, Biden reveals America as a glorious country when he says that his campaign has gathered the “broadest and most diverse coalition in the history”. Again, Biden compares his actions to grand actions across history. Such a comparison exhibits the notion that Biden has achieved what other presidents throughout history could not achieve. He has joined and united together even the most diverse parties.

Not only does Biden glorify America through particular events, but he also glorifies it for what his administration will do in the coming years. Biden supports this by presenting to his audience historical facts backed up by presidents’ names and dates. Pragmatically, Biden conveys the notion that during his reign America will have its share of greatness in history as well. However, what is interesting is that Biden mentioned most of the American presidents by name except Donald Trump. This is significant because it denotes that Trump’s reign was insignificant to history. That is, Trump was not great and he did not accomplish important things. Accordingly, Biden is entailing the idea that Trump does not deserve to have a place in history, together with other great former presidents.

Also, Biden portrays America as a glorified nation when he positions it as a lighthouse which enlightens the path of the world. This exaggeration is built on the premise that all the world is dark and America is the sole light which guides everyone in the world. Furthermore, Biden revives the notion of the American Dream when he talks of America as the land of opportunities. It is a land where everything is possible. Thus, Biden glorifies America through harping on the old–new ideology of the American Dream, in order to reveal America as a great nation. Moreover, Biden mentions that Almighty God and History have demanded him to accomplish something great: to restore the soul of America. Thus, Biden informs the audience that the commands to the people as well as his orders to build America, came from another realm, and such commands are rooted in history. As such, he glorifies America as a country which is looked upon by Almighty God.

A. 2. Positive Self–presentation and Self–glorification

The following examples exhibit positive personal traits and glorification of self.

I will work with all my heart

I sought this office to rebuild the backbone of this nation: the middle class

I'm humbled by the trust and confidence you placed in me

I'll have the honor of serving with a fantastic vice president

I'm proud of the campaign we built. I'm proud of the coalition we put together

It's time to put away the harsh rhetoric, lower the temperature, and see each other again

I will spare no effort, none, or any commitment to turn around this pandemic

I will govern as an American President

My heart goes out to each and every one of you

Let us be the nation that we know we can

And our grandmother,...she yelled '...Joey, spread it' spread the faith"

In these examples, Biden presents himself to his audience in the most positive manner. The lexical choices and the adjectives are semantically significant because they mirror the picture of a person who is of an extraordinary character. So, Biden's discursive strategy of positive self-presentation and self-glorification helps in attracting as much audience as possible.

Biden promises his citizens to work non-stop and with all his heart. Such a promise reveals him as a dedicated person. Also, he tells them about the purpose behind seeking presidency. Biden wanted to be a president in order to rebuild the prime social engine of the nation which is the working middle class. This presents him as a man of action who empowers the workers of the American society. Moreover, Biden presents himself as a humane person who is full of humility when he mentions his humbleness in relation to his citizens. As such, Biden presents himself as someone who is equal to his citizens because of the trust and confidence bestowed on him by them. In addition, Biden is honored to serve with citizens of various ethnicity and he is proud of all the Americans who surrounded him during his election campaign. Thus, the positive personal attributes of humbleness, honor, and national pride convey Biden as a person who is not tarnished by the fake glory of being 'the president'.

Furthermore, Biden reveals himself as the tolerant person who does not

have a grudge for his opponents. This is seen when he calls for joining hands with the opposing parties. Also, Biden portrays himself as the hardworking president who is dedicated to saving the American people from the demise of Covid pandemic. In fact, what is notable is that Biden assures his audience that although he is a Democrat, he will rule as America's president. As such, he will not be biased but he will be a just ruler who will represent all the American people. In addition, Biden shows that he is a compassionate person when he says that he feels with the people who have lost dear ones to the pandemic. This makes him a compassionate president as well.

Accordingly, Biden calls for a prominent nation and assures his citizens that together, they can make America great again. This, reveals Biden as the firm and confident president who foresees the greatness of his country and people. All the positive self-presentations started in Biden's past when his grandmother used to ask him to spread the faith. This presents Biden as a man of faith who has deep family roots. It is the theme of 'family', which is important to Biden that enables him to make close ties with his audience.

A. 3. Negative Presentation of the other and Polarization

In Biden's Victory Speech, Biden did not mention the negative traits of Trump's supporters, i.e. those who voted against Biden himself. Biden kept using the collective 'we' for all the American people. However, what is interesting is that Biden used the following words in referring to his opponents:

We have to stop treating our opponents as our enemies. They are not our enemies

I'll work as hard for those who didn't vote for me as those who did

For all those of you who voted for President Trump, I understand the disappointment tonight

Let's give each other a chance

In the above examples, Biden did not present 'the other' negatively, but he used specific expressions to refer to the opposing party. The expressions are 'our opponents', 'who did not vote for me', and 'who voted for President Trump'. These references reveal the tolerance and forgiveness of Biden towards those who did not support him. Moreover, even when Biden uses the expression 'our opponents' and 'our enemies', there is the use of the negation 'not'. Such a use eliminates the possibility of considering Biden's opponents as being his enemies. Also, Biden refers to his opponents as a

collective group, as American citizens under one nation, with no discrepancy among them. As such, Biden and his opponents are 'us' and 'each other'. This use is significant because it conveys Biden's good intentions even towards those who oppose him. Hence, the above quotations portray Biden as a president who welcomes his opponents with open arms, in order to rebuild and heal America.

A. 4. Number Game

Biden uses the discursive strategy on number game in order to solidify his victory, give it more legitimacy, and convey that he is a man of action. Accordingly, he presents to the audience numerical facts which support his winning of the presidency. The examples are as follows:

Example 1. Seventy-four million

This is the number of votes that gave Biden the victory over Trump. According to Biden, such a number is the "most ever cast...in the history of the nation". So, Biden announces this number to the public in order to declare that his presidential victory is one of a kind. It is an unmatched victory. Pragmatically, not even former presidents could match the number of votes which Biden won. As a result, this number has guaranteed Biden a sweeping victory.

Example 2. Biden-Harris Covid plan...will start on January the 20th, 2021

This number is of essence because it marks the date in which a war will be waged to uproot the Covid virus. This means that the president not only has a plan for eliminating the pandemic, but he has also set the date for the implementation of such a plan. Such a statement is significant because it portrays Biden as a man of his word. He is a man of action.

Example 3. 230,000

This is the number of the "Americans who've lost a loved one to this terrible virus this year". Such a number occurring in Biden's statement reveals that he is a president who feels the loss of others and sympathizes with the families of the pandemic victims.

Example 4. So many millions of Americans have voted for that vision

This number displays the immense trust which the American people have placed in Biden. Such a trust has gained him a place in the Office. Now it is time for him to materialize such a vision and put his words into actions. This number presents Biden as the president who is so confident that the

time has come for him to uplift America again and accomplish all what the American people dreamt of.

A. 5. Consensus to emphasize the ideology of Unity and Nationalism

The following examples depict the ideology of national pride and unity embarked upon by Biden in his Victory Speech.

I pledge to be a president who seeks to unify, who only sees the United States

America...is about people

And to unite us here at home

I'm proud of the coalition we put together

America has called upon us to marshal the forces of decency, the forces of fairness

We can decide to cooperate

We have an opportunity...to build a nation of prosperity and purpose

We must restore the soul of America

This is the United States of America

And now together... we embark on the work...

A nation United...The United States of America

In these examples, Biden reveals the core ideology which is prime to his Victory Speech. The dominant ideology is unity. Through unity, nationalism is achieved and through nationalism America will rise again. Thus, from the very first beginning of his Victory Speech Biden swears to work towards accomplishing unity among the states of America, in order for the nation to become 'United States'. Hence, the opening theme of his Victory Speech is unity. Then, what follows is the stress on how this is achieved. According to Biden, unity starts through people joining hands for a better America. Moreover, Biden's goal is to unite the American diverse society. This has been achieved at the level of a coalition only during his presidential campaign. So, this first step towards the unity of the nation has made Biden proud. Furthermore, in order to motivate the citizens into uniting together, Biden uses personification and says that he is here in order to manifest America's

call for unity and a decent life. Therefore, he assures the audience and is confident that all the American people can cooperate to achieve unity.

In addition, Biden informs the audience that his becoming a president is a chance for the American people to build a prosperous and a purposeful nation. It means that Biden's reign will be the vehicle for accomplishing unity. Thus, through unity, the soul of America will be restored and America comes to life again. By uniting together, the citizens will make their nation become 'The United States of America'. In order to achieve this, the people and the president must work together wholeheartedly. As a result, their union will produce a nation which is strong and healthy. As such, through focusing on the ideology of unity as a discursive strategy, Biden draws a clear path towards a bright future for America and its citizens, and positions himself as the sole savior of America.

A. 6. Presupposition and Entailment

The following are prime examples of presupposition and entailment because they convey important notions about Biden and his political ideology.

Example 1. I sought this office to restore the soul of America

This statement is important because it marks a transition point which is a new pathway that America will undergo during Biden's leadership. In this quote, Biden informs his audience of his purpose of seeking presidency. His aim is to bring back what America has lost. America has lost its spirit and internal strength because of the many problems it was facing during Trump's regime. Thus, this statement entails a promise to the American people. Biden succeeded to the Oval office with a purpose in mind: to restore America's internal national vigour.

Example 2. And to make America respected around the World again

This statement is also a declaration of Biden's plan after having been elected as a president. His goal is to retrieve the respect which America has lost. Because of the lost respect, no country around the world will look at America as a powerful and respected country. As such, the entailment is that the loss of respect will make America susceptible to attacks from everywhere. In addition, this promise also entails a reference to what Biden's predecessor has done. Trump has destroyed America and has shattered its image as a great nation. Accordingly, Trump has dried America off of its soul.

Example 3. The African American community stood up again for me

This declarative statement is not only informative, but also carries an intrinsic issue which is gratitude. Biden is grateful for all his supporters, especially the African American community. The African Americans are the main diverse multi-cultural fabric of America. As such, they are effective in the American society. Thus, the entailment is that Biden would not have succeeded had it not been for the support of the African Americans. Also, this entails that they have shared in Biden's becoming a president. Hence, their voice is so powerful to the extent that it was materialized in having Biden as a president in the White House who, in turn, will return this favour. He will have their back as well. Therefore, Biden's address to the African American community gives this community a voice. Its voice matters because such a community is part of Biden's power. Hence, the African Americans have a power through being represented by Biden.

A. 7. The Concept of Three

Example 1. I owe you, I owe you, I owe you everything

This quotation clearly reveals the concept of three. The expression 'I owe you' is repeated thrice for the purpose of emphasizing the notion of Biden's gratitude towards his voters and all those who made him succeed to presidency. This use portrays Biden as a faithful president who will not spare any effort to repay his citizens. Pragmatically, it shows that since Biden has now become in power, it is time for the people to have a morsel of such power.

Example 2. A nation united, a nation strengthened, a nation healed

The concept of three is evident in the inversion of word order, which gives prominence to what is being conveyed. The concept is seen in the repetition of the noun 'nation' three times as well as in the ideological lexis 'united', 'strengthened', and 'healed'. The three lexical choices are a road map for the rise of America as a great nation again. Thus, unity, strength, and healing are the ideological foundations on which Biden builds his political Victory Speech. Through the three key terms, Biden presents his presidential mission to his audience. His reign will bring unity, strength, and healing to America. Hence, the three key themes are what will "make America respected around the world again".

Example 3. A time to build, a time to reap, a time to sow

This statement is based on the three concepts which are "building, reaping, and sowing". That is, these form the basis for the greatness of America. Accordingly, the people together with the president, will build America and

plant the seeds of justice, in order to reap unity and greatness. Therefore, through these actions, the citizens will enjoy a decent life which is free of racism and hate. Their prosperity will be a result of their sharing of power with the president. As such, they are agents of change, through power, as much as Biden is.

A. 8. Nominalization

According to Hodge and Kress (1996), the purpose of nominalization is to embed power relationships and conceal what or who is actually involved in power struggle. As such, the purpose is to stress results and not processes. This is conveyed in the analysis of the following examples:

Getting climate under control

Getting Covid under control

Era of demonization

Widening the opportunities in America

In these examples of nominalization, the agency is concealed. The information delivered is that 'something is wrong and an action must be taken'. Accordingly, the climate is chaotic and damaged. Who destroyed it is not mentioned, but this issue must be resolved. Moreover, who spread Covid in America is unknown. What is known is that there is a pandemic which claimed many lives. Yet, Covid must be controlled. Furthermore, America had been torn by demonization which decomposed the nation. However, who caused this is also mystified. Hence, the problem is there but the agent is concealed.

In addition, procuring more opportunities for the American people is an important measure to be taken because of the lack of job opportunities. Again, the agency of not providing jobs in the first place is eliminated. Therefore, the use of nominalization not only hides the agent of the misfits befalling America, but also occurs under what is called 'presidential promises'. Such promises are resonant political slogans are used for the purpose of attracting the audience into being on Biden's side. This usage is an important strategy in order to lure the audience into being continuous supporters of Biden. Thus, the play on people's hopes and ambitions makes the audience feel that they are a part of Biden's power: they share in decision making.

B. Rhetorical Devices: Casual Words, Hedges, Chiasmus, and Anti-metabole

In his Victory Speech, Biden uses many rhetorical devices that have a prime function. These devices are casual words, hedges, chiasmus, and antimetabole as in the following examples:

Casual Words	Hedges
My fellow Americans	And I think, I think Senator Coons is there
My buddy Tom	And I think the governor's around
Folks, the people of this nation have spoken	Well, I must admit
Folks, as I said many times before	I mean it
Folks, our work begins with getting Covid under control	Well, folks, we stand at an inflection point
Folks, America has always, is shaped, by inflection points, by moments in time	You see, I believe in the possibilities of this country
Folks, the last days of the campaign, I began thinking about a hymn	And I hope—and I hope it can provide
Let us be the nation that we know we can and let us give each other a chance	And it goes like this
Chiasmus and Antimetabole	
A convincing victory, a victory for we people	
It's a task, the task of our time	
By the example of our power, but by the power of our example	

The purpose of such a use is to minimize the distance between the speaker and the audience, i.e. Biden and the citizens. In terms of power relations, the devices give the image of making Biden's power more amicable to the audience. Moreover, this use creates a sense of friendliness towards the audience and as a result, they feel more connected to Biden. The feeling of connectedness and safety paves the way for an active interaction

between the citizens and the president. As such, the sense of friendliness breaks all the existing barriers between the head of the United States and the American people. Hence, the citizens feel that they share Biden's power. In this manner, power is distributed between Biden and the audience, even if this power is in terms of feelings.

Accordingly, the use words such as 'buddy', 'folks', and 'let us', paves the way for intimacy and friendliness between the president and the people. Pragmatically, this makes the citizens more susceptible to accept everything which Biden proposes and absorb anything which he presents to them. Furthermore, hedges are used by Biden as conversational devices which also function as tools for breaking barriers. As a result, hedges such as 'I think', 'well', 'I mean it', 'you see', 'I hope', and 'it goes like this' serve as devices which create a sense of affinity between the speaker and the audience. In addition, such devices convey that Biden is not hesitant but is sure of what he is telling the public, and the devices also act as a vehicle for transmitting his ideological beliefs.

Moreover, the use of chiasmus and antimetabole is of essence. In the example "a convincing victory, a victory for we, the people" Biden stresses the notion that his presence in the ceremony is a result of victory. The lexical item 'victory' is itself semantically significant. It is not just a mere win but it is the result of a battle which was fiercely fought for reaching presidency. Thus, it is a grandiose win. Also, when Biden says that his task as a president is "a task, the task of our time", he is assuring the people that he has a job to do, which is to eradicate Covid and reform America. The focus on the noun 'task' reveals Biden as a man of action. In addition, such a task cannot be accomplished except through the unity of all the American people. So, this makes the citizens feel that they are sharing in the power of changing America.

Furthermore, an example of an indirect exercise of power lurks in the statement when Biden says "not by the example of our power, but by the power of our example". Here Biden means that the cooperation of him and the citizens in restoring America, will set an example to other people in the world of building a nation through unity. Such an example has a power in itself. It is an intrinsic power of how joining hands can be an effective means for a change to the better. Such a unity is a source of power which is shared by the citizens. In a way, these words reveal Biden's power of words as a manipulative means in order to gather around him as many supporters as he can, especially those of other parties.

C. Discourse Markers

C. 1. Negation

Biden's Victory Speech includes many usages of negation. However, there is one striking example that is repeated twice, which is revealed in the following when Biden says: "There's never been anything, never been anything we've been not able to do when we've done it together" and "There's never, never been anything we've tried not been able to do".

In this example, Biden focuses on the power of achieving great things through unity. This idea is presented to the audience via using consecutive negation structure. In the second example, which is uttered in a slightly altered manner, negation is significant because it conveys issues of power representation and distribution. Thus, together, the negation structures 'never been' and 'not able to' form a positive structure of 'being able to'. The double negative constructs an assuring idea. Also, the use of negation with the collective pronoun 'we' enforces the idea of success and achievement through unity. Hence, the previous accomplishments that were done and the battles that were won, would not have been possible had it not been for the power of the people and the power of the president joined together. Therefore, the use of negation creates an affirmative notion and conveys the power not only of the president, but also of the people. Accordingly, such a use has extended the power from Biden to the American people as well.

C. 2. Coordination: Planned and Unplanned

C.2.a. Planned Coordination

The example "Congress, Democrats, and Republicans alike" is important because Biden is calling upon other political parties to join forces under the flag of American unity. The use of coordination in this example is planned because it reveals that no matter what the differences are, these political parties are American people. They should put all their political differences aside and work for the greater American good. Hence, the planned coordination in this quotation is of essence because it deals with the component elements (the political parties) as naturally linked. As such, this pragmatically conveys the notion that despite the political oppositions, the American people are united for the sake of America.

C.2.b. Unplanned Coordination

The example "Jill and my son Hunter and Ashley" is significant because it refers to Biden's family. The example conveys that each member is im-

portant in relation to the family as well as individually. Also, each member is of weight independently also, which makes the members of Biden's family have a voice and power, each on his/her own. Thus, in terms of the family members being representatives of the American people in general and the American family in particular, the usage of unplanned coordination portrays the unification of such a family.

Interpretation and Conclusion

This final section of the article presents an interpretation of the 'analysis and discussion section' and a conclusion to the whole article.

Jill is a mom...an educator. She has dedicated her life to education. But teaching isn't just what she does. It's who she is. For American educators, this is a great day for you all. You're going to have one of your own in the White House

This quotation is of utmost importance because it reveals Biden's focus on one of America's prime social institution which is Education. Since Biden's wife is an educator and because Biden has won the presidency, education in America will have more prominence. Thus, the educators will be symbolically represented in the White House by Biden's wife, Jill. This positioning gives particular social members such as educators a chance to be represented. Accordingly, the educators have the power to change the educational system as well as society, through Jill. As such, the American people will have a share in Biden's power.

Furthermore, the people will share in Biden's power from the minute he wins the elections. His words in this matter are significant when he says that "the people of this nation have spoken". The importance of this declarative statement is that it conveys the effect of the people's decision and action, i.e. their votes. Symbolically, the people have spoken through election and as such, election was their 'voice'. It means that their voice has a decisive power. Their voice is so powerful that it brought Biden to the Oval office. Hence, this statement reveals that the people share equal power with Biden, Their voice itself is a representation of their power, which is manifested in Biden becoming the president of America. At the interpretation level, this statement shows that all those who contributed to Biden's winning the presidency, are also the ones who share him the power. Therefore, the people and Biden are equal in terms of the distribution of power.

In conclusion, from what has been presented, this article goes in line with that of Darong (2021) wherein in his speech Biden establishes a close

relationship with his audience. Through this minimal distance, Biden is able to transmit information to the audience and gain their trust. However, this article does not parallel the studies conducted by Firmansyah (2019), Zhang and Liu (2018), and Schrock et al. (2017) where the political discourse of former presidents such as Trump includes highly emotive language, the use of emotional appeals, and progressive thematic patterns in order to instill fear and anxiety in the audience. On the contrary, the present article goes hand in hand with that of Biancotti (2017), wherein the political presidential discourse includes communicative techniques to make the audience more interactive with what the speaker says. As such, Biden uses tools such as repetition, sensory details, family stories as well as rhetorical devices, in order to make the audience feel close to him and as a result, become more involved in what is taking place.

To conclude with, the discursive strategies, the rhetorical devices as well as the discourse markers that are used, are of ideological significance. They serve as the basis on which the American people will shape their views of future America. Accordingly, the people's ideology is molded by anything and everything Biden says. This in its turn will make the American people accept the president's ideology as their own. In his Victory Speech, Biden indirectly mentions Trump through talking about the 'opponents'. Because of Trump's unjust policies and cuts in economy, America has lost its intrinsic value. The results of Trump's policies are seen in social behaviours such as riots, high murder rate, and hatred. Thus, racism surged to the surface and society turned on itself. As a result, America lost its unity and strength. For this reason Biden raises the sword of rectification. He decides to restore its moral codes and values, which in turn will ultimately heal its soul. The correction measures can only be achieved with the help of the people. This shows that nothing will be done without the people. Accordingly, Biden and the American people are on a balanced scale in terms of power representation and distribution.

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