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**Investigating Feminism Rhetoric in U.S. President Joe Biden Speeches;
A Critical Discourse Analysis of Acceptance and November 2020 Speeches**

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Dedication

Ali's Dedication: I would like to thank and dedicate my gratitude to my parents and my wife for their understanding and support. And also, to my colleague Kaddour for his contributions.

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Abstract

Joe Biden has appeared as the 46th winner and president-elect of the United States in the election for the year 2020. The perspective political strategies that are adopted by Joe Biden's speeches during his campaign and election leads the researchers to discover the role of discursive strategies through the lens of the presidential speeches and announcements of Joe Biden. Tracing on the social discursal framework of Fairclough and the socio-cognitive framework of Van Dijk, a critical discourse analysis is carried out in order to answer the following questions: How does the discourse reflect the intended meaning behind Joe Biden's speeches in the U.S? And how linguistic devices and strategies that are used in discourse can reveal the targets, trends, and feminism perspective, of the Joe Biden as well as his real personality? The findings of the analysis suggest that Joe Biden used a set of textual and discursive strategies, narratives, intertextuality, and socio-cognitive manipulation through his self-presentation in his first discourse and second speech that helped us to reveal his trends and believes in addition to his real personality as a feminist.

Keywords: Critical Discourse Analysis, U.S. intertextuality, van Dijk, Fairclough, Orders of Discourse, Rhetorical Discourse Analysis, Feminism,

List of Acronyms

CDA: Critical Discourse Analysis

CNBC: Consumer News and Business Channel

DA: Discourse Analysis

DP: Discourse Personality

DW: German Public International Broadcaster (Deutsche Welle)

LP: Language Personality

RDA: Rhetorical Discourse Analysis

U.S: United States

VP: Vice President

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General Introduction

1. Background of the Study

During the frequent formal occasions, politicians aim to express and establish a representative perspective by performing speeches for the population. In this research, the researchers suggest a systematic approach to the analysis of Joe Biden's speeches based on Fairclough, Van Dijk, and Wodack's critical discourse approaches, Rhetorical discourse analysis (RDA), and discourse personality.

The research discusses the critical discourse analyses of politicians from his political discourse to the personality perspective. Therefore, this analytical framework has to be completed with a critical discourse analytical approach. Both approaches, I mean the rhetorical and the discourse-analytical, are applied to an analysis of Joe Biden's speeches to the American people.

Hence, political strategies and methods are required for the purpose used and invented to obtain the objective. Many strategies deal with the political strategy that is a determined instrument for campaign and election. Throughout the shared speeches society they probably approach the president's personality and background. By delivering a speech for the first time as president, people feel that this newly elected president who voted for stands beside them having the same belief and preoccupation. Furthermore, society can gain sympathy through this strategy, "the succession to gain power is easy when people are obtaining sympathy" (Van Dijk, 2008, p.49). With regard to the importance of first speeches in politics, the politicians should have the ability to speak since the language used for communication, as a tool for presenting and shaping a political argument (Van Dijk, 2000). It means to persuade others through arguments by appealing to their emotions and attract to their thinking; the delivered speech must be in a

rhetorical way. However, people's psychological classification, such as the natural temperament of individuals determines their attitudes in their communication. For many reasons, people have influenced by many characteristics based on nature, abilities, and directivity that is related to social, biological, and spiritual features of personality with a distinction between the dynamic and static understanding of persona. The behavior in communication is a trend from people's conscious and roughly subconscious (Social and Behavioral Sciences, 2014).

After the U.S. 2020 presidential election, Joe Biden was projected to be the next president of the United States, celebration erupts across the country from the white house to both coasts after days of counting and polls close Pennsylvania puts him over the top. Joe Biden set to be the 46th president of the US. On 07th November 2020. He planned to speak in prime-time address. Kamala Harris makes history as the first women ever to become vice president-elect, the expressed tidbit was through a phone call as an emotional reaction from the country's first women and first women of color that earned the title of vice president "We did it, Joe, you're going to be the next president-elect." Kamala said. As well, president-elect Biden hired and appointed members in their new position in the White House through a second delivered speech on November 29th, 2020.

Language features can be used to describe the cognitive and psychological characteristics of the individuals that a given discourse represents, besides to model the psychological characteristics of the "average" typical discursive personality. (Zoya-Rezanova, 2016). The desire to categorize and classify people has always been a central theme in the Humanities. Linguistic Anthropology, described as the study of people through their language, is an excellent way to accomplish this task. There are many ways to describe and explain different types of people, with Theophrastus' popular

book “Characters” as a starting point. (Aristotle's heirs, 322 BCE cited in Zoya-Rezanova, 2016).

Discourse studies comprise many directions of communication analysis. The main trends may be represented as structural, topical, and situational (Karasik and Gillespie, 2014). In this dissertation, we are converging on the situational approach to discourse that makes it possible to take a close look at persons engaged in communication. In this case, a human being is regarded as a combination of different features – biological, social, and spiritual. To be precise it is not a pyramid scheme, but rather a collection of various aspects of the same inseparable entity. These aspects are specially studied in different fields of knowledge such as Psychology, Sociology, Culturology, and Linguistics. Each of these fields takes into account verbal and non-verbal behavior and thus is linguistically relevant.

Psychological classifications of people are very numerous and may be roughly subdivided as based on temperament (natural qualities), directivity (demands and ideals), and abilities (intellectual, volitional and emotional peculiarities) which correlate with biological, social, and spiritual features of personality. People's natural qualities determine their conscious and mostly subconscious trends of behavior in communication. Then, Directivity in this context comprises a lot of features related to the orientations of people that have a foundation of their attitudes and actions. Furthermore, Abilities is viewed as the grounds for the classification of personalities that underline the quantitative differences between people. They are inseparably connected with and may be explained by, a personal biological entity viewed in three aspects: intellect, will, and emotion. Nevertheless, one of the psychologists (Uznadze, 2001) considered this traditional triad to be wrong for a psychic activity description. It is important to argue

that in the language, i.e. in word meanings, the degrees of intellect, will power and feelings are very precisely expressed.

These styles' psychological reflections are based on the relationship between a person's psychophysical, dispositional, and dimensional attributes. The value of this approach is that it focuses on a person's inner world. However, since the nature of a human being requires social characteristics, this is just a partial picture and personality styles are defined sociologically.

2. Problem Statement and Research Questions

In all the world countries especially in the U.S. after any presidential election results, the winner and the elected president devoted to deliver a speech in front of all the people. Not surprisingly, He is aiming that his speech lasts memorable and persuasive, some of them started their speech with an anecdote, a quick or a strong quote, or with an intended speech to be conveyed for attract people's attention.

As a human, we are built to size other up quickly for that some people are aware of how they come across to others during the first meeting. In the case of Joe Biden's first speech, there is a first impression that we can make of this person we met for the first time that leads our minds to interpret his message. However, this interpretation varies from one person to another depending on the observer and the observed target.

Nowadays, presidential speeches often have many goals to achieve, and with serious goals comes serious plans of how to deliver presidential speeches directing to something to be conveyed. It seems that delivering the first speeches as a president is intentionally using certain words and utterances to influence the audience's impressions; this leads to create enlightenment for choosing and supporting their president. The majority of the voters are not aware of the manipulation that the new president-elect is implementing within his

speech to influence his fellows, followers, and other people's impressions. Hence, in this study, the researchers adopted an interpretive framework approach for analysis of the two speeches that Joe Biden delivered in the same month (Nov 2020). For the reason to unveil Joe Biden's trends, believes, and discover his real personality from a point-blank and through his discourse strategies, deciphering what is hidden behind the utterances and the word choices. To explain and analyse this speech we raised the following essential questions:

- 1- How does the discourse reflect the intended meaning behind Joe Biden's speeches as the U.S. new elected president?
- 2- How linguistic devices and strategies used in political discourse can reveal the targets, trends, and feminist believes as well as Joe Biden's personality?

3. The objective of the study

The study of discourse analysis used to shape people's perceptions ,simultaneously, the use of rhetorical discourse in presidential speeches encourage us to accomplish an analytical study and to discover the deceptive discursive techniques that can reveal the personality of someone through his delivered speech. This study aims to provide a discursive analysis of the linguistic strategies that are used by Joe Biden firstly to address the American people after winning the election polls and secondly in his Presidential Cabinets Appointments speech.

Guided by the research questions, this study aims to reveal the personality and tendency of the U.S. president Joe Biden and the use of language as rhetorical speech through his first presidential speeches. Benefiting from the critical discourse analysis approach, this dissertation investigates the implicit devices of language forms that serve the readers or listeners to understand the intended meanings behind Joe Biden's speeches.

4. Methodology

Aiming to answer the research questions, the researchers used qualitative approach relying on the implementing approach that are drawn by Fairclough and van Dijk's to analysis and uncover the discursive patterns used by Joe Biden for his first two speeches as a president and to convey a hidden message through it. This study is grounded on socio-cognition using a methodological aim to investigate deeply, moreover, being appropriate and suitable for such kind of researches using document analysis as our research method. To achieve the research objectives, the source of the data is Joe Biden's first presidential speeches. Then, we analyse the data using Fairclough's theory highlighting the ideological and power patterns of speech. Based on theoretical views to unveil the ideology that is hidden behind the text. However, the data source draws out and defines the motifs and detail with used addressee background.

5. Structure of the Study:

This dissertation incorporates two core chapters. The first chapter is theoretical; it includes two sections that deal with a broad review of literature about several analytical studies that investigate the presidential speeches and discourse personality. In addition to, a presentation of the Critical Discourse Analysis (CDA) theoretical framework, and some notions and deceptions that are signed for the research. Then, a brief background about Joe Biden's life, family, and supporters coming to an overview of the feminist movement and feminist notion definition. While the second chapter in this dissertation is the practical part, which deals with the critical Discourse Analysis of the Joe Biden's speeches and ideologies to answer our research questions.

The first section presents in-depth details the applied analytical procedures, approaches, and the methodology employed in the research analysis, further, the implementation of

Fairclough's models to accomplish the research analysis. While the second section includes the results and the discussions. As a conclusion that involves a list of limitations, and main findings the research reached its end.

Chapter One: Literature Review

Introduction

Chapter one contains two sections, section one outlines a Critical Discourse Analysis, it discusses Fairclough's socio-discoursal, Van Dijk's socio-cognition, and Wodack's as three major approaches, respectively with reference to the ideology notion side by side to CDA. Moreover, this research analysis particular presidential speeches and utterances. While section two is devoted to introducing different notions and aspects such as Rhetorical discourse, Discourse personality, Language personality, Feminism, and Feminist notions going through manifesting Biden's discursive strategies for the necessity to understand Biden's ideology and its message.

1.1. Section One: Discourse Analysis (DA) Overview and Background

Discourse Analysis is a wide field that is identified with the utilization of language in a setting. As indicated by Tischer (2000), "discourse is a broad term with different definitions, which 'integrate a whole palette of meanings'" (p. 42). Discourse analysis takes into account different theoretical and methodological approaches such as linguistic, anthropology, philosophy, psychology, and sociology. The nature of language is closely related to the demands that we make on it and the functions it has to serve. In the most concrete terms, these functions are specific to a culture. "The particular form has taken by the grammatical system of language is closely related to the social and personal need that language is required to serve" (Halliday, 1978, p. 142).

One of the significant aim of DA is to consider credible content and discussions in the social setting. The early DA has worried about the inner construction of writings. Halliday's (1978), deliberates another practical semantics advancement against the interior construction of writings. As indicated by Halliday (1978), writings ought to encode both

individual and social cycles. In different words, writings ought to be produced, appreciated, and placed into a social setting. Talk examination depends on miniature and full-scale levels. Consequently, both are significant the social examinations and etymological. Since talks between individuals pass on messages about what is said, the talks are deciphered as informative occasions

Talk is the social data, valid text, and discussions in the social setting are considered as the significant aspect of DA. The primeval DA is concerned with the internal structure of texts. The advancement of Halliday's systematic functional linguistic (1978) against the internal structure of texts. According to Halliday (1978) texts ought to be generated, comprehended, and encoded by personal and social processes.

Discourse analysis is concerned with the relationship between the forms and functions of discourse, and it is a vast field encompassing various interpretive and explanatory sub-disciplines. In discourse analysis, creating a specialized text involves a distinct process whereby the text is generated from a specialized organizational discourse and produced by specialists who have mastered the cognitive and conceptual organization of the subject matter (Biber, 2006; Nickerson, 1999).

1.1.1. Critical Discourse Analysis (CDA)

In the school of discourse, Critical Discourse Analysis is a new emerged, flourished and override filed, labelled as a "transdisciplinary approach" to the discourse and discourse analysis, which sees "language as a form of social practice" (Fairclough, 1989).

Looking back, Critical linguistics (CL) was an approach of studying discourse for over thirty years ago, one of its focal principles is investigating the linguistic choices as a text producer that makes these choices as a potential medium through which the ideological import of a particular discourse situation can be reproduced.

At the same time, Fairclough & Wodak (1997, p.275), Fairclough (1989, 1995 a, 2002) has approachable restated the concept of (CL) into such idea that works with any part of the language texts. Fairclough (1997) explanation of this discourse represents specific social relations between people, specific manners of acting and interacting, specific world views, and specific social identities as ways of being with the purposes. CDA aims to analyze the relationship between language, power, and ideology. However, it aims to discover and realize the performance of language dominance through text and focus on the public speech as an umbrella of official documents, newspapers, advertisements, and political speeches.

1.1.2. Critical Discourse Analysis Principles

Fairclough & Wodak (1997) summarize the main principles of CDA which addresses social problems and shows that power relations are discursive. Besides, discourse constitutes society and culture, and it does an ideological function where the link between text and society is mediated. Discourse analysis is interpretative and explanatory that of times historical in the form of social action.

Wodak (1989) previously defines this approach, which she named ‘Critical Linguistics’, as an ‘interdisciplinary field to language study, critically for the aim of analyzing language behavior in natural speech situations with a social connection Wodak (1989) argued that the diverse theoretical and methodological concepts can be used for analyzing problems of social connection. In addition, Wodak (1989) stressed that in language research the use of multiple methods is very important to recognize the social and historical aspects. Furthermore, the essential principles of critical discourse analysis are summarized as follows by Fairclough and Wodak (1997) (as Cited in Van Dijk, 2015, p. 467).

1. CDA addresses social problems.
2. Power relations are discursive.
3. Discourse constitutes society and culture.
4. Discourse does ideological work.
5. Discourse is historical.
6. The link between text and society is mediated.
7. Discourse analysis is interpretative and explanatory.
8. Discourse is a form of social action Methods of and approaches to DA.

In light of those factors, Wodak (2001) stated that social inequality is the main purpose of CDA in which evaluates social diversity. Meyer (2001) regarded CDA as attempts to comprehensibly and explicitly clarification to the discursive aspect of social inequality. Fairclough (1992, p.315, cited in Min 1997, p.148) argues that CDA objectives are to determine “ideological and political investment of the social function of language. Fairclough (2001), describes CDA as “a form of critical social science geared to illuminating the problems which people are confronted with by particular forms of social life, and to contributing resources which people may be able to draw upon in tackling and overcoming those problems” (p.125)

1.1.3. CDA Methodology

Research for coherent strategies is validated as reasoning by approaches. (Meyer, 2001). Techniques are captured in CDA as a hermeneutic interaction. Hermeneutics, in Meyer's (2001) signifies “the methods of grasping and producing meaning relations”(p, 16). CDA is conducted from a generally varying viewpoint which means that CDA does not have its particular strategies not the same as other social investigation concerning, it's an interdisciplinary component. Bloor and Bloor (2007).

Anthropology, sociology, ethnography, and ethnomethodology have to do with techniques and disciplines that are concerned with human comprehension and conduct, like intellectual and social brain science as presented Fairclough (1989). Many existing ways dealing with language (linguistics, sociolinguistics, pragmatics, cognitive psychology, conversation analysis, etc.) has something to contribute to CDA. Bloor and Bloor (2007) claims that the choice of the research question is picked depends on the techniques or plenty of techniques. CDA is not a specific direction of research.

There have been many scholars who attempted to systematize CDA. Fairclough (1992a, 1995a, 1998, 2000, 2001, 2003), van Dijk (1993, 1997, 2001), Wodak (1996, 2001), were the most celebrations ones who have been sharing common strategies but they noticeably vary in the technical specifications. Luke stated that "CDA involves a principled and transparent shunting back and forth between the micro-analysis of texts using varied tools of linguistics, semiotic, and literary analysis and the macro-analysis of social formations, institutions, and power relations that these texts index and construct" (Luke 2002, p.100).

Methodologically speaking, the investigative methodological CDA is based on six categories: "semiotic building, world building, activity building, identity and relationship building, political building, connection building." Gee (1999, 2005)

Perusing CDA went beyond text analysis to the critical analysis of the observable, used, and interpreted practices of text. As mentioned above, there are two major currents of conducting a critical discourse analysis. The first is Fairclough's work that is symbolized by detailed textual analyses, while the second is van Dijk's work that focuses on action, context, power, and ideology as social variables (In this study is CDA we are drawing on the analytical framework of Fairclough, van Dijk, and Wodak).

1.1.4. CDA Approaches

Fairclough, Van Dijk, and Wodak (1997) have their perspective to deal with CDA.

Similar to the functional analysis of Halliday (1994, 2004, 2014). The system of discourse analysis has three measurements due to Fairclough (1997).

1. A text verbally expressed or organized, counting visual pictures.
2. The utilization and conveyance of the text are significant in discourse practice production.
3. A socio-cultural practice. However, the three-dimensional structure for the examination of the text and discourse is given by Fairclough.
 - 3.1. The semantic explanation of the conventional properties of the text.
 - 3.2. The connection between the text and discursive processes needs comprehensive study.
 - 3.3. The connection between social and cultural reality needs to be clarified.

1.1.5. Fairclough's Social Discourse Approach

According to Fairclough, some particular choices of discourse have a basic presumption. This presumption is never esteem free and innocent. Also, they are determined ideologically. Along these lines, discursive practices as well duplicate inconsistent force relations between social classes, sexual orientation, and ethnic and cultural majorities and minorities to address with an individual in which they represent things according to their manners.

Fairclough (1989) argues that “the exercise of power, in modern society, is increasingly achieved through ideology.” (Fairclough, 1989). Drawing on the discourse-power-ideology relationship, he introduces the concept of hegemony which he defines it as "a way of theorizing change about the evolution of power relations which focus upon discursive

change, but at the same time a way of seeing it as contributing to and being shaped by wider processes of change" (Fairclough, 1993, p.92 cited in Jahedi et al, 2014, p.30). For him, "the political concept of "hegemony" can be usefully impaled in analyzing of discourse" (Fairclough, 2001, p.124). He then states that "an order of discourse is a network of social practices in its language aspect. The elements of orders of discourse are nothing like nouns and sentences (elements of linguistic structures), but discourses, genres, and styles." (Fairclough, 2003, p.24).

1.1.5.1. Textual Analysis

As indicated by Fairclough (2010), textual analysis manages the investigation of how the recommendations in writings are finished, sequenced, and consolidated (past sensational examination). Textual analysis is not just offering remarks on linguistic elements and text contents. CDA has a place with the interpretive (basic) approaches. Analysts should begin from the micro level to the macro level dissecting vocabulary, grammar, and afterword union and text structure. In this regard, CDA analysts research the conventional and center angles of linguistic components that are picked and utilized to reproduce philosophy and implicit power in discourse (Fairclough, 1992). At the degree of vocabulary CDA linguists examine the selection of words; in terms of what is included, what alternatives are excluded, and why, the relationship between assemblies as well as formal and informal components of the selected language elements. They additionally explore the way synonyms, Hyponyms, antagonism, and metaphors, and their classification is used the build the ideology behind the discourse (Fairclough, 1995). Anatomy predictions are used to photograph and arrange social actors confirmed or reversed according to the sender's belief systems (Wodak and Meyer, 2001).

The assumption, as Fairclough has pointed out. Our proposal is made the content maker is “as he said now” or “built it in advance ”(Fairclough, 2010, p 27). In different words, semantics constantly appear in letters explicitly; effects that may certainly be passed to be considered claims have been underestimated (Richardson, 2007).

Fairclough (1992) stressed that aspects of such as assumptions are more important than the word meaning. By moving to the language, the examiners begin to manage a more important level where words are linked in specific ways to do specific sound things: expressions, judgments, sentences on others, other possible options. Here, linguists can examine the types of sentences whether they are dynamic or lurking to derive the dominant and less impressive power specialists from who they are overwhelmed, and how the pronouns are controlled by "we" and "you". CDA analysts analyses of the type of sentences whether positive or negative and their situations: revelation, goal, or inquisitive (both yes / no inquiries).

1.1.5.2. Discursive practices

At this point, Fairclough (1992) stated that in this regard, it should be taken into account that the addresser is not free to pass on what he has in mind because there is something that is given to the grammatical and social restrictions that limit his choices. They say that the understanding of speech is challenged by readers, who may be different, partially, or radically basic knowledge: principles, theories, morals... etc. influence the process of decoding (consumption) messages that have been incorporated into the discourse (Richardson, 2007). Another important concept in this dimension is intertextuality, which is a Fairclough model (2004) that is based on the principle of texts are not integrated isolation, but rather they are produced and interpreted with other existing fragments of external texts in direct and indirect reports (Fairclough, 2004). Also, he said

that analysts must move from textual analysis to analysis of the discourse where texts are built under certain social circumstances in terms of production and understanding.

1.1.5.3. Socio-cultural Practices

Fairclough (2010) recognized three socio-cultural practices that are economic, political, and social practices. As noted in discursive practices, the relationship between discourse and society is persuasive in which discourse shapes and is shaped by society. Also, he considers communication events to be part of social and cultural practices.

1.1.5.4. Orders of Discourse

Orders of discourse are about the "totality of discursive practices of an institution and the relationship between them" (Fairclough, 1993). Usually, discursive practices have a relationship with specific institutions or fields of social life. To define orders of discourse, we have to specify what discourse types are used in the field and the relationships between production and interpretation of discourse. Regarding CDA there is a dialectical relationship between language and society that are showed in two approaches: one, language is influenced by society; the other, society is shaped by language. Hence, the dialectical relationship between language and society describes discourse as social practice. We can understand that discourse is made up of the identities of people, objects of knowledge, and situations. In addition to the social conditions can be shaped by the situation.

In CDA Fairclough based his idea on Halliday's systemic functional linguistics (1978) that investigates language use and its assumptions' relationship: "that language use is both socially shaped and socially shaping." (Fairclough, 1995a, p 252). Regarding multifunctionality of language in texts and theoretically, Fairclough assumed that texts and discourses are socially constitutive: "Language use is always simultaneously constitutive

of (i) social identities, (ii) social relations and (iii) systems of knowledge and beliefs" (Fairclough, 1995a, p.134). The relationship between identity and social subjects has come from the interpersonal function of language; as well as discourse comes from the textual function, in which these three features of society and culture are constituted through every text. Fairclough stated that these three features are simultaneously present and one may take priority over the others (Fairclough, 1995a).

Fairclough (1995) assumed that language is socially shaped as well as socially constitutive. Furthermore, within the same institution very different types of discourses may be present, although the relationship between the language use and the underlying conventions and norms is not always a simple linear one (Fairclough, 1995a). To bring out norms, beliefs, values, and conventions of society language or discourse are employed as a medium because language and society are not directly connected.

In CDA, the relationship of the social and cultural structures with language use is substantial. Drawing on Fairclough's term we understand that the relationships between a specific communicative event, such as newspaper coverage of an event, and the total structure of an order of discourse. Moreover, modifications to the order of discourse and its constituents, genres, and discourses (Fairclough, 1995a).

According to Fairclough (2004), a discursive event is simultaneously text, discursive practice (production and interpretation of texts), and social practice. Fairclough's analysis is based on three elements; description, interpretation, and explanation. The description of texts is a matter of linguistic properties (text analysis), the texts' interpretation is the relationship between the productive and interpretative processes, and the explanation is the relationship between discursive practice and social practice (Fairclough, 1995a). Hence,

the investigation about the relationship between text and its social context was Fairclough's attempt to establish a systematic method.

1.1.6. Van Dijk's Socio-Cognitive Approach

The socio-cognitive methodology does not concern with discursive practice which is set forth by Van Dijk who argued that discourse as a type of social practice. Social cognition is the main focus of Van Dijk especially the connection between text and society. He states that CDA needs to be represented among the different types of social conditions that are shared by social collectivities (gatherings, associations, and institutions) (Van Dijk, 2001). Social cognition "socially shared representations of societal arrangements, groups, and relations, as well as entail operations such as interpretation, thinking and arguing, teaching and learning" (Van Dijk, 93, p.257).

There are two degrees of discourse analysis are identified by Van Dijk (1993) which are, Micro and Macro. Macro-level is concerned with power, the disparity between social groups (Van Dijk, 2003). Ideologies are seen as "the basis of the social representations of groups" (Van Dijk, 2006, p.131) He claims that "groups have (more or less) power if they can (more or less) control the acts and minds of (members of) other groups" (Van Dijk, 2003.p.354-5).

1.1.6.1. Cognition And Context

In this approach, the discourse is defined as a "communication event" and is supposed to include all aspects of semiotic meaning (van Dijk, 2001). The cognition here is defined in terms of cognitive psychology, as well as all mental structures and, is categorized into two types (van Dijk, 2001)

The first type is personal cognition; which includes two interdependent types: mental models (semantic models) that are "sub-interpretations" memory" (van Dijk, 2016) that language clients understand, while using and familiarize them and speaking with the encouragement of understanding (starting with the creation of a vital agreement created during the 1980s by Van Dijk and Kintsch, as indicated in Van Dijk, 2004). They address "what the language users talk, write, read or hear about" (Van Dijk, 2016, p. 7).

The next type is the social perception which is the number of semantics and socio-social information about the world, semantic memory (appointed by van Dijk, 2016, as a social memory). It's the place where people understand and produce such friendly speeches individuals (or facilitators) of networks, associations, or institutions of mentalities, standards, and qualities with other gatherings of people or networks (Van Dijk, 2016).

1.1.6.2. Political and Ideology

Ideology is a social construct, consisting of common qualities within the combination of individuals. Further, in particular, they are socially shared images of gatherings and "are the foundations of group attitudes and other beliefs" (Van Dijk 2006, p.138). Thus, Ideology affects the ways where people experience the world and come out of ideological discourse. The discourse indicates the ideological moralities of the groups that create it. In the U.S. these groups are constantly placed in the two main Republican and Democratic. Even so, these parties contain several ideological groups, such as the conservatives, centrist, advanced, etc., which overlap with some key qualities, but not all. These groups are identified by their differences, often highlighting their immediate impressions. But not everything. These groups are specified by their distinctions, often emphasizing their directly contrasting views on the problems such as gun rights, social welfare, international relations, etc., and have contradicting opinions on validity and the future. This fact

highlights the contrasting quality inherent in ideological values and how they address different ideological social groups.

The different nature of political discourse moves to recognize the ideological conflict between some groupings. In situations where an ideological philosophy or value occurs and is confirmed by all ideological groupings within culture, they vanish into ideology and become part of normal social capacity. This evidence emphasizes the angle of differentiation inherent in ideological characteristics and how different ideological groupings are conveyed to people (Van Dijk 2006:117).

A few experiments have observed "ideology" and dealt with their fundamental of ideologies (Thompson, J.1984; Van 1995; van Dijk 2006), which can be reduced as follows. In the first place, Ideologies are made up of qualities (van Dijk 2006: 116), and these qualities are approximately evaluative and provide the essential rules of social vision and cooperation. Additionally, ideologies are shared socially. All the aspects that have been taken into account, work to distinguish the social personality. Thirdly, ideologies are unique basic convictions that recommend that the potential to control and sort socially shared beliefs refers to social characteristics related to the convention. For each group, "values may be expected to constitute the basic evaluative criteria for the opinions that define ideological systems." (Van Dijk, 1993, p. 11).

A significant basis of ideologies is that there are diversifying degrees of "skill" around the assumption system and not all individuals in groups are equally willing to clarify the ideologies of the gathering (van Dijk, 2006). This function is restored by "specialists, pioneers and other "ideologues" who educate, Clarify, instill, and explicitly repeat the ideologies of assembly. In that capacity, this ability to verbalize, clarify and imitate ideology acknowledges the "specialists" significant force in the translation and

examination of an ideology and may have suggestions on the development of political discourses, where a pioneer can convey unmediated philosophical messages straightforwardly to people in general. This can take into account the key ideological association of messages that make a particular reality for the crowd.

Ideological political discourse is extensively coordinated by confirmed self-imagery and passive photography of the other (van Dijk, 2006). Van Dijk (2006) comprehends a few chapters that adjust the grouping's interests that are used for self-assessment and self-characterization: personality/registration, assignments/exercises, goals, criteria/values, position (comparable to different groupings), and acceptance of assets (Van Dijk 1993, p.250). One of these basic tracks of political discourse is the "polarization" that distinguishes between a group and External assembly" or we are against them (van Dijk 2006.p. 248-249). This social divide is obvious. All this through government issues is usually encoded in pronouns "we" and "them" or royals such as "Our country."

Ideology can be communicated through a methodology of emphasis and lack of focus that makes self-image positive and negative representation of the other. In expanding to pronouns "we" and "them", this procedure may be recognized through decisions through which means and structure. The theory of ideology acts as a multidisciplinary framework. Van Dijk defines ideologies as a special form of social perception shared by social groups. Ideologies, thus form the basis of the social representations and practices of group members, including their discourse, which at the same time acts as a means of ideological production, reproduction, and challenges (Van Dijk 1998).

1.1.7. Wodack's Discourse-Historical Approach

Wodack's discourse historical approach considers discourse as a type of social practice Wodak (2000, cited in Todol et Al, 2002, p. 20) it is difficult to comprehend issues in our

society from a single point of view. The two main fields of interest are the interdisciplinary and electric nature of CDA. It requires integrating different theories and strategies to clarify the article under investigation. She subsequently argues that “studies in CDA are multifarious, derived from quite different theoretical backgrounds, oriented towards different data and methodologies” (Wodak, 2001).

One significant fundamental of CDA is "that all discourses are historical and can therefore only be understood concerning their context" (Wodak, 2009, p.20; Meyer, 2001, p.15). Synchronically and diachronically are associated with other communicative incidents which are happening at the same time. Due to Wodak, the impression of context is significant for CDA because it consists of socio-mental, political, and philosophical parts.

1.1.8. Discourse Analysis Of Political And Presidential Speech

According to CNBC published article on Saturday, November, 07th, 2020. Written by the journalist Lauren Feiner, that Joe Biden delivered his first speech to the nation Saturday night after being projected to become president-elect of the United States. Biden sought to unify the nation with his speech, calling for healing and cooperation between political opponents as President Donald Trump has continued to refuse to concede. He also laid out his priorities, announcing he would assemble a group of scientists to come up with a plan to tackle the ongoing coronavirus pandemic and be ready to deploy it on the day of his inauguration. He also thanked the African-American community for repeatedly supporting him, even during “those moments when this campaign was at its lowest.”

1.1.8.1. Rhetorical Discourse Analysis (RDA)

According to Van den Hoven who stated in his approach that “rhetorical discourse is the main human device to influence an audience’s perception of its reality” (Van den Hoven,

2015, p. 89). Rhetorical analysis is concerned with the construction of the discourse, giving priority to the communicative purpose of each genre (Azaustre & Casas, 1997). According to Connor (1996). At discourse, Rhetoric is aiming from its intentional (reason-driven) and instrumental (fulfilling of the purpose) perspectives. Thus, rhetorical discourse is an approach where textual structures are employed to achieve the desired effect (Connor, 1996).

These structures provide a framework for coherently diverse discourses in a specific manner and how texts contribute to shaping their relations. Rhetorical discourse analysis (RDA) gives priority to the communicative objective and organization structures of texts. Fairclough (1996) said that "there is a space for both rhetorical analysis of political discourse and CDA of political discourse and the analyzed speech includes both the persuasion attempt and the reshaping of discourse practices" (Fairclough, 1996, cited in *The current issues in language & society*, p.286). Also according to Christina Schaffner who said that in politics we put in practice our specific ideas and interests struggling for power and language play a vital role in politics which we cannot deny that language is the controller, the accompanier and the main influence in any political action that can also be evaluated, criticized, explained, guided, and justified by language itself. Also she assumed that "more and more people are exposed to discourse that may be characterized as political in nature" also "more and more people are involved in their daily life in political action". However, in such speech, we can meet both rhetorical (RDA) analysis and CDA. Charteris-Black (2005) stated that

Successful speakers, especially in political contexts, need to appeal to attitudes and emotions that are already within the listeners. When the listeners perceive that their beliefs are understood and supported, the speaker has to create connections to

the policy that they wish to communicate at an emotional level and take standpoints that seem morally correct. Furthermore, the listener must perceive that the arguments are relevant to the issue. This cannot be done solely by lexical means although linguistic performance is the most important factor (Charteris-Black, 2005, p. 186).

In this analysis of discourse, there is a double orientation to the specificity of this selective discursive event, to what is especially being said in the speech; the order of the words within this discourse, and this discursive event. CDA here is concerned with making the connection between the social order and texts employing the notion of order of discourse.

1.1.8.2. Discourse Personality

The individual's behavior towards others, attitude, characteristics, mindset make his personality. There are three types of personalities; courteous, invective and rational (Sedov, 1999). His characterization of personality comes from analyzing the speaker's discourse that leads to understanding the speaker's intention as well as his personality.

1.1.8.3. Language Personality

The research named The Theory of Linguistic Personality is Structural and System Characteristics. "Language is not merely a means of communication, it is a manifestation of the historical and cultural wealth of the people." (Shara Mazhitayeva et. al, 2019, p. 3088). Which during the last few years a research works are being conducted in the field of linguistics studying the identification of an individual's linguistic image through the worldview that led to the creation and appearance of the language personality term in linguistics with its focus is on the deep personality of the individual, the development of the cultural level as soon as an effective tool of interest to the language, and the worldview

system. However, this theory assumed that through the structural and functional aspect of the language, we can recognize a relationship between mind, thought, and spiritual activity of the individual and the emergence of the anthropological linguistic knowledge. Bogin (2001) stated that "A language personality is a person viewed from the standpoint of his willingness to produce verbal acts. A linguistic personality assigns a language, that is, one for whom language is speech, a language personality is characterized not so much by what he knows about the language, as by what he can do with the language". (Bogin, 2001, cited in Shara Mazhitayeva et. al, 2019, p. 3089)

Krasnykh (2009) distinguishes the following components in the language personality concept saying that a speaking person is a person whose activities is a speech activity and the linguistic personality is a personality that manifests itself in speech activity, possessing a body of knowledge and ideas which the person realizing himself in communication, choosing and implementing one or another strategy and tactics of communication, a repertoire of means; this communicative personality-specific participant in a specific communicative act, actually acting in real communication (Krasnykhk, 2009, cited in Shara Mazhitayeva et. al, 2019, p. 3095)

Section Two: An Overview about the Feminism and Feminist Notion in Joe Biden's Presidential Speeches

1.2.1. Feminism Overview and The Feminist Notion

A modern, democratic and egalitarian political tradition, feminism is a doctrine that promotes equality between women and men in all spheres of society. The notions of women's liberation emerged in the 17th century, along with the concept of "individual" defined by the thinkers of the time, including the English philosopher John Locke, who was considered the father of "liberal individualism".

These ideas gained momentum with the Enlightenment (18th), but the term "feminism" did not appear in its current sense until the end of the 19th century. The first feminist demands are aimed above all at reforming institutions so that women and men are equal before the law: the right to vote, the right to education, the right to work, and the right to remain masters of their property.

In the 20th century, feminist struggles influenced political decisions and their social status: women gained the right to vote, they entered the labor market. They are now free to make their political choices, to decide on their economic status by entering the labor market or not, to use contraception or not, or to end an unwanted pregnancy.

Until the early 1960s, feminists' work was an extension of their role as mothers and wives. This traditional view of the social and political role of women began to change after the Second World War. Everywhere, the North American consumer society of the day encouraged women to stay or return home to devote themselves to their children and husbands. The ubiquitous advertising new appliances that make the "queens of the home"

easier and free them from "servitude." This powerful current does not prevent women from experiencing important changes that mark their condition and accelerate a real awareness.

Over time, more and more women work outside the home and access to higher education. They also break into occupations previously reserved for men and hold high positions in society (judge, senior business executive, minister, prime minister).

In the 1960s, debates about abortion and women's control over their bodies were controversial. More discreet, but just as fundamental, actions such as birth planning and contraception are practiced by a growing number of women. More broadly, feminism focuses on new concepts, such as sexism and patriarchy, to better identify barriers to gender equality. All these advances stimulated the feminist movements that acquired new associations such as the Federation of Quebec Women (FFQ) created in 1966 on the initiative of Thérèse Casgrain.

After the Bird Commission denounced discrimination against women and called for equal rights, several steps were taken to achieve this goal. Other laws and amendments to the Civil Code recognize equality between spouses, facilitate divorce and allow civil marriage. In Quebec, the feminist struggles of the 20th century forged a real social contract based on equality between women and men.

Today, new challenges mark the pursuit of this goal; the place of women in big business, gender equality in freedom of religion, the hyper sexualization especially of girls and adolescent girls, and, regularly, the return of debates on abortion. In addition, gender equality in the labor market and pay equity are still major issues today. Issues related to work-life balance and job sharing are also at the heart of a reflection on gender inequalities. These issues, which are fundamental in a society of law, are discussed in the public arena and parliamentary proceedings.

1.2.1.1. The Relationship Between Biden's Personality and The Influence of Barak Obama's Feminism

Vice President, Joe Biden's eight years with former President Barack Obama in the White House have undoubtedly greatly affected Joe Biden, the current president of America, particularly in his personality. The two men devoted their careers with Michelle Obama to defend woman's rights and gender equality.

Obama has worked hard to defend women's rights by achieving sustainable development. He appointed two more women to serve on the nation's highest court, and prevented gender pay discrimination, and established the White House council on women and girls. Barack Obama (2016) said "With passion and courage, women have taught us that when we band together to advocate for our highest ideals, we can advance our common well-being and strengthen the fabric of our nation." (Barack Obama, 2016). Also, he has created a new position: Ambassador - at - large for global woman's issues. Melanie Verveer was installed at the center in 2009 and then Katherine Russell in 2013. In addition, Obama looks forward for advancing women's issues globally and presenting them in his foreign policies (the Global Climate Initiative, the Global Health Initiative, and Feed the Future initiative), which prepares for the policies that shape the presidential orientation for global development signed in 2010. In 2009, President Obama founded the White House Council on Women and Girls. To ensure that all federal agencies take the needs of women and girls in their policies and programs.

Biden fought for gender equality before even being vice president through historic legislation of the Violence Against Women, which Congress re-enacted in 2013. Biden also attended Clarence Thomas's Supreme Court confirmation hearing. As a senator and

chairman of the Senate Judiciary Committee. Biden has striven to address violence against women and hold perpetrators accountable harshly.

Despite intensified efforts by the president and vice president to reduce sexual assaults on university campuses in various U.S. regions. Vice President Joe Biden has acknowledged the success of the Violence against Women Act, which still records some cases. Biden urged increased awareness of this social scourge and the best way to address this social dilemma, and the need for men to contribute to it, and the campaign has received a broad response and received pledges from 250,000 college students to reduce sexual assault crimes, raise awareness of their risks, and intensify efforts and support victims and their families.

The President and Vice-President have used the language of dedication to higher education institutions that are found to violate Law IX and that they will be investigated and financially sanctioned. The measures taken to address rape and rape culture by supporting victims of sexual assault in every possible way is a positive step towards equality, justice, law, and the preservation of women's rights. According to TIME magazine, President Barack Obama and Vice President Biden have defended women's rights as politicians. Michelle Obama addressed men at the women's conference to be better. In his speech, President Obama called for equal work, paid leave, and parental leave, noting that many women cannot have a paid day off to give birth. On this occasion, the Vice President spoke out in condemning the culture of rape and making it at the forefront of cases. This is no stranger to the vice president who has devoted his career to fighting all forms of sexual violence manifested in the introduction of the Violence Against Women Act of 1994 as a senator and has addressed men specially to stay away from all manifestations of hatred against women and not to collude in any abuse against them.

In his memories, Biden talks about his close relationship with former President Obama, and Obama's first contact with him to be his running-in in the June 2008 election. He said he was convinced that Obama was an honest man and kept his word and that he would be a successful and good president. He also spoke of the trust and respect Obama has given him in his jobs inside the White House, and that he spent so much time with Obama that they had developed some hidden signals and special jokes to relieve the pressure. Possibly one of the most important reasons for President Biden's new-old approach to copying former President Obama's experience, which shows how much Joe Biden's character is influenced by Obama's feminism, is the feminist team on which Biden will rely on racial diversity in selecting members who are entirely women, who will hold high-level positions. For the first time in the country's history, women will take up these jobs, and most of them worked in the Obama's government.

According to the DW website news that They are led by Vice President Kamala Harris, as well as Avril Haynes, a former U.S. attorney who served as deputy national security adviser in the Obama administration, and who has been confirmed by the Senate as director of national intelligence. Lenda Thomas Greenfield, 68, a former U.S. ambassador to Liberia who will be America's representative to the United Nations, Biden says that the move to appoint a woman of African descent and a respected diplomat would contribute to restoring morale, which was missed under former President Trump. Native American Deb Haaland who wants her to take over the Interior Ministry portfolio, for the first time in U.S. history, as well as Chinese-born Catherine Tai, who will be tasked with reforming trade relations with China, which deteriorated during the two-year trade war. Women around the world can look forward to a new era that seeks gender equality and provides all the means of success for women under President Joe Biden.

1.2.2. Biden’s Discourse Strategies, Morality, Religion, Doctrine, and Family

When Joe Biden seeks inspiration or satisfaction turning to his faith is considered as a haven. It is woven with references to God, the language of the Bible, or the Pope. The Democratic presidential candidate spoke to the faith-based anti-poverty group Campaign for the Poor, describing the US under President Trump as a “nation in the wilderness.” Biden told the hypothetical audience: “You all remind me of how the Bible describes its call that was born from the wilderness.” A call to service, not to be served. A call for justice, healing, and hope, not hatred. To speak with the gospel and then to be followed by some good deeds. It is not enough to speak not only of the gospel but also with good deeds.”

This was not a one-time religious reference. That’s how Biden routinely speaks. Biden became the second Catholic president in American history. Biden’s Catholicism is at the heart of his life and is likely to shape the way he governs as president, and his Catholic faith is essential to how he sees the world “I’m as much a cultural Catholic as I am a theological Catholic,” he wrote in his book, *Promises to Keep: On Life and Politics*. “My idea of self, of family, of community, of the wider world comes straight from my religion. It’s not so much the Bible, the beatitudes, the Ten Commandments, the sacraments, or the prayers I learned. It’s the culture.” Less than two weeks ago, in an article for the *Christian Post*, Biden wrote: “My Catholic faith drilled into me a core truth – that every person on earth is equal in rights and dignity because we are all beloved children of God.” As president, he added: “These are the principles that will shape all that I do, and my faith will continue to serve as my anchor, as it has my entire life.”

The U.S. Constitution makes no reference to the swearing-in of presidents on a religious book, but custom and historical traditions have turned the Gospel into part of the inauguration ceremonies since the election of George Washington in 1789.

With Joe Biden taking office On Wednesday, the American media and websites were preoccupied with the Bible he was sworn in on. Observers note that, from the beginning of his political career, Biden has been using a sacred book with a large, oversized leather cover to take an oath when he takes office. The book is about 12 centimeters thick and has an iron lock.

Some had expected Biden to take the oath of office on the Kennedy Gospel, because he was the second Catholic president after Kennedy, in *The History of the United States*. But he chose the gospel of his family, which was accompanied by all the stations of his political career. It is the same Bible he was sworn in when he was elected vice president of President Barack Obama in 2009 and 2013, and when he was elected as Delaware's representative in 1973. It is also the Bible that his son, Bo Biden, was sworn in when he was appointed attorney general in Delaware in 2007. Bodied in 2015 from brain cancer.

By choosing his family's gospel, Biden declares his commitment to his Irish roots and his Catholic faith. That approach accompanied him throughout his campaign, which focused on his image as a devout, faithful man who wanted to "restore the spirit of America."

According to *The Christian Today*, Paul Kothmer, author of "American Gospel," reported that the Biden family acquired the huge gospel at the end of the 19th century to write down the family's history on its pages and assert its Catholic identity. At that historical point, there were not many Catholic scriptures adopted in the US However, their printing increased in subsequent years. The gospels were printed in heavy-weight copies, including drawings, maps, and commentaries of theological phrases, as well as special

pages to write important milestones in family life. These gospels are of great importance, passed down from generation to generation, and are a symbol of the family's religion and adherence to Catholic traditions. Biden's inauguration is imbued with religious symbolism, not just through the use of his family's gospel. Before taking the oath of office, Biden went to St. Matthew's Cathedral in Washington for an opening mass, attended by Democrats and Republicans.

Washington Crisis after the crisis, from Iran to Burma to the climate, new U.S. President Joe Biden has shown striking consistency in his determination to engage in uninterrupted cooperation with his allies. After one month in the White House, it is undoubtedly too early to provoke the Biden doctrine, but the 46th president quickly reversed the "America First" philosophy of his predecessor Donald Trump, who had become specialized in provoking allied leaders.

During his first international address, Joe Biden promised Friday, ahead of the Munich security conference, that he would go ahead "alongside (his allies) and his partners. Biden's sons are (Beau Biden, Hunter Biden, Ashley Biden, and Naomi Biden). Joe had suffered Tragedy in the loss of two sons and his first wife. The former vice president shares his three older children – Hunter, Bo, and Naomi Biden – with his late wife, Nelly Hunter. He then gave birth to his youngest daughter, Ashley Biden, and his second wife Jill. The number of crew members increases even as they are mentioned to the couple's many grandchildren. Biden's grandchildren seem to have reported the Democratic candidate's victory when Joe and Jill were sitting in their back terrace and celebrated the win.

About his wife, Jill Tracy Jacobs Biden was born on June 3, 1951, in Hammonton, New Jersey. She grew up in Willow Grove, Pennsylvania, and graduated from Aber Moreland High School in 1969. She studied at the University of Delaware and earned a

bachelor's degree in English in 1975. That same year, she met with Senator Joseph R. Biden of Delaware. On June 17, 1977, they married in New York City at the United Nations Church. She became the mother of his son, Joseph "Bo" III, and Hunter, and in 1981, their daughter, Ashley, was born.

During her husband's vice president, Dr. Biden studied at Northern Virginia Community College. As the second lady of the US, she defended military families, community colleges, and educational opportunities for women and girls. In 2015, Dr. Biden and then-Vice President Joe Biden lost their son Bo because of brain cancer. They pushed together to pledge cancer treatment through the White House shooting initiative. As the First Lady of the US, Dr. Biden continues to defend military families, cancer research, and young women's education. She is a professor of writing at the Northern Virginia Community College.

1.2.3. Biden's Supporters and Woman's Coalition Play a Decisive Role in His Succession Election

President-elect Biden won the votes of 57 percent of women, compared to 45 percent of men. In contrast, President Trump received 42% of women's votes and 53% of men's votes. Female voter's support of Biden has historically gained some support from female voters for a presidential candidate when polling has been screened over the past 70 years. The women have the most widespread part of the Democratic Party's official nomination report for the year and will have equal significance in the general political race in November. Women have generally been more interested in the Democratic primaries so far. Their stunning tendency for former Vice President Joe Biden ended the race appropriately four months earlier than usual just fourteen days ago. By the time Biden is chosen at the Democratic premiere in July and chooses, as confirmed, a lady for vice president, The

Democratic Party will strengthen its position as a women's party in American politics for the immediate future.

1.2.3.1. Presidential Speechwriters

In the White House, there is a presidential department that includes an office of speechwriting being in charge to write the President's speeches. The first presidential speech traced since George Washington became the first President on April 30, 1789. In his speech, he used 135 words remains the shortest ever. Unlike in 1841, the longest one was with 8,455 words and lasted for two hours that was delivered by William Henry Harrison. These speeches are setting the tone for the incoming administration. While sometimes they are intended to persuade. Joe Biden was a master of the spontaneous speech in some stretches which it was compared by F. D. Roosevelt's speech when he took oath during the Great Depression in 1933 and to Abraham Lincoln's speech in 1861, during the Civil War, appealing to not be enemies but friends "dissatisfied fellow countrymen".

After winning the election as the 46th President of the US, According to the NDTV.com website (2021) and to the article that was written in the Indian Express Magazine (2021) that the new US president Joe Biden will deliver his first speech is likely to last between 20 and 30 minutes with America United. However, for the speech's theme the news muinte.com website stated that Biden's speech was written by the Indian American speechwriter Vinay Reddy who first worked as a speechwriter for the U.S. Environmental Protection Agency and the U.S. Department of Health and Human Services. Then he worked as Biden's speechwriter and as a translator for Kamala Harris in recent polls. But some presidential speechwriters said that for many times the presidents of the US didn't respect the written ones and they usually add their own words and personal ideas for instants they talk about their own stories spontaneously. Also, according to the article (33-things-I've-learned from presidential speechwriters) that is written by the website

Jeremy. Earth; that the presidential speeches are essays in simple language, easily comprehensible to a democratic audience. But speechwriters said that "There Is No Persuasion without Inspiration and the emotion is the most important element of motivating an audience. *"The best way to connect with people is through stories that are important to people's lives".*' (Jeremy. Earth, 2021)

1.2.3.2. Vice President Kamala Harris and Her Support in The Election Succession

Kamala Harris, in full Kamala Devi Harris, (born October 20, 1964, Oakland, California, U.S.), 49th vice president of the U.S. for (2021). During the Democratic administration of president Joe Biden Kamala Harris made history as the first woman, the first black woman, and the first Asian-American vice president. She obtained a law degree (1989) from Hastings College after studying political science and economics (B.A., 1986) at Howard University. Her father is Jamaican, he studied at Stanford University. As for her mother, she is the daughter of an Indian diplomat, a cancer researcher.

Kamala Harris contributed for a long-time as U.S. criminal justice politician who used to break down barriers made Biden choose her as his deputy, despite her tough attack on him when she was criminated on the Democratic presidential nomination card. These are her most prominent personal features. Harris, a senator for the past four years from California, has a track record of breaking down invisible barriers. She was the first woman attorney general in San Francisco and the first woman of color to be elected attorney general of California.

Harris is out of her Senate seat but will continue to play a prominent role in it. The Vice President holds the presidency of the Senate to swing any tie in the 100-member House of Representatives. And with his split equally between Democrats and Republicans,

Harris gives her party control of the Senate. Her experience in criminal justice could benefit the Biden administration in addressing racial equality issues and police performance after protests swept the country this year. She is expected to be a senior adviser in nominations for judicial office. She has proved particularly worthy of grooming women, progressives, and voters of color who are of great importance to the party's hopes of winning the election. She also has a diverse ethnic heritage that many Democrats, not just people of color, had hoped to see her this year on the party ticket. The nation at a crossroads of racial justice and the desire to see a woman of color on the ticket helped elevate many of the other shortlisted candidates, including Bass and Rice, above other women with similar career paths.

Then there is the question of votes. During his career in the state and national politics, Harris won more than 10 million individual votes, far more than any other lawmaker Biden considered his vice-presidential candidate. Harris, who has formed a network of donors as she seeks to enter the Senate and reach the White House, has also become an active element of Biden's record-breaking donations in the final months of the propaganda campaign against Republican President Donald Trump. Her choice sparked excitement among the democrats' grassroots and party donors. Team- Spirit accusations by liberals that Harris did not do enough to investigate police shootings and cases in which defendants were wrongly convicted when she was a California prosecutor contributed to the failure of her bid to win the presidency. But these accusations have not appeared nearly during Biden's campaign. As the only black woman in the Senate, Harris emerged as audio on racial justice and police reform issues after Minneapolis police killed African-American George Floyd last May. She walked the streets of Washington with protesters and gained the support of some skeptical liberals.

Biden was asked on "60 Minutes" why he thought in light of his age that Harris would be ready to take over if something happened to him, immediately firing five reasons. He said "The first is its values, the second is that it is very intelligent, the third is that it is very strict, the fourth is that it has truly high principles, and fifth, it has considerable experience in the administration of the Justice Department in the largest state in the Union and is outnumbered only by the U.S. Department of Justice. I hope that doesn't become a question. The tragedy of the young Delaware senator has left her mark on his life and political role in Washington. Joe Biden's continued recovery from the trauma of the death of his first wife and youngest child played a crucial role in his career as a politician. This is evident in the way he speaks to the public on issues of sadness, sorrow, and loss, to express his point of view on health care. Although this approach is not exclusively related to Biden's model of statesmanship, the former U.S. vice president and Democratic candidate for the 2020 presidential election has been famous for formulating his current political ideas based on his past and traders.

Biden's wife, Nellie, 30, and his 13-month-old daughter Naomi, while shopping a few days before Christmas 1972, were killed in a horrific car accident when a tractor-trailer loaded with corn swept through their family Chevrolet. Leaflets and stickers from the young Delaware senator's campaign, loaded with the car, were strewn in the street at the scene. Joe Biden's sons, Joseph "Bo" Biden III, and Robert Hunter Biden survived the tragedy. Forty years after the tragedy, Bo died of brain cancer.

1.2.3.3. Biden's Appointments of Female in High Positions

According to the D.W. broadcast channel on 30th November 2020. President-elect Joe Biden announced that he appointed women to senior positions as new Members of the White House staff who will hold high-level communications positions, noting that for the

first time in the country's history, women will take full office. In his announced statement about the White House communications team, Biden declared that “Communicating directly and truthfully to the American people is one of the most important duties of a President, and this team will be entrusted with the tremendous responsibility of connecting the American people to the White House.” Biden said in a statement (2020).

Among the chosen figures is Jane Sake, who will be a White House spokeswoman, a prominent position. Sake, 41, has held several senior positions, including as White House communications director under former President Barack Obama. Biden and his deputy Kamala Harris are seeking to show diversity in appointments and nominations announced so far, before taking the oath of office on January 20. Biden said "I am proud to present today the first white house communications team made up entirely of women," Biden said in a statement. He added that “these qualifications and experts” in communication provide “diverse perspectives of their work” and share the same commitment to “rebuild this country better”. In addition to Sake, the names of six other personalities have been announced, including Kate Bedingfield, Biden’s deputy campaign manager, who will serve as White House communications director, Ashley Etienne will serve as communications director for Vice President Kamala Harris. Simon Sanders will serve as Harris' senior adviser and spokeswoman, Billy Tobar will be deputy white house communications director, and Karen Jean-Pierre, deputy White House spokeswoman. Elizabeth Alexander was chosen as communications director for the next first lady, Jill Biden

U.S. President Joe Biden on Monday reaffirmed his government's commitment to “honoring women” by investing in their “opportunities, security and well-being,” adding, in a lengthy message on International Women's Day, “Women's History is American History -- and History of the World.” Biden announced that he had signed an executive order establishing the Gender Policy Council in the White House, adding, “I was proud of

it.” (Biden, 2020). The President said the Council was working to “ensure that every domestic and foreign policy we pursue is based on a basis of dignity and fairness for women,” adding that “My government is committed to ensuring that women are represented on an equal footing at all levels of the federal government,” he said, adding that this commitment began with Vice President Kamala Harris, who “has broken through a barrier that has endured for more than two centuries.”

Biden praised the experience of women in the US and other women around the world, calling for “we once again dedicate ourselves to the cause of equity and equality for women around the world” and “highlight systemic obstacles that fuel gender disparities and undermine women's potential.”

Biden has also nominated women to several high-level positions in his Cabinet. On Monday, the president-elect and his transition team announced Janet Yellen as nominee for US Treasury Secretary. If the Senate confirms her, Yellen will become the first woman ever to lead the Treasury Department. Last week, Biden named Linda Thomas-Greenfield as U.S. ambassador to the United Nations. Thomas-Greenfield, a Black woman, served as the U.S. Assistant Secretary of State for Africa from 2013 to 2017 under Obama. Biden has also nominated Avril Haines as Director of National Intelligence; Neera Tanden as Director of the Office of Management and Budget; and Cecelia Rouse as chair of Council of Economic Advisors. (see Appendices 03)

According to the Washington Post website that Biden is expected to nominate Neera Tanden, the chief executive of the left-leaning Center for American Progress, as director of the influential Office of Management and Budget, according to people familiar with the matter who spoke on the condition of anonymity to discuss the nominations freely. Tanden, whose parents emigrated from India, would be the first woman of color to oversee the

agency. (Washington Post, 2020). The president-elect will also appoint Princeton University labor economist Cecilia Rouse as chair of the three-member Council of Economic Advisers, with economists Jared Bernstein and Heather Boushey serving as the other members. Rouse, who is African American, would be the first woman of color to chair the council, which will play a key role in advising the president on the economy, which has been ailing since the pandemic struck the country, throwing tens of millions out of work. Biden earlier named economist Janet Yellen as his treasury secretary.

Conclusion

A framework of CDA was presented within this chapter involves its three major vans Dijk's socio- cognition, Fairclough's socio-discourse, and Wodak's historical approaches. The chapter also dealt with the discourse analysis of political and presidential speech in addition to the notion of ideology in understanding CDA. From this point, the chapter aims to explain how through discourse analysis, we can reveal the personality of the speaker and his intended meanings. And as this research analyses a presidential speeches, the chapter dedicated section two; presenting different aspects that are lined from critical discourse analysis to discourse personality going through clarifying the intended meaning behind Joe Biden's first presidential speeches and ideology that are necessary for understanding his conveyed message. Thus, Discourse Personality links between speech behavior and linguistic consciousness based on various criteria we can distinguish between the types of discourse personalities, the most developed criteria are psychological and sociological. It means that the speaker's personality is characterized by a lot of features that can be considered in the value, conceptual and behavioral aspects. However, studying the language of the person is not an easy task because in some cases we have to study the speech of a person who has made a great contribution to the literature development and the

nation's spiritual heritage for that it requires the studying from the aspect of going in parallel with the linguistic humanities.

Chapter Two: Research Methodology

Introduction

After his appearance as U.S. new president-elect, Joe Biden faced the nation and delivered his prime-time speech. As usual, the presidential speeches are crucial to show the people that the new president knows just what is affecting them at any given time. Through an expressed words and ideas that can give the audience greater insight into the way their country works and how this leader can keep it safe and functioning at its best. This research employed a critical, analytical framework for analyzing the textual and discursive devices used by the U.S. president, spotting the light on his chosen words and utterances, tries to unveil the hidden message behind it as well as discovering his personality.

Section One: Research Design and Data Analysis

2.1.1. Methodology

This imperative section is dedicated to defining the methodology that employed a qualitative, critical discourse analysis approach in this research. It is considerable to recapitulate the research questions that will drive this study. Our objectives are to understand the hidden meaning behind President Joe Biden in his first presidential speech to investigate his personality and tendencies through the discursive practice and techniques that are used in his speech.

2.1.2. Description of the Procedures

However, in this dissertation, we will refer to the part when Joe Biden mentioned his surrounding woman in his first speech after winning the election. Also, the second speech was in the same month as the first speech, in which he appointed and hired new members in the White House. We will deal with already existing data which is Joe Biden two

speeches; the first one was on 07th that is available as a video form downlinked from YouTube sources and a written text from the website of CNBC broadcast channel, while the second speech that was on 29th from the same month of November 2020, that is available just as a video form in YouTube. To analyze this data, we take into consideration its reliability and authenticity by retrieved it from CNBC Website as a written document as well as a recorded video from the Nightly News channel on YouTube, focusing on the intended meanings and the conveyed message behind Biden' speech. Therefore, we do stress in this research that these data materials are reliable, authentic, and downloadable. Although, we make sure that we have characterized ourselves to be critical thinkers when we search, read and analyze the data. Consequently, to answer our research questions, dealing with stretches of texts, we will analyze given utterances from Biden's November 2020 speeches.

2.1.3. Corpus Data Analysis

The presidential two speeches are presented as a form of the written text in addition to a video form in the official channels in YouTube and the website of CNBC broadcast channel. Although the second speech was on 29th November 2020, is available just as a video form on YouTube and CNBC broadcast channel.

2.1.4. Fairclough Model of Analysis

Depending on Fairclough's Model of Analysis assumes that "any case of language is a communicative event" (1995, p. 59), and there is a relationship between language and its function. Fairclough developed a model for CDA that consists of three categories called dimensions. In this section, we will be dealing with these given dimensions as follow textual analysis, discursive practice, and the social practice that practically serves our research objective, to investigate how they were employed in Biden's speech. Biden has

chosen to develop a speech that includes attitudes towards how the country should be regarded by its citizens aiming to unify people.

2.1.4.1. Textual Analysis

Based on Fairclough's framework presented in chapter one; Biden speeches analysis start with the linguistic analysis from the micro-level to the macro-level. To explain how Biden used lexicalization in his discourse to show such interest towards women, focusing on the relationship between the meaning and the form. Henry and Tator, stated (2002, p. 25).

“Discourse is how language is used socially to convey broad historical meanings. It is language identified by the social conditions of its use, by who is using it, and under what conditions. Language can never be 'neutral' because it bridges our personal and social worlds.”

Text can be speech writing, images, or a mixture of all three forms of communication. We call this an analysis at the word level, by choosing certain words we show attitude to the subject. Biden in his prime speech presented himself saying that "As I said many times before, I'm Jill's husband. I would not be here without the love and tireless support of Jill." instead of saying "I'm Joseph Joe Biden". Here his choice of word can express an attitude towards his wife as a partner of his life from one hand and the other hand as woman who considers her as an important presence. Biden in his speech mentioned his Vice President "And I will be honored to be serving with a fantastic vice president (Kamala Harris)" here, Biden chooses this utterance to showcase the highly respect to Kamala as a VP as well as a women also he sums up “who will make the history as the first woman, first Black woman, the first woman of South Asian descent, and first daughter of immigrants ever elected to national office in this country.” Moreover, he added "Kamala, Doug (like it or not) your family. You've become honorary Bidens and there's no way out." The honorable feelings

towards Kamala Harris as the first lady who earned this position make sense of Biden's choice of words. This talking to people for the prime time using such selected words can give a picture of a politician, solemn and an expert in the white house. Later in the speech words like "you're family. You've become honorary Bidens and there's no way out." Biden appears to be humble it gives both a recognizable tone and is partly family-oriented and educative. Also in his second speech when he appointed the white house communications team that consisted exclusively of women saying that "Communicating directly and truthfully to the American people is one of the most important duties of President, and this team will be entrusted with the tremendous responsibility of connecting the American people to the White House." Biden said in a statement. Also, "I am proud to present today the first white house communications team made up entirely of women," He added that "these qualifications and experts" in communication provide "diverse perspectives of their work" and share the same commitment to "rebuild this country better". U.S. President Joe Biden on Monday reaffirmed his government's commitment to "honoring women" by investing in their "opportunities, security and well-being," adding, in a lengthy message on International Women's Day, "Women's History is American History and History of the World." Biden announced that he had signed an executive order establishing the Gender Policy Council in the White House, adding, "I was proud of it." The President said the Council was working to "ensure that every domestic and foreign policy we pursue is based on a basis of dignity and fairness for women," adding that "My government is committed to ensuring that women are represented on an equal footing at all levels of the federal government," he said, adding that this responsibility started with VP Kamala Harris, who "has broken through a barrier that has endured for more than two centuries." Biden praised the experience of women in the United States and other women around the world, calling for "we once again dedicate ourselves to the cause of equity and equality for women

around the world” and “highlight systemic obstacles that fuel gender disparities and undermine women's potential.”

However, the words "proud, Qualifications, and experts" this way of characterizing and presenting people can showcase Biden's skills and ideological association. As explicitness of meaning in the speech is not apparent, we can understand that there are implicitly hidden and embedded meanings from these chosen words. We shall reveal how these words "the first white house communications team made up entirely of

2.1.4.2. Discursive Practice Analysis

This level involves the production or constitution of texts. Here, the analysis takes place at the next level that we are going to deal with these conditions of production and consumption of the text relying on; intertextuality and topicality as analytical tools used in Biden's speeches. Through CDA, we can be bearer of change, the bearers we use, and the way we compose our sentences are of importance, the way we talk about the subject. Text is almost innocent, it often contains values, attitudes, and assessments that the sender will convey to the recipient.

In intertextuality analysis, we look at the way how a text interacts with prior texts, which gains its meaning in relation to others too. In addition to specify the subject- matter and the chosen topic as a research objective. The explanation of this perspective stated that " all texts, spoken and written, are constructed and have the meanings which texts-users assign to them in and through their relations with other texts in some social formation" (Thibault, 1994). In this discourse, we have noticed that the use of discourse elements is not randomly as well as they are ideological, Bakhtin (1986) argues that every text (or utterance) is a kind of "productivity". Also, Fairclough describes intertextuality" points to how texts as can transform prior texts and restructure existing conventions in producing

new texts" (Fairclough, 1992). The ideological words that Biden has chosen praising the experience of women in the US and other women around the world, saying "we once again dedicate ourselves to the cause of equity and equality for women around the world" and "highlight systemic obstacles that fuel gender disparities and undermine women's potential." are the prominent words in Biden' speech, which he focused on it to attract the audience attention, maybe his aim to gain the woman hearts for succession in the coming presidential custody. While in topicality analysis, we are going to examine which topics were chosen in the selected discourse. When we focus on the way that the speech is produced, the form thus speaking and not writing we can notice that the speaker of the speech draws on other discourses in the text, this is to say whether the speaker borrowed passages or sentences from other presidential speeches or texts. And as it is mentioned in Biden's speeches and focusing on women through giving her more interests the selected words don't come from the blue-sky Biden was influenced by Barack Obama's personality, speeches, as well as his ideology.

Topicality can be seen when Biden declared "I am proud to present today the first white house communications team made up entirely of women," this declaration seems in parallel with Barack Obama speech when he said "I'm confident t years, if every nation on the earth was run by women, you would see a significant improvement across the board on just about everything," here Obama wanted to increase female leadership " the importance of more focus on putting women in power, because men seem to be having problems these days." And he added "empowering more womenis going to lead to some better policies." Topicality also can be shown through the borrowed ideas in his speech "New Deal" was Biden's introduction as the best part of a century ago following the ideas of Franklin D Roosevelt to get America out of the Great Depression. That makes sense that he relayed and built some of his thoughts on the others texts.

2.1.4.3. Social Practice Analysis

Language creates opinions and characterizes our attitudes; it creates social relationships and practices. Language is associated with power and part of our communication that is a social event in which language and the choice of words form the context of our social community. However, language and communication are also closely linked to the society in which we are located, through this connection society can be an organization where there are certain norms and traditions. In Biden's both speeches the listeners and readers can recognize that; when he said "Kamala, Doug like it or not you're family. You're become honorary Bidens and there's no way" also when he talked about the Corona Virus pandemic "I hope it can provide some comfort and solace to the more than 230.000 families who have lost a loved one to this terrible virus this year. My heart goes out to each one of you. Hopefully this gives you solace as well." (Biden, 2020). Here with this word choices Biden is showing that he is a family-oriented which from these selected words he can create and organize a society with its norms and traditions. Fairclough's analytical approach assumes that language helps create change and can be used to change behavior, discourse analysis means that language becomes a powerful tool. This level is about the norms and traditions of the US as a country that has its traditions, believes, and norms. The language here really works in the country which has a patriarchal and organizational structure with authoritarian leadership at the top, a kind of family structure where the father is speaking to his children.

Section Two: Findings and Discussion

2.2.1. Discussion and Results

The discourse entities' analysis of Joe Biden's both victory speech and the announcement of nominating people in the White House positions showcased the use of rhetorical discourse, textual and discursive practices in both speeches. Fairclough (1996) stated that "there is a space for both rhetorical analysis of political discourse and CDA of political discourse and the analyzed speech includes both the persuasion attempt and the reshaping of discourse practices" (Fairclough, 1996, cited in the current issues in language & society, p.286). Unlike other presidents who were using the personal pronoun "Me" instead of "We", calling the Americans for unity, striking an optimistic tone, calling on Republicans and Democrats for stopping to demonize one another, compromising, making the connection between this appealing speech, and his interests by the female went to touch on American women's hearts starting his prime speech as a quiet and strong starting, playing on the American hearts focusing on female, recognizing a historic moment with American women that never happened before making progress towards gender quality. Charteris-Black (2005) stated that "successful speakers, especially in political contexts, need to appeal to attitudes and emotions that are already within the listeners. When the listeners perceive that their beliefs are understood and supported, the speaker has to create connections to the policy that they wish to communicate at an emotional level and take standpoints that seem morally correct" (Charteris-Black, 2005). The president-elect aimed to express and established representative perspectives through performing these people first talking, his message wasn't delivered just for American citizens but in reality, it was for the entire world people as long as the U.S. considered among the leading nations in the world, that's if we don't say it's the country that leads the world. If we look back and delve

into the circumstances and reality of Biden's succession in the 2020 Presidential election and relying on authenticable resources like the University of Wisconsin poll. We will find that due to a high percentage of female voters that never happened before, it was the women who made up the gap by favoring Biden over Trump which brings to our minds that the women's support is one of the main reasons in his succession of the election.

Biden's chosen words in the victory speech "I'm Jill's husband, I would not be here without the love and tireless support of Jill...Jill's a mom – a military mom – and an educator" and "Jill came into my life, she put our family back together." In addition to naming Vice President Kamala Harris as one of Biden's family, from these utterances and the choice of words within an important and global speech we can understand that there is a conveyed meaning behind it that Biden intentionally wanted to express. Taking into account Biden's eight years during two terms flanking former president Barack Obama, undoubtedly, that this serving period as a Vice President with the former president Barack Obama who declared many times in official interviews that he is a feminist "the fatherhood of two girls should be feminist" (Barack Obama, 2016). As a result, this relationship impacted Biden's personality as well as he fought for gender equality in 2013. Furthermore, in a statement on Sunday, 29th November 2020. Joe Biden has nominated women to several senior White House Positions using selected and touchable words in his speech like "I'm proud to present today the first white house communications team made up entirely of women" he added, "we once again dedicate ourselves to the cause of equity and equality for women around the world." Until now Biden appointed 12 women in high-level positions to reach 25 women at maximum level with the percentage of 44%. Tracing back that Barack Obama appointed female in high-level positions that make a sense that Biden's personality has been influenced by his former President and its feminism believing. As a result, the speaker's personality is characterized by a lot of features that can be considered

in the value, conceptual and behavioral aspects. Drawing on discourse personality, and Fairclough's CDA methodology. Thus, through analyses the word selection and its hidden meanings, linguistic devices and discursive strategies that are used in Biden's discourses. Furthermore, looking among the elections' events and linking between the personages and their relationships considering the discourse event we came to answer the question by understand the intended meaning behind Biden's discourse that can reveal the targets, trends, and feminist believes of the Joe Biden as well as his real personality as a feminist.

2.2.2. Limitation and Implications to Research

Finalizing our research in the field of CDA, the study has considerable limitations; the researchers faced many difficulties during the search for information about Joe Biden due to the newness of this document. Also, they suffered from the unavailability of tangible resources, and previous Critical Discourse Analyses that could have guided, and helped them to find a methodology for such analysis. Researchers also faced the problem of not having a written text of Biden's second speech just a form of short video and cited utterances on the CNBC broadcast website. Furthermore, the lack of previous studies that analyze the personality of the speaker through his discourse. The analysis, therefore, was limited to select sentences and utterances within both prime speeches. Finally, under the frameworks of CDA, the researchers aimed to unveil the discursive strategies that Biden used in his speeches.

2.2.3. Recommendations

In this study, the researchers have investigated the discursive strategies that was used in Biden's speeches which were pushed to more and more about Joe Biden personality in the coming future to make sure that their assumption was correct as well as to know about other phenomenon personality through analyzing his or her discourse and can be a step and help researchers in their future researches.

Conclusion

This chapter tackled the discursive strategies used by Joe Biden in his first speeches to reveal the intended meaning behind his discourse drawing on the methodology of Fairclough's social discourse approach. Then, this chapter recognizes an analysis of the chosen words and utterances retrieved from Biden's speeches and announcements and finalizes by discussing the results of the analysis.

General Conclusion

Based on Fairclough, Van Dijk, and Wodack's critical discourse approaches. In addition to Rhetorical discourse analysis (RDA) and discourse personality. A discussion was tackled about the Critical Discourse Analyses of political addresses from the political discourse to the personality perspective. Since language is a social action and used for communication as a tool for presenting and shaping a political argument, this analytical framework has to be completed by a critical discourse analytical approach. Therefore, Ideology as reproduced through politicians' language, strategies, and methods to obtain objectives leads to the creation of many perspective strategies that deal with it. However, people's psychological classification can determine their attitudes in their communication.

Most of the presidential speeches are unimpressive on the page. But when the audience listens to the speaker, he is often left feeling that it's one of the greatest speeches you've ever heard. For that, we conducted this research to investigate the textual, discursive strategies and techniques as well as how the political ideologies that are used in Biden's prime speeches unveil the conveyed message and the intended meaning behind Biden's speeches and know more about his personality and believes, using Fairclough's social discourse framework to analysis and interpret the hidden meaning in this discourse.

This dissertation divided in two chapters, preceded with an introduction and followed by a conclusion. The first chapter consisted of a CDA overview and background. Whereas the second chapter provided the employed methodology, the analysis of the selected texts than its discussion. Through the preferred linguistic devices used by U.S. President Joe Biden, we have made the analysis drawing on Fairclough's CDA methodology.

Our focus in this dissertation was on the situational analysis to discourse that makes it possible to take a close look at persons engaged in communication, which human being is

regarded as a combination of different features; biological, social, and spiritual, rather than a collection of various aspects of the same inseparable entity. These aspects are specially studied in different fields of knowledge like Psychology, Sociology, Culturology, and Linguistics, taking into account verbal as well the non-verbal behavior and thus is linguistically relevant.

As a result, the president-elect aimed to express and established representative perspectives through performing his people prime talking, looking back about the circumstances and reality of Biden's succession election, and relying on the authenticable resources, we found that due to the women coalition who made up the history of Joe Biden as a president-elect. From Biden's utterances and word choices within an important and global speech, we can understand the intended meaning through his conveyed message and revealed the tenor of the relationship between Biden and Barack Obama that impacted Biden's personality as well his targets, trends, and feminism believes. Hence, the speaker's personality is characterized by a lot of features that can be considered in the value, conceptual and behavioral aspects.

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Appendix

Appendices 1:

Joe Biden's Victory Speech 07th Nov, 2020.

Here is the full text of the speech from Wilmington, Delaware, as prepared for delivery:

My fellow Americans, the people of this nation have spoken.

They have delivered us a clear victory. A convincing victory.

A victory for “We the People.”

We have won with the most votes ever cast for a presidential ticket in the history of this nation — 74 million.

I am humbled by the trust and confidence you have placed in me.

I pledge to be a President who seeks not to divide, but to unify.

Who doesn't see Red and Blue states, but a United States?

And who will work with all my heart to win the confidence of the whole people.

For that is what America is about: The people.

And that is what our Administration will be about.

I sought this office to restore the soul of America.

To rebuild the backbone of the nation — the middle class.

To make America respected around the world again and to unite us here at home.

It is the honor of my lifetime that so many millions of Americans have voted for this vision.

And now the work of making this vision real is the task of our time.

As I said many times before, I'm Jill's husband.

I would not be here without the love and tireless support of Jill, Hunter, Ashley, all of our grandchildren and their spouses, and all our family.

They are my heart.

Jill's a mom — a military mom — and an educator.

She has dedicated her life to education, but teaching isn't just what she does — it's who she is. For America's educators, this is a great day: You're going to have one of your own in the White House, and Jill is going to make a great First Lady.

And I will be honored to be serving with a fantastic vice president — Kamala Harris — who will make history as the first woman, first Black woman, first woman of South Asian descent, and first daughter of immigrants ever elected to national office in this country.

It's long overdue, and we're reminded tonight of all those who fought so hard for so many years to make this happen. But once again, America has bent the arc of the moral universe towards justice.

Kamala, Doug — like it or not — you're family. You've become honorary Bidens and there's no way out.

To all those who volunteered, worked the polls in the middle of this pandemic, local election officials — you deserve a special thanks from this nation.

To my campaign team, and all the volunteers, to all those who gave so much of themselves to make this moment possible, I owe you everything.

And to all those who supported us: I am proud of the campaign we built and ran. I am proud of the coalition we put together, the broadest and most diverse in history.

Democrats, Republicans and Independents.

Progressives, moderates and conservatives.

Young and old.

Urban, suburban and rural.

Gay, straight, transgender.

White. Latino. Asian. Native American.

And especially for those moments when this campaign was at its lowest — the African American community stood up again for me. They always have my back, and I'll have yours.

I said from the outset I wanted a campaign that represented America, and I think we did that. Now that's what I want the administration to look like.

And to those who voted for President Trump, I understand your disappointment tonight.

I've lost a couple of elections myself.

But now, let's give each other a chance.

It's time to put away the harsh rhetoric.

To lower the temperature.

To see each other again.

To listen to each other again.

To make progress, we must stop treating our opponents as our enemy.

We are not enemies. We are Americans.

The Bible tells us that to everything there is a season — a time to build, a time to reap, a time to sow. And a time to heal.

This is the time to heal in America.

Now that the campaign is over — what is the people's will? What is our mandate?

I believe it is this: Americans have called on us to marshal the forces of decency and the forces of fairness. To marshal the forces of science and the forces of hope in the great battles of our time.

The battle to control the virus.

The battle to build prosperity.

The battle to secure your family's health care.

The battle to achieve racial justice and root out systemic racism in this country.

The battle to save the climate.

The battle to restore decency, defend democracy, and give everybody in this country a fair shot.

Our work begins with getting COVID under control.

We cannot repair the economy, restore our vitality, or relish life's most precious moments — hugging a grandchild, birthdays, weddings, graduations, all the moments that matter most to us — until we get this virus under control.

On Monday, I will name a group of leading scientists and experts as Transition Advisors to help take the Biden-Harris COVID plan and convert it into an action blueprint that starts on January 20th, 2021.

That plan will be built on a bedrock of science. It will be constructed out of compassion, empathy, and concern.

I will spare no effort — or commitment — to turn this pandemic around.

I ran as a proud Democrat. I will now be an American president. I will work as hard for those who didn't vote for me — as those who did.

Let this grim era of demonization in America begin to end — here and now.

The refusal of Democrats and Republicans to cooperate with one another is not due to some mysterious force beyond our control.

It's a decision. It's a choice we make.

And if we can decide not to cooperate, then we can decide to cooperate. And I believe that this is part of the mandate from the American people. They want us to cooperate.

That's the choice I'll make. And I call on the Congress — Democrats and Republicans alike — to make that choice with me.

The American story is about the slow, yet steady widening of opportunity.

Make no mistake: Too many dreams have been deferred for too long.

We must make the promise of the country real for everybody — no matter their race, their ethnicity, their faith, their identity, or their disability.

America has always been shaped by inflection points — by moments in time where 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 — and told us, “Yes, we can.”

We stand again at an inflection point.

We have the opportunity to defeat despair and to build a nation of prosperity and purpose.

We can do it. I know we can.

I've long talked about the battle for the soul of America.

We must restore the soul of America.

Our nation is shaped by the constant battle between our better angels and our darkest impulses.

It is time for our better angels to prevail.

Tonight, the whole world is watching America. I believe at our best America is a beacon for the globe.

And we lead not by the example of our power, but by the power of our example.

I've always believed we can define America in one word: Possibilities.

That in America everyone should be given the opportunity to go as far as their dreams and God-given ability will take them.

You see, I believe in the possibility of this country.

We're always looking ahead.

Ahead to an America that's freer and more just.

Ahead to an America that creates jobs with dignity and respect.

Ahead to an America that cures disease — like cancer and Alzheimers.

Ahead to an America that never leaves anyone behind.

Ahead to an America that never gives up, never gives in.

This is a great nation.

And we are a good people.

This is the United States of America.

And there has never been anything we haven't been able to do when we've done it together.

In the last days of the campaign, I've been thinking about a hymn that means a lot to me and to my family, particularly my deceased son Beau. It captures the faith that sustains me and which I believe sustains America.

And I hope it can provide some comfort and solace to the more than 230,000 families who have lost a loved one to this terrible virus this year. My heart goes out to each and every one of you. Hopefully this hymn gives you solace as well.

“And He will raise you up on eagle's wings,

Bear you on the breath of dawn,

Make you to shine like the sun,

And hold you in the palm of His Hand.”

And now, together — on eagle's wings — we embark on the work that God and history have called upon us to do.

With full hearts and steady hands, with faith in America and in each other, with a love of country — and a thirst for justice — let us be the nation that we know we can be.

A nation united.

A nation strengthened.

A nation healed.

The United States of America.

God bless you.

And may God protect our troops.

Appendices 2:

Joe Biden's Speech 29th Nov, 2020. (Nominating People in White House Positions)

"Communicating directly and truthfully to the American people is one of the most important duties of a President, and this team will be entrusted with the tremendous responsibility of connecting the American people to the White House." Biden said in a statement.

"I am proud to present today the first white house communications team made up entirely of women," Biden said in a statement. He added that "these qualifications and experts" in communication provide "diverse perspectives of their work" and share the same commitment to "rebuild this country better".

U.S. President Joe Biden on Monday reaffirmed his government's commitment to "honoring women" by investing in their "opportunities, security and well-being," adding, in a lengthy message on International Women's Day, "Women's History is American History -- and History of the World."

Biden announced that he had signed an executive order establishing the Gender Policy Council in the White House, adding, "I was proud of it." (Biden, 2020)

The President said the Council was working to "ensure that every domestic and foreign policy we pursue is based on a basis of dignity and fairness for women," adding that "My government is committed to ensuring that women are represented on an equal footing at all levels of the federal government," he said, adding that this commitment began with Vice

President Kamala Harris, who "has broken through a barrier that has endured for more than two centuries"

Biden praised the experience of women in the United States and other women around the world, calling for "we once again dedicate ourselves to the cause of equity and equality for women around the world" and "highlight systemic obstacles that fuel gender disparities and undermine women's potential"

Appendices 3:

UNITED STATES

Biden-Harris transition team

The first announcement for the White House is for the communications team which is all female-led.



ELIZABETH E ALEXANDER
COMMUNICATIONS DIRECTOR FOR
THE FIRST LADY



KATE BEDINGFIELD
WHITE HOUSE COMMUNICATIONS DIRECTOR



ASHLEY ETIENNE
COMMUNICATIONS DIRECTOR FOR THE
VICE PRESIDENT



KARINE JEAN-PIERRE
PRINCIPAL DEPUTY PRESS SECRETARY



JEN PSAKI
WHITE HOUSE PRESS SECRETARY



SYMONE SANDERS
SENIOR ADVISOR AND
CHIEF CORRESPONDENT FOR THE
VICE PRESIDENT



PILI TOBAR
DEPUTY WHITE HOUSE
COMMUNICATIONS DIRECTOR

Source: Buildbackbetter.gov | November 30, 2020

Appendices 4:



WOMEN APPOINTED TO PRESIDENTIAL CABINETS

Eleven women have been confirmed to serve in cabinet (6) and cabinet level (5) positions in the Biden administration.¹ A total of 64 women have held a total of 72 such positions in presidential administrations, with eight women serving in two different posts. (These figures do not include acting officials.) Among the 64 women, 41 were appointed by Democratic presidents and 23 by Republican presidents. Only 12 U.S. presidents (5D, 7R) have appointed women to cabinet or cabinet-level positions since the first woman was appointed by President Franklin D. Roosevelt in 1933.²

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Totals include only women presidential appointees confirmed by the Senate to cabinet or cabinet-level positions; they do not include acting officials or nominees awaiting confirmation. Cabinet and cabinet-level positions vary by presidential administration. Our final authority for designating cabinet or cabinet-level in an administration is that president's official library. See notes below this table for more details on appointments within presidential administrations, as well on variance in cabinet or cabinet-level positions across and within presidential administrations.

| President | Total # of Women appointed this term | Total # of Women Appointees | Maximum # of Women Serving Concurrently | # of Cabinet or Cabinet-Level Positions | % of Women at Maximum Level |
|-----------------------------------|--------------------------------------|-----------------------------|---|---|-----------------------------|
| Biden | 11 | 11 | 11 ^A | 25 | 44 |
| Trump | 7 | 7 | 6 | 23 ^B | 26 |
| Obama (second term) | 8 | 10 | 8 | 23 | 35 |
| Obama (first term) | 8 | 8 | 7 | 23 ^C | 30 |
| G.W. Bush (second term) | 4 | 6 | 5 | 21 | 24 |
| G.W. Bush (first term) | 4 | 4 | 4 | 21 | 19 |
| Clinton (second term) | 6 | 9 | 9 | 22 | 41 |
| Clinton ^D (first term) | 7 | 7 | 7 | 22 | 32 |
| G.H.W. Bush | 4 | 4 | 3 | 17 | 18 |
| Reagan (second term) | 1 | 3 | 3 | 17 | 18 |
| Reagan (first term) | 3 | 3 | 3 | 17 | 18 |
| Carter ^E | | 4 | 2 | 18 | 11 |
| Ford | 2 | 2 | 1 | 22 | 5 |
| Nixon (second term) ^F | 1 | 1 | 1 | 13 | see note #F |
| Nixon (first term) ^F | 0 | 0 | 0 | 13 | 0 |
| Johnson | 0 | 0 | 0 | 14 | 0 |
| Kennedy | 0 | 0 | 0 | 11 | 0 |
| Eisenhower (second term) | 0 | 0 | 0 | 11 | 0 |
| Eisenhower (first term) | 1 | 1 | 1 | 11 | 9 |
| Truman (second term) | 0 | 0 | 0 | 10 | 0 |
| Truman (first term) ^G | 0 | 1 | 1 | 11 | 9 |
| F. Roosevelt (all four terms) | 1 | 1 | 1 | 11 | 9 |

Appendices 5:



Appendices 6:



Appendices 6:



Resumé

Joe Biden est devenu le vainqueur et président élu des États-Unis lors de l'élection de l'année 2020. Les stratégies politiques de perspective qui sont adoptées par Joe Biden pendant sa campagne et son élection ainsi que les discours prononcés après avoir remporté l'élection. Pour la raison de découvrir le rôle des stratégies discursives à travers le prisme de la présidentielle les discours et les annonces de Joe Biden, en retraçant le cadre du discours social de Fairclough et le cadre socio-cognitif de Van Dijk, une analyse critique du discours est menée en afin de répondre aux questions: comment le discours reflète-t-il la signification voulue derrière les discours de Joe Biden en tant que nouveau président des États-Unis? Et comment les dispositifs et stratégies linguistiques utilisés dans le discours peuvent révéler les cibles, les tendances et les croyances féministes du Joe Biden ainsi que sa vraie personnalité? Les résultats de l'analyse suggèrent que Joe Biden a utilisé un ensemble de stratégies textuelles et discursives, de récits, d'intertextualité et de manipulation socio-cognitive à travers sa présentation de soi dans son discours et son deuxième discours aux heures de grande écoute qui nous ont aidés à révéler ses tendances et ses croyances comme ainsi que sa vraie personnalité de féministe.

Mots-clés: *Analyse critique du discours, États-Unis, intertextualité, van Dijk, Fairclough, Ordres de discours, Analyse du discours rhétorique, Personnalité du discours, Féminisme, Féministe, Bureau des auteurs de discours, Femme.*

ملخص

برز جو بايدن باعتباره الفائز والرئيس المنتخب للولايات المتحدة في انتخابات عام 2020 الإستراتيجيات السياسية المنظورة التي تبناها جو بايدن خلال حملته وانتخابه وكذلك الخطب التي أقيمت بعد فوزه في الانتخابات. من أجل اكتشاف دور الاستراتيجيات الخطابية من خلال عدسة الرئاسة ، يتم تنفيذ خطابات وإعلانات جو بايدن ، وتتبع إطار الخطاب الاجتماعي ل فار كلاف والإطار الاجتماعي المعرفي لـ فان ديك ، يتم إجراء تحليل خطاب نقدي في للإجابة على الأسئلة: كيف يعكس الخطاب المعنى المقصود وراء خطابات جو بايدن كرئيس جديد للولايات المتحدة؟ وكيف يمكن للأدوات والاستراتيجيات اللغوية المستخدمة في الخطاب أن تكشف الأهداف والاتجاهات والمعتقدات النسوية لجو بايدن وكذلك شخصيته الحقيقية؟ تشير نتائج التحليل إلى أن جو بايدن استخدم مجموعة من الاستراتيجيات النصية والخطابية ، والقصص ، والتناص ، والتلاعب الاجتماعي المعرفي من خلال عرضه الذاتي في خطاب وقت الذروة والخطاب الثاني الذي ساعدنا في الكشف عن توجهاته ويؤمن بأنها وكذلك شخصيته الحقيقية كناشط نسوي

الكلمات المفتاحية: تحليل الخطاب النقدي ، الولايات المتحدة الأمريكية ، التناص ، فان ديك ، فيركلاف ، أوامر الخطاب ، تحليل الخطاب البلاغي ، شخصية الخطاب ، النسوية .