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# **An Aristotelian Rhetorical Analysis of Joe Biden's Inaugural Speech**

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Requirements for Master Degree in Civilization and Literature

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## ***Dedication***

*I dedicate this work to my late father May Allah have mercy on him and placed him into his havens'*

*"To my Mother", my sisters and brothers, my Wife and my beloved children who have made me stronger, better and more fulfilled than I could have ever imagined.*

*I love you to the moon and back.*

*I also dedicate this work to my Supervisor and Teacher Mhamedi Nadir; I really appreciate all what we have learned from you.*

*This work is also dedicated to the Department of English administration and teachers*

*It is with great pleasure to dedicate this work to a list of friends and in its forefront Harouache A.*

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## **Abstract**

This research endeavors to shed light on the rhetorical and persuasive techniques used by the current American President Joe Biden in his inaugural speech which marks the beginning of a new term in office. Joe Biden stands as his previous political leaders who passed from this mission and had better understanding of the effective political speech, in this frame, Biden's persuasive strategies are mainly based on the Aristotle Rhetoric Appeals which have been explored in this work that he used to persuade the American audience. The goal of this study is to reveal the role that Rhetoric Persuasive technique played in Biden's inaugural speech. In order to achieve this aim, the entire speech is analyzed from the perspective of CDA and the typical modes and the strategies associated with the Aristotle Rhetoric Theory. The Aristotelian Rhetorical Analysis shows that Biden used the three Aristotelian Modes: Ethos, Pathos and Logos. Pathos is the most mode used over Ethos and Logos. Besides that, Biden managed to use other Rhetoric tools like Speech Acts, Deictic, Metaphor and Repetition as persuasive strategies to make his speech mostly effective.

**Keywords:** Biden's Inauguration Speech, Rhetoric, Political Discourse, Aristotle's Rhetorical Persuasive Appeals, Deictic Pronouns, Persuasive Strategies, Speech Acts Theory.

## Résumé

Cette recherche vise à mettre en lumière les techniques rhétoriques et persuasives utilisées par l'actuel président Américain Joe Biden dans son discours inaugural qui marque le début d'un nouveau mandat. Joe Biden se présente comme ses anciens dirigeants politiques qui sont passés de cette mission et avaient une meilleure compréhension du discours politique efficace. Dans ce cadre, les stratégies de persuasion de Biden sont principalement basées sur les appels rhétoriques d'Aristote qui ont été explorés dans ce travail qu'il a utilisé pour persuader le public Américain. Le but de cette étude est de révéler le rôle possible que la technique de persuasion rhétorique a joué dans le discours inaugural de Biden. Pour atteindre cet objectif, l'ensemble du discours est analysé du point de vue du CDA et des modes typiques et des stratégies associées à la théorie rhétorique d'Aristote. L'analyse rhétorique aristotélicienne montre que Biden a utilisé les trois modes aristotéliciens : Ethos, Pathos et Logos. Pathos est le mode le plus utilisé sur Ethos et Logos. En outre, Biden a réussi à utiliser d'autres outils rhétoriques comme les actes de parole, Déictique, Métaphore et Répétition comme stratégies de persuasion pour rendre son discours le plus efficace.

**Mots-clés :** Discours d'inauguration de Biden, rhétorique, discours politique, appels rhétoriques persuasifs d'Aristote, pronoms déictiques, stratégies persuasives, théorie des actes de parole.

## ملخص

يسعى هذا البحث إلى تسليط الضوء على التقنيات الخطابية والإقناعية التي استخدمها الرئيس الأمريكي الحالي جو بايدن في خطابه الافتتاحي الذي يمثل بداية فترة ولاية جديدة في المنصب الرئاسي. يقف جو بايدن كرؤساء مروا من هذه المهمة وكان لديهم فهم أفضل للخطاب السياسي الفعال، في هذا الإطار، استخدم بايدن الاستراتيجيات المقنعة التي تستند بشكل أساسي إلى خطاب أرسطو الذي تم استكشافه في هذا العمل الذي استخدمه بايدن لإقناع الجمهور الأمريكي. الهدف من هذه الدراسة هو الكشف عن الدور الذي لعبته تقنية الإقناع الخطابي في خطاب تنصيب بايدن. يُظهر التحليل الخطابي الأرسطي أن بايدن استخدم أنماط أرسطو الثلاثة، وأن وضع Pathos بأثوس هو الأكثر استخدامًا من اللوقوس Logos و إيثوس Ethos إلى جانب ذلك، تمكن بايدن من استخدام أدوات خطابية أخرى مثل أفعال الكلام Speech Acts الإشارة Deictics والاستعارة Metaphor والتكرار Repetition كاستراتيجيات إقناعية لجعل خطابه فعالاً .

**الكلمات المفتاحية:** خطاب تنصيب بايدن، والخطاب السياسي، ونداءات إقناع أرسطو البلاغية، ضمائر الإشارة الديكتيكية ، الاستراتيجيات الإقناعية، نظرية أفعال الكلام.

## **List of Abbreviations**

**D** Discourse

**DA** Discourse Analysis

**CDA** Critical Discourse Analysis

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# **General Introduction**

## **General Introduction**

It is widely assumed that the ability to communicate enabled humanity to develop diverse cultures and distinct social oral traditions. The study of language is important in society because it is used to establish and maintain social relationships, as well as for communication and interaction with others. The importance of studying language in use is to investigate how people deliver speeches and discourses in order to communicate and achieve their goals.

Language plays an important role in political speeches because it builds, establishes, and strengthens relationships, expresses ideas, and sells programs and policies. As a result, it is undeniable that language has been a significant issue in politics (Ayeomoni & Akinkuolere, 2012). A speaker or writer must gain influence from the addressee in order to wield power through language. An individual must be able to express their ideas through texts or speeches in order to have a significant impact. Owning language skills is required for effective verbal communication because the power of communication lies in people's language ability. Language is used in a variety of fields and for a variety of purposes. Language is very important in politics because most political activities are conducted through language. Language is used in a campaign, presentation, inauguration, and policy formulation (David & Miracle, 2014).

Discourse has the importance of carrying out the responsibility of our use and understanding of language as a fundamental factor in our communications. When someone's discourse has an effect on a group of people, it demonstrates the strength and power of such a linguistic tool. However, the relationships between those people can influence and persuade through rhetoric and discursive patterns, which in turn represent social relations. Politics is a prominent space where discourses can dominate people. Rhetoric strategies are used to communicate opinions, identities, visions, values, and ideologies. In recent decades, a major linguistic theory known as 'critical discourse analysis' has emerged to study these strategies, explain, and interpret such social practices.

Political speeches delivered during the presidential inauguration ceremony are an important part of a larger political phenomenon. Because political discourse differs fundamentally from other types of political discourse. As a result, political comments cannot be regarded as unprompted. Political speeches, like other messages, have meaning and power because they can reveal a person's political goals and attitudes. Language is essential in this process because it is used to organize, accompany, encourage, and carry out all political activities.

## **Statement of the Problem**

Joe Biden, the 46th President of the United States of America, delivered his inaugural speech on January 21, 2021. The Inaugural Speech has been a tradition in American political history, marking the start of the new presidency and the political transition from previous presidents to elected ones. The inaugural speech delivered by some previous US presidents is intended to inspire and unite the nation. Biden's inaugural speech takes place a few weeks after the terrible chaos in the Capitol Building caused by the pro-Trump mob. Therefore, his inaugural speech has a huge potential to influence the Americans to act and take part in the democratic constellation of the United States today. Joe Biden's inaugural speech's remark "this is a democracy day" shows that American democracy still exists.

As one type of political speech, an inaugural speech is an important event for a president to address the public. The majority of the speech is delivered in a celebratory mood. It is an excellent opportunity for the president to persuade and educate the nation. Since the presidency of the United States of America, the inaugural address has been recognized (Shaw, 2017). The president's communication style during his inaugural address has evolved over time (Stuckey, 2010). The study of the inaugural address is not a new phenomenon. Many different types of research have been conducted in this field. The analysis of the US president's inaugural address grew in popularity because the US president's statements drew the attention of other countries around the world.

## **Significance of the Study**

This work is significant for the following: to examine Joe Biden's power of persuasion through analyzing the use of Aristotle's rhetorical appeals . Ethos, Pathos and Logos and other persuasive devices used in his inaugural speech because the purpose of the inaugural address is to persuade people to believe what the speaker says. Therefore, rhetoric study is appropriate. Aristotle developed a rhetorical theory, which is the concept of rhetoric or persuasion. According to Aristotle, rhetoric teaches speakers how to construct arguments (Floyd-lapp, 2014). This theory is regarded as relevant and valuable for communication; thus, rhetorical skill is required as the ability to persuade audiences.

Aristotle classified rhetoric into three categories, according to Krishnan et al (2020). Ethos, or the art of persuasion, refers to how the projected characters, including the credibility and trustworthiness of the writer or speaker, are portrayed (Higgins & Walker, 2012). Pathos is an emotional appeal that persuades people to do something. According to Gabrielsen and Christiansen (2010), the emotions or passions for swaying are love, humor, security, love, greed, pity, and guilt.

The third and final Aristotelian rhetoric, logos or rational persuasion, is a discourse that presents an argument with logic, clarity, rationality, and integrity (Higgins & Walker, 2012).

## **Organization of the Study**

The study is divided into three chapters, the first one introduces the Critical Discourse Analysis theory strategies, political discourse. The second chapter includes the Rhetoric Aristotle theory and the other persuasive tools used in Biden's Speech and the third chapter explains and examines the work's methodology on Biden Speech using the contemporary thematic analysis based on Aristotle theory and with analyses of Speech Acts and Deictics followed with a discussion of the finding and results.

## **The aim of the Study:**

This research work aims at critically analyzing the inaugural speech of Biden on January 21, 2021. Through adopting the Aristotle Theory, Norman Fairclough and Wilson approaches of critical discourse analysis, this work attempts to investigate the rhetoric strategies and structures of Biden's inaugural speech. The main question of this research is: how are the rhetoric persuasive strategies are represented in Biden's Speech? To make the study manageable, it is hypothesized that Biden's consists of such Aristotelian devices that appears mostly in the speech and some other rhetoric tools to be part of the speech.

## **The objectives of the study are:**

- ✓ Implying the main approaches in discourse analysis to find the suitable techniques for analyzing Biden's Speech.
- ✓ Investigating and uncover the obstacles face the non-English speakers to Biden's speech to understand more the purpose of the political speech.
- ✓ Finding more linguistic tools to help learners of English to be more effective in their spoken production and how will help to make powerful and persuasive discourses.

# **Chapter One:**

## **Theoretical Frameworks**

## **1.1. Introduction**

Because language reflects our intentions, thoughts, and ideologies, it allows certain ideologies, identities, and cultures to dominate within a society. Linguists and social scientists have recently become interested in this reflection. Many researchers in linguistics, language studies, and other social sciences have been interested in Critical Discourse Analysis over the last two decades (CDA). Furthermore, they began analyzing a large number of written and oral texts and speeches, particularly in the mass media and political fields. The present chapter's introductory section is devoted to the theoretical frameworks of Discourse (D), Discourse Analysis (DA), and CDA and highlights the notions of ideology and some discourse strategies in the discourse and speech and how CDA investigates analyzes them into systematic approaches.

## **1.2. Discourse , DA and CDA**

It is necessary to define the primary concepts of discourse and discourse analysis in order to clarify the concept of CDA. After all, they may all be studying the same subject, but each of them has a different level of intensity in processing, studying, and analyzing. The three concepts are defined further below.

### **1.2.1. Discourse**

Many linguists and scholars working in the fields of language and social sciences have been interested in the study of discourse. The term discourse refers to any form of societal language use (Van Dijk, 1997; Fairclough and Wodak, 1997; Fairclough, 1993). It could also mean different things to different people. However, it technically refers to the exchange of linguistic sentences or utterances between a speaker and a listener, or a writer and a reader. According to Van Dijk (1997, p. 2), discourse is "the use of language by people to convey ideas, thoughts, or beliefs within a social context." Similarly, Wodak and Ludwig (1999) asserted that discourse and the society in which it is used are inextricably linked and thus affect one another.

### **1.2.3. Discourse Analysis (DA)**

Many academics have been drawn to the concept of DA. It differs from the notion of discourse provided by Jorgensen and Phillips (2011). On the one hand, Jorgensen and Phillips stated that a commonsense definition of discourse is the verbal exchange of ideas, particularly conversations. It is based on various contexts, including medical and political discourses. They defined DA, on the other hand, as the analysis of language beyond the sentence or utterance. DA is primarily used by sociolinguists to study how norms and rules of conversation in a specific community are used and matched with different conversational and institutional contexts in order to describe and explain the meanings in a social interaction.

### **1.2.4 An Overview on Critical Discourse Analysis (CDA)**

The origins of Critical Discourse Analysis (CDA) can be traced back to a group of scholars at the University of East Anglia who pioneered the field of critical linguistics and were interested in investigating the relationships between language, power, and ideology (Blommaert, 2005). One of the primary goals of CDA research is to illuminate the relationship between power and discourse by investigating how power is represented in current discursive contexts and how it can help shape discursive practices over time. In the study of the power/discourse relationship, access is an important dimension.

Power, according to Van Dijk (1996, p. 85), is based on preferential access to valued social resources such as wealth, jobs, status, or even preferential access to public discourse and communication. However, Van Dijk believes that dominance is rarely absolute; it is often gradual, and dominated groups may respond with more or less resistance or counter-power (p. 85). One of the ultimate goals of CDA research is to expose the manipulative strategies used by dominant groups to perpetuate social inequalities and injustices (Fairclough & Wodak, 1997; Van Dijk, 1996, 2001, 2006).

As a result, one of the primary sites where CDA research investigates the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context is political discourse (van Dijk, 2001a, p. 352). CDA is a problem-oriented research method that is motivated by a social or political issue rather than a linguistic issue (Wodak,

2001). As a result, rather than language itself, CDA is interested in the linguistic aspect of social processes.

Because CDA is problem-oriented, an interdisciplinary approach that combines concepts and frameworks from various subdisciplines in the humanities and social sciences is required to enhance the analysis by providing extensive information about the problem's historical, political, and social contexts (Van Dijk, 2001b).

Another feature of CDA is that it is interested in not only the features that are present in the text, but also those that are not, and are thought to be just as important (Fairclough, 1995; Kress & Leeuwen, 2001). The CDA feature is based on the systemic-functional linguistics view of a text as a system of options from which the producer chooses what best supports his/her positions.

The application of theoretically sophisticated frameworks to practically important issues is one of CDA research's significant contributions (Garrett & Bell, 1998). The study is based on Van Dijk's (1998b) ideological square framework, which outlines the main discursive strategies reflecting the polarized structure of group ideologies. Ideology is defined as political or social systems of ideas, values, or prescriptions of groups that serve the function of organizing or legitimating their actions.

### **1.3. Ideology**

CDA is an effective method for deconstructing texts and speeches in order to obtain the desired ideologies. According to Billig (2003), CDA has evolved into a method for better understanding the social structure, power, gender, identity, and ideologies that are activated, maintained, confirmed, legitimized, and challenged in discourse. Because it refers to a set of beliefs or principles upon which a political system, party, or organization is based, the term "ideology" is directly related to political issues. Language scholars, on the other hand, frequently broaden the concept of ideology beyond the political realm, defining it as "a set of ideas that organize our lives and help us understand our relationship to our environment" (Calzada-Pérez, 2003, p.5).

Van Dijk (2002) defined ideology as a set of beliefs known as "social representations" that members of a specific social group share. This group, he claims, has the same attitudes or knowledge. "Ideologies are the organizing, basic beliefs of these social representations," he said (Van Dijk, 2002, p.17). The members of any society share a common cultural ground in the form of traditions, norms, principles, and society values. These grounds serve as the foundation for all cognition, whether within the same group or between groups, and are thus presupposed by various ideologies.

General norms that represent the fundamental structure of ideologies include freedom, equality,

justice, and objectivity. As a result, members of society organize those norms and values as ideology. According to Fairclough (1992), "ideologies built into conventions can be more or less naturalized and automatized" (p.90). Ideologies, he believes, are passed down through the unconscious side of our personalities. As a result, one can respond in an automated manner. As a result, it has been demonstrated that individuals may fail to recognize the impact of their ideology on them.

## **1.4. Political Discourse**

Many linguists have defined political discourse in various ways. Schaffner (2004) defined it simply as a sub-category of general discourse based on theme and function. Because of the various political activities, a political discourse serves various functions. It is also thematic because its topics are primarily political in nature, such as political activities, ideas, relationships, and tendencies. According to Van Dijk (2002), political discourse is defined not only by a topic or style, but also by who speaks to whom, as what, on what occasion, and with what goals. In other words, political discourse is particularly "political" due to its functions in the political process (p.225).

In this context, the field of politics is a social organization. Furthermore, dealing with politicians and political groups involves ideological differences, alliances, and similarities. According to van Dijk, political ideologies that are represented in many political practices are involved in the production and understanding of political discourses. Furthermore, political discourses produce these ideologies (p.11). Thus, ideologies can be observed in political discourse. They can be stated explicitly or implicitly. The presidential elections are one major political practice highlighted in this study, with a particular emphasis on the American case.

### **1.4.1. Language and Political Speech**

Language is regarded as the foundation of communication, a means of transmitting messages, and a potential source of power (Salleh, 2014). Language is a powerful tool for communicating ideas, both verbally and in writing. Language and power have a complicated relationship (Biria & Mohammadi, 2012). Language is important in a political speech because it helps to build, establish, and strengthen relationships, express ideas, and sell programs and policies. As a result, language has become an important issue in politics (Ayeomoni & Akinkuolere, 2012). A speaker or writer must gain influence from the addressee in order to wield power through language. In order to have a significant impact, a person must be able to effectively express ideas through texts or speeches. Because the power of communication lies in people's language ability, having language skills is required for effective verbal communication. Language is used in a wide range of fields and for a wide range of purposes. Language is very important in politics because

most political activities are conducted through language. Language is used in a campaign, presentation, inauguration, and policy formulation (David & Miracle, 2014).

## **1.5. Discourse Strategies**

### **1.5.1. The Use of Metaphors**

Metaphor as a form of figurative language has been used in a variety of contexts, including political speeches and discourses. A metaphor is defined as "a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them" by Merriam-Webster (2020). It compares two terms without the use of the words "as" or "like." Comparing two things or terms from "different classes of experience" leads to a new understanding through the use of specific language (Burkholder, Henry 2009: 98).

### **1.5.2. Metaphors in Political Speeches**

Metaphors are commonly used in political discourse, and political speeches have a bad reputation. Musloff (2004) cites Thomas Hobbes, who described the danger of metaphors "leading the human mind into intellectual and political confusion" in his work (Musloff 2004: 1). However, the importance of metaphor in social and political conceptualization has recently been recognized in various linguistic, psychological, and philosophical discussions. Furthermore, according to Lakoff and Johnson (1981), "metaphors play a central role in the construction of social and political reality" (Lakoff, Johnson 1981: 159).

Every election campaign is dominated by public speeches in which candidates present their plans, visions for the future, and attempt to persuade the audience to vote for them. Metaphors used in political speeches help people understand complex concepts by explaining them through bodily experiences and the physical senses. In political speeches, metaphors help to both direct and constrain the audience's understanding (Pilyarchuk, Onysko 2018).

### **1.5.3. The Use of Repetition**

The term "repetition" is a broad one that is used in all languages. Tannen defines repetition as "the occurrence of words and word collocations in the same discourse" (2007:2) and according to him, the rhetorical device of repetition serves as a persuasive tool (ibid). The recurrence of words serves a purpose, which varies depending on the discourse genre. Political speeches are one of the genres that heavily rely on repetition. Therefore, Politicians use it to persuade their audience of certain critical and political events, or to propose a specific previous vision.

Rhetoric is one of the structural levels that is heavily used in political discourse. According to Arnold (2007), rhetoric is a branch of philosophy concerned primarily with persuasion. Dijk assures that repetition as a rhetorical device will be examined in order to achieve the primary goal of its use.

Power is symbolized by repetition in political discourse. Politicians rely heavily on to model people's political views on specific issues. According to Boychev (2003:118), "there is no discourse striving for a permanent return in its original literal sense, or such act yielding novel and unique meanings".

Repetition in political discourse mimics the sound of political power. It aspires to political power by repeating and reinforcing one's firm beliefs. The power of repetition was recognized by Greek and Roman orators long before it was discovered. To achieve certain political gains of earnings kings' sympathies, they filled their speech with words.

## **1.6. Conclusion**

The theoretical background I have presented includes the concept of discourse, discourse analysis which paved a way to understand the notion of CDA which is an interdisciplinary approach to the study of discourse and how it is used to analyzing the language of the political discourse, I also tried to define the most discourse strategies used in the political speech like the use of metaphor, the use of repetition which play key role in maintaining the success of the political speaker's persuasion and influence.. The following chapter will mainly focus on Aristotle's Rhetoric theory and how Speech Acts and the Personal Deictics help to achieve the purpose of the political speaker.

# **Chapter Two:**

## **Aristotle Rhetoric**

# Chapter Two

## Aristotle Rhetoric

### 2.1. Introduction

Rhetoric Aristotle appeals: Ethos, Pathos and Logos and other persuasive tools like Speech Acts, the Deictic strategies and some other discourse devices like the use of Metaphors, the use of Repetition used in the political speeches are defined as arts of using language to persuade others (Murthy & Ghosal, 2014). They are effective tools for informing, persuading, debating and motivating the audience for specific purposes in specific situations. In this frame, Joe Biden used these rhetoric strategies to persuade his audiences.

### 2.2. Rhetoric

When it comes to 'rhetoric', it is necessary to mention Aristotle's definition in his book Rhetoric. According to him, rhetoric can be defined as "the faculty of observing in any given case the available means of persuasion" (as quoted in Crider, 2014: p11). In this connection, the term 'rhetoric' was explained by Holmes (1739) as the act of speaking not just morally well, but with art and elegance. He, also, considered it as a persuasion power and skillfulness in public speaking.

#### 2.2.1. History and Development of Aristotle's Rhetoric

The development of rhetoric began in ancient Greece, where they were familiar with a democratic system. Public trials and town hall meetings became increasingly important in the fifth and fourth centuries BC. This provided a forum for public debate, with oral communication playing a critical role. It eventually led to an increased interest in the concept of rhetoric.

Ancient Greece and the Roman Empire developed a political system where rhetoric was used as a tool for presenting arguments (dialectic) and making arguments (rhetoric) convincingly. Rhetoricians such as Aristotle, Quintilian, Cicero, and, of course, Aristotle are among those who rose during this period.

Sophists were traveling teachers of rhetoric and philosophy in ancient Greece. Sophists helped shape the concept of rhetoric by focusing on convincing others rather than the actual truth. The question then arose as to whether rhetoric could coexist with logic and moral ethics. 28 Plato and Socrates both disagreed with the Sophists' ideas and thought their approach to rhetoric was unethical: "The rhetorician is capable of speaking against anyone on any subject, and of proving himself more convincing before a crowd on practically any subject he desires." 29 Both Plato and

Socrates considered rhetoric to be merely an appearance, whereas philosophy is concerned with the truth. Aristotle's reasoning corresponded to that of his teacher Plato; According to Aristotle, there are ethical requirements to consider when using rhetoric, and one should not simply persuade anyone of anything. He viewed rhetoric from a more scientific standpoint, stating that simply being correct is not enough; an orator must persuade his audience that he is correct. Aristotle believed that rhetoric served an important function in society.

### **2.2.2. Rhetoric as an Art of Persuasion**

Rhetoric refers to the art of persuasion. Along with grammar and logic or dialectic, it is one of the three ancient arts of discourse. Rhetoric is the study of a writer's or speaker's ability to inform, persuade, or motivate a specific audience in a specific situation or case. Aristotle defined rhetoric as "the faculty of observing the available means of persuasion in any given case" (as quoted in Crider, 2014: p11)

From Ancient Greece to the late nineteenth century, rhetoric was an important part of Western education, training orators, lawyers, counselors, historians, statesmen, and poets.

Rhetoric is classified into three types based on the three types of speech listeners; the three elements in speech-making are the speaker, the subject, and the person addressed; The hearer must be a judge or an observer with a decision to make about events in the past or future. Rhetoric, according to Holmes (1739), is the act of speaking not only morally well, but also with art and elegance. He also believes that this term refers to persuasion and public speaking ability. John Holmes (1739) defined rhetoric as follows: A Rhetoric is the Art of Speaking or Writing well and ornamentally on any Subject. Its Principal End is to Instruct, Persuade, and Please. Its Chief Office is to seek what may be most conducive to Persuasion. B. the Subject it treats on is any Thing whatever, whether it be Moral, Philosophical, or Divine.(p.1)

### **2.2.3. Rhetoric and Politics**

Rhetoric in politics is a diverse field of study. Aristotelian rhetoric of deliberation defines rhetoric in politics as a mode of communication. The norms that are commonly used when discussing rhetoric and politics fall into three major categories: way of speaking, source, and theme.

Politics, according to Herrick (2005), is one of the most rhetorically studied domains. Rhetorical analysis, in general, deals with how a person persuades others. In other words, it learns the genetic energy contained in the thoughts, emotions, and ideologies expressed by the person through language forms. Thus, rhetoric focuses on people when they explain their feelings and

thoughts in order to persuade others, so politicians, leaders, ministers, and presidents are concerned with this type of analysis.

According to Aristotle, there are three types of speech genres: deliberative, epideictic, and judicial, and rhetoric is represented in those genres through three types of action: political, ceremonial, and legal. (Grider, 2014, p.12). Medhurst and Ritter (2003) confirmed that rhetoric cannot be separated from other significant elements in the analysis; "Rhetoric cannot and should not be treated as an entity in and of itself, they stated. It is always in a dynamic relationship with the people, policies, practices, and circumstances that shape and substance the discourse". They listed many things that rhetoric cannot be separated from, aside from politics in general. They said:

Rhetoric cannot be separated from the exigencies and constraints which gave rise to the discourse, or from the actions of the person who delivers the discourse, or from the actions, statements, and values of those who labor at the pleasure of the president and under his direct authority—cabinet members, staff members, party operatives, and, yes, speechwriters themselves. (Pp.11-12)

### **2.3. Persuasive Perspectives in Presidential Speeches**

Persuasion is more than just a style of art; it is increasingly a science, and scholars who have studied it have discovered a variety of hidden procedures for influencing people on a specific path. According to O'Keefe (2016, P. 27), persuasion is "a successful intentional effort at influencing another's mental state through communication in a situation in which the persuadee has some measure of freedom.

Psychologists have defined the term "persuader" as someone who has a mental state that conveys responsibility and commitment to completing an action. Cognitive aspects (processes of acquiring and understanding) such as intelligence, consciousness, perception, memory, and so on; and non-cognitive aspects such as emotions are all part of such a mental state.

The successful intention causes the persuadee to infer the intent and is satisfied with the target idea's purposefulness. In addition to what O'Keefe has stated, "persuadees' freedom" refers to the extent to which the addressee has free will, choice, voluntary and intended actions.

### **2.4. Rhetorical Strategies (The Three Modes of Persuasion)**

There are three different rhetorical method of argument that you can take to persuade an audience: ethos, pathos, and logos. Rhetoric is primarily concerned with persuasion, or a speaker's

or writer's ability to persuade and influence a listener or reader. In classical rhetoric, the three modes of argumentation are logos, ethos, and pathos. Ethos is concerned with a speaker's ability to demonstrate a personal personality that makes his speech credible and trustworthy. Pathos is concerned with the speaker's ability to evoke and arouse the emotions of the audience and in logos is the ability to provide truth through persuasive and rational argument (Beer and De Landtsheer, 2004).

Furthermore, political leaders use their speeches to persuade the audience based on their ideological foundations and orientation. They accomplish this by employing rhetorical devices that directly appeal to the emotions of their audience (Kennan, 2001). Tone, diction, details, imagery, figurative language, humor, syntax, and anything else used to create effect are also included.

### **2.4.1. Ethos**

Ethos, or the ethical appeal, is the first mode of persuasion. Ethos is concerned with the speaker's ability to demonstrate a personal character that makes his speech credible and trustworthy. Therefore, arguing from ethos is likely something you are already familiar with through job applications. Ethos can be formed by using language that is appropriate for both the audience and the topic. It means dealing with the proper level of vocabulary, using correct grammar and syntax, introducing your skill, and making yourself sound fair or unbiased..

According to Aristotle it is regarded as “the most effective means of persuasion” (Aristotle, 1358 a1, 10). Therefore, persuasion is achieved by the speaker’s personal character. He believes that Competence, good intention, and empathy are the three privileges required to appear credible.

### **2.4.2. Pathos**

Pathos is the second mode of persuasion, it is a Greek word that means both "suffering" and "experience," and it is the source of the empathetic and pathetic words. It is concerned with the speaker's ability to elicit and arouse the emotions of audience.

Pathos is also known as emotional appeal, and it focuses on persuading an audience by appealing to their emotions. Pathos is used by authors to elicit sympathy from their audiences and elicit a response from them in order to win them over. Furthermore, authors use pathos to elicit anger from their audience, possibly in order to elicit action. Pathos' goal is to diminish the audience's ability to judge.

Pathos can be improved by using correct use of figures of speech, meaningful language, and stories of emotional events, emotion evoking examples and implied meanings.

### **2.4.3. Logos**

Logos is the third and the last mode of persuasion. It is the Greek word for “word”, in other words it is the appeal to logic and dealing with convincing an audience by use of logic or reason.

Aristotle's favorite technique, Logos, is based on making a logical argument supported by reason or evidence to persuade the audience. Persuasion is achieved through speech when we have proven a fact or a visible truth using persuasive arguments appropriate to the case in question (Aristotle, 1385 ba2, 3). To employ logos, one would cite facts and statistics, historical and literal analogies, and specific authorities on a subject. Logos is made up of two types of proofs: both natural and technical proof Natural proofs are based on given data such as documents, testimonies, and so on. Artificial/technical proofs are those that are created using logic. It can be developed through the use of higher, theoretical, or abstract language, the citation of facts, the use of historical and exact analogies, and the construction of logical arguments.

## **2.5. Other Persuasive Strategies**

### **2.5.1. Speech Act Theory and Persuasion**

Words and expressions are not only used for verbal communication, but they can also play an important role in performing actions. For example, Robin Lackof (1982) defines a persuasive speech as a speaker's attempt to communicate an act in such a way that the listeners do what he wants them to do.

J. L Austin, an English philosopher of language, established the speech act theory, which has had a significant influence on all current works (Lee, 103). A speech act is defined as any utterance that has a performative function in language and communication. For example, according to Austin, a sentence that is uttered in a specific context for a specific purpose is a speech act (Marcondes, 32).

To put this point more precisely, when speakers speak, it is not always the case that their intention is simply to make the hearer understand; rather, through the act of speaking, they seek a response or an action, i.e. language frequently serves not only as a communicative tool but also as an interactional one (Frans et al, 23). In a nutshell, Austin's Speech Act Theory is regarded as a critical tool in pragmatic discourse analysis, particularly when dealing with persuasive speeches.

To be more specific, Austin defines a speech act as having three components: locution, illocution, and perlocution (Austin, 102-103, see also Kasher, 12). In terms of locutionary acts, they refer to the purely linguistic act of producing sounds and words to mean something. In other words, this is the act of saying something significant (Marcondes, 32). Second, illocutionary acts are defined as the speaker's intention or goal. According to Austin, this is the achievement of the speaker's intention in a sentence. Such speech acts, according to John R. Searle, take the form of asserting, questioning, apologizing, commanding, and so on. They can be found in some English verbs such as state, describe, assert, warn, remark, and so forth (23).

Last but not least, perlocution refers to the final concretized result of an utterance (locution). According to Searle, perlocution refers to the effect of the perlocutionary act on the hearer's actions, thoughts, and beliefs (25).

Linking these with our main concern, persuasion, would be important here. As mentioned before, what is really crucial in the speech act theory is to bear in mind that there are three facets to what can be said; the act of saying something, the act done in saying something, and the act done by saying something. Therefore, when someone tells you "do not drive fast" (a locutionary act), he does not just utter the words for nothing, but he absolutely performs an illocutionary act as to urge, advice, or order you not to drive fast, and this would result in a perlocutionary act if you stop driving fast, that is to say, you were convinced. To conclude, speech acts are said to be useful tools for persuasion.

### **2.5.2. The Use of Deictic and its Effect in the Political Discourse**

The Greek word for discourse is deixis, which is Greek for pointing to or selecting (Grundy 23) and refers to the relationship between speaker and listener. Taking a closer look at this relationship, several categories can be defined that specify the position of the hearer/reader in relation to the speaker/writer (Chilton and Schäffner 30).

First and foremost, it is useful to define pronouns are a group of words that can be used to replace a noun or a noun phrase. This is referred to as pronominalisation. pronouns are also classified into subclasses such as demonstrative, indefinite, possessive, and personal pronouns.

Another important concept is indexicality, which states that "the full meaning of [deictic] expressions cannot be grasped unless the Indexicality is another important concept, which states that "the full significance of [deictic] expressions cannot be grasped unless the hearer was present at the actual occasion of its use" (Mühlhäusler and Harré 10). This begs the question of what deixis is. Indexical words or phrases, deictics, or demonstratives are always used to produce deixis. Chilton

classifies indexicals into five types. The first one is about a person (e.g. pronouns like I, You, They). Certain deictics, such as forms of address, emphasize the social relationship, resulting in social deixis, whereas spatial and temporal deixis refer to the location or time of utterance. Another type, discourse deixis, refers to references within the text, which can be anaphoric if a deictic refers to something previously mentioned, or cataphoric if it refers to something mentioned later in the text (Chilton and Schäffner 30f); (Grundy 23-28); (Mühlhäusler and Harré 9).

An important consideration is the deictic center, or the viewpoint from which an indexical is used. Deictics can assist the listener in identifying the referent of indexicals. A city guide would probably say "on your left you see the London Eye," despite the fact he is standing in front of the group, with the sightseeing on his right.

### **2.5.3. Person Deixis**

Person deixis is concerned with the identity of those who participate in a speech event: who they are, what they are doing, how they are related to one another, and so on. Personal pronouns distinguish it linguistically. Pronouns are commonly referred to as function words rather than content words because they lack lexical meaning. However, politicians can use them to communicate their ideas, messages, positions, identities, and so on to the public.

In this respect, Wilson (1990: 76) outlines the functions pronouns can do for the politicians using them "to indicate, accept, deny or distance themselves from responsibility for political action; to reveal ideological bias; and to present specific idiosyncratic aspects of the individual politician's own personality".

## **2.6. Conclusion**

This chapter dealt with the conceptual and theoretical scope of Rhetoric language and its role in persuasion. Therefore, we have mentioned the Aristotle Rhetoric modes: Pathos, Ethos and Logos as a theory and technique to persuading audience which often called the Art of Persuasion that must be accounted for in evaluating a speaker's persuasive influence. In addition, it's necessary to tackle some other rhetoric persuasive techniques that speakers used to vary, like using Speech Act devices and using Personal Pronouns **I** and **We** appropriately. The final chapter will analyze the Aristotle's Rhetorical appeals of Biden's inaugural speech through a thematic description and also examine his manipulation of Speech Acts according to Searle's (1978) and the use of Deictic Pronouns in light of Fairlough's theory (2001) as persuasive strategies.

# **Chapter Three**

## **Data Analysis and Discussion**

# **Chapter Three**

## **Data Analysis & Discussions**

### **3.1. Introduction**

In the light of what has been mentioned in the previous chapters This chapter attempts to examine the President Joe Biden's persuasive strategies in his inaugural address, the analysis is basically focused on the use of Aristotle appeals, the use of speech acts and the deictic pronouns to demonstrate how different uses of language can help in understanding the speaker's identity as well as the social implications. In other words, it seeks to demonstrate how the ways in which politicians deliver speeches are structured and defined by such specific use of language.

### **3.2. Methodology**

Based on Aristotle's rhetoric theory, this study will investigate the rhetorical proof used by Joe Biden in his inauguration address. Descriptive qualitative analysis is used to analyze data derived from spoken utterances. The information comes from the transcript of Joe Biden's Inauguration Address from the US foreign ministry website on January 21, 2021. The Thematic Description is a simple coding method for determining descriptive themes. The next step is to connect the theme to Aristotle's rhetorical proof of logos, ethos, and pathos. The researcher employs Widya Wardani's table analysis technique for data analysis (2016)

### **3.3. The Aristotelian Appeals**

It is necessary to critically examine and analyze Aristotelian persuasion appeals in order to reveal their complexities. Ethos is concerned with attracting the audience's attention through the speaker's honesty. The logical argument and facts used by the speaker to support his beliefs are dealt with by Logos. Pathos is concerned with emotion and the ability to control it. On the other hand, they contribute to demonstrating the president's persuasiveness.

### **3.4. The Speech Acts Theory**

In order to determine how persuasive President Biden is, the detailed analysis of utterances examines each illocutionary act in terms of the five assigned categories of Searle's (1978) typology. In other words, the analysis demonstrates the nature of each act and the meaning behind it.

Truth is asserted using assertives. Commitments indicate a willingness to act or the intention to act. Expressives are used to express feelings or to reveal the speaker's psychological state. Directives are used to compel or coerce the listener to do something. The term declaration refers to the act of declaring a new state of affairs. They'd all demonstrate how persuasive the president is.

### 3.5. Deictic Pronouns

Through a critical analysis of each chunk of speeches conducted in light of Fairlough's (2001) aforementioned assumptions, the analysis of segments of utterances sheds light on the distinction between inclusive and exclusive nature of pronouns and their implications. The inclusive "WE" indicates that the speaker as well as the audience are included. However, the exclusive "WE" indicates that the speaker and a few other people are included, rather than the audience. The inclusive "WE" in this context refers to the president and the American people. The president and the government are referred to as "WE," not the American people. This contributes to revealing President Biden's identity and demonstrates his persuasiveness.

### 3.6. Results and Discussion

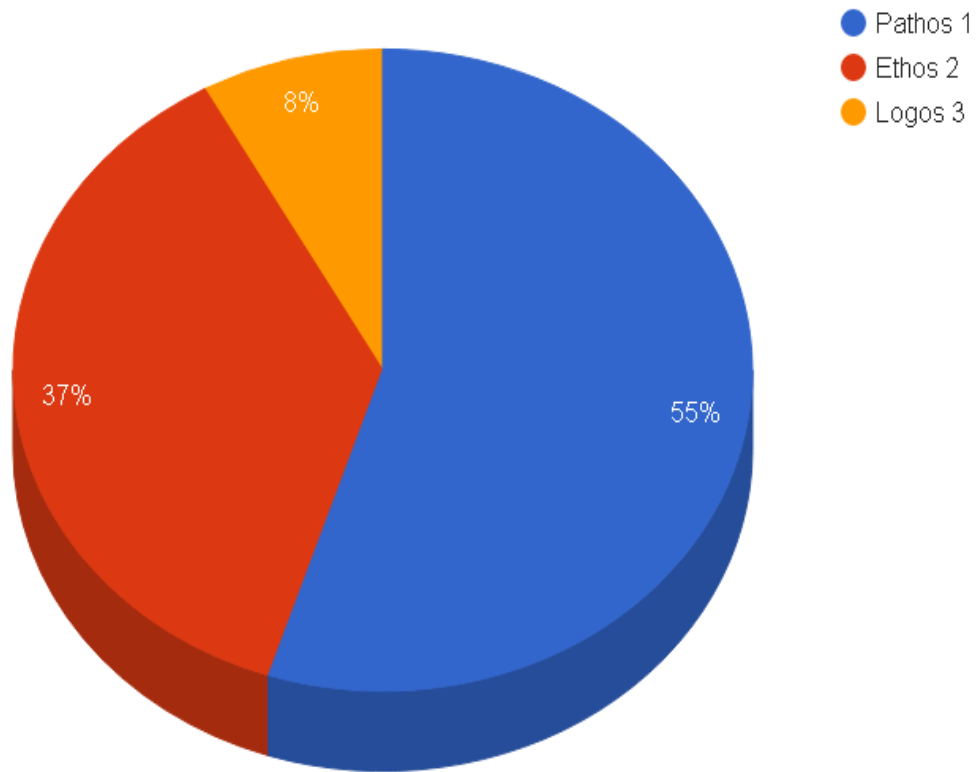
#### 3.6.1. Aristotle Appeals

The following analysis illustrates the appeals; Ethos, Logos, and Pathos found in President Biden's Inaugural Speech.

**Table 1.** Theory of Rhetoric Aristotle in Griffin (2012)

No	Rhetorical Appeals	Explanation
1	<b>Ethos</b>	Credibility established by audience. Examples: -Perceived intelligence -Virtuous character -Goodwill
2	<b>Logos</b>	Reasoning an argument or using logic. Examples: Enthymeme - Example
3	<b>Pathos</b>	The feeling or emotion that persuades people. Examples: -Anger in contrast to Hatred -Fear Mildness -Friendship in contrast to Hatred -Fear in contrast to Hatred -Fear Confidence -Admiration in contrast to Hatred -Fear Envy

### Rhetoric Analysis of Joe Biden's Inaugural Speech



**Figure1:**

Rhetorical Analysis of **Joe Biden's** Inaugural Speech

(The Three Aristotle's Modes Usage)

### 3.6.1.1. Analysis of the Aristotelian Appeals of Biden's Speech

**Table 2:**

Analysis of Aristotelian Appeals (Thematic Description of Biden's Inaugural Speech)

N°	sentences	Time	Logos	Ethos	Pathos
01	Chief Justice Roberts, Vice President Harris, Speaker Pelosi, Leader Schumer, Leader McConnell, Vice President Pence, distinguished guests, and my fellow Americans.	0:59 0:10	*	*	*
02	This is America's day.	0 :10	*		
03	This is democracy's day.	0 :14	*		
04	A day of history and hope	0:17	*		
05	Of renewal and resolve.	01 :20	*		
06	Through a crucible for the ages America has been tested a new and America has risen to the challenge.	01:22 01:28	*		*
07	Today, we celebrate the triumph not of a candidate, but of a cause, the cause of democracy.	01:29 01:37		*	*
08	The will of the people has been heard and the will of the people has been heeded.	01:40 01:46		*	*
09	We have learned again that democracy is precious.	01:47 01:51	*		*
10	Democracy is fragile.	01 :52	*		*
11	And at this hour, my friends, democracy has prevailed.	01:53 01:58	*		*
12	So now, on this hallowed ground where just days ago violence sought to shake this Capitol's very foundation, we come together as one nation, under God, indivisible, to carry out the peaceful transfer of power as we have for more than two centuries.	02:03  02:22	*	*	*
13	We look ahead in our uniquely American way  — Restless, bold, optimistic — and set our sights on the nation we know we can be and	02:24  02:38	*	*	*

	we must be.				
14	I thank my predecessors of both parties for their presence here today.	02:39 02:43	*		*
15	I thank them from the bottom of my heart.	02:44 02:46	*		*
16	You know the resilience of our Constitution and the strength of our nation.	02:47 claps 02:59	*	*	*
17	As does President Carter, who I spoke to last night but who cannot be with us today, but whom we salute for his lifetime of service.	03:01 03:09 claps	*		*
18	I have just taken the sacred oath each of these patriots have taken —an oath first sworn by George Washington.	03:16 03:23	*		*
19	But the American story depends not on any one of us, not on some of us, but on all of us.	03:26 03:34			*
20	On “We the People” who seek a more perfect Union.	03:34 03:38			*
21	This is a great nation and we are good people.	03:39 03:43	*	*	*
22	Over the centuries through storm and strife, in peace and in war, we have come so far. But we still have far to go.	03:45 03:50	*		*
23	We will press forward with speed and urgency, for we have much to do in this winter of peril and significant possibility.	03:51 04:04	*		*
24	Much to repair.	04 :05	*		
25	Much to restore.	04 :06	*		*
26	Much to heal.	04 :07	*		*
27	Much to build.	04 :08	*		*
28	And much to gain.	04 :11	*		*
29	Few people in our nation’s history have	04:12	*		

	been more challenging or difficult than the time one we're in now.	04:24			
30	A once-in-a-century virus silently stalks the country.	04:25 04:28	*		*
31	It's taken as many lives in one year as America lost in all of World War II.	04:29 04:36	*		
32	Millions of jobs have been lost.	04:38 04:40	*		
33	Hundreds of thousands of businesses closed	04:40 04:42	*		
34	A cry for racial justice some 400 years in the making moves us. The dream of justice for all will be deferred no longer.	04:43 04:53 claps	*		*
35	A cry for survival comes from the planet itself. A cry that can't be any more desperate or anymore clear.	04:57 05:05	*	*	*
36	And now, a rise in political extremism, white supremacy, domestic terrorism that we must confront and we will defeat.	05:05 05:14 Claps			*
37	To overcome these challenges – to restore the soul and to secure the future of America – requires more than words	05:19 05:27	*		*
38	It requires that most elusive of things in a democracy:	05:30 05:32	*		
39	Unity.	05 :33			
40	Unity.	Pause 05 :35			
41	In another January, on New Year's Day 1863, Abraham Lincoln signed the Emancipation Proclamation	05:37 05:45	*		*
42	When he put pen to paper, the President said, and I quote "If my name ever goes down into history it will be for this act and	05:47 05:59	*		*

	my whole soul is in it.”				
43	My whole soul is in it	Pause 06:00 06:62		*	
44	Today, on this January day, my whole soul is in this:	06:63 06:08	*	*	
45	Bringing America together.	06 :10		*	
46	Uniting our people.	06 :12		*	
47	And uniting our nation.	06 :14		*	
48	I ask every American to join me in this cause.	06:15 06:18 claps		*	
49	Uniting to fight the common foes we face:	06:24 06:26	*		
50	Anger, resentment, hatred.	06 :27 06 :29	*		*
51	Extremism, lawlessness, violence.	06 :30 06 :34	*		*
52	. Disease, joblessness, hopelessness.	06 :65 06 :37	*		*
53	With unity we can do great things. Important things.	06 :39 06 :41	*		
54	<b>We can</b> right wrongs.	06 :41 06 :44			*
55	<b>We can</b> put people to work in good jobs.	06:45 06:47	*		
56	<b>We can</b> teach our children in safe schools.	06:47 06:49	*	*	
57	<b>We can</b> overcome this deadly virus.	06:50 06:52	*		
58	<b>We can</b> reward work, rebuild the middle class, and make health care secure for all.	06:53 07:00	*		
59	<b>We can</b> deliver racial justice.	07:00	*		

		07:01			
60	<b>We can</b> make America, once again, the leading force for good in the world.	07:01 07:05	*		*
61	I know speaking of unity can sound to some like a foolish fantasy these days.	07:08 07:13	*		
62	I know the forces that divide us are deep and they are real.	07:15 07:19	*		
63	But <b>I</b> also know they are not new.	07:20 07:23	*		
64	Our history has been a constant struggle between the American ideal that we are all created equal and the harsh, ugly reality that racism, nativism, fear, and demonization have long torn us apart.	07:24  07:42	*	*	*
65	The battle is perennial.	07 :43 07 :44	*		
66	. Victory is never assured.	07 :45 07 :47	*		
67	Through the Civil War, the Great Depression, World War, 9/11, through struggle, sacrifice, and setbacks, our “better angels” have always prevailed.	07:48  07:58	*		*
68	In each of these moments, enough of us , enough of us have come together to carry all of us forward.	07:59 08:06	*		*
69	And, <b>we can</b> do so now.	08:08 08:09	*	*	
70	History, faith, and reason show the way, the way of unity.	08:11 08:16	*		*
71	<b>We can</b> see each other not as adversaries but as neighbors.	08:18 08:20		*	*
72	<b>We can</b> treat each other with dignity and respect.	08:22 08:23		*	*
73	We can join forces, stop the shouting, and lower the temperature.	08:25 08:29	*	*	*

74	For without unity, there is no peace, only bitterness and fury.	08:31 08:35	*		*
75	No progress, only exhausting outrage.	08:34 08:39	*		*
76	No nation, only a state of chaos.	08:41 08:44	*		*
77	This is our historic moment of crisis and challenge, and unity is the path forward.	08:46 08:53	*		*
78	And, we must meet this moment as the United States of America.	08:54 08:59		*	*
79	If we do that, I guarantee you, we will not fail.	09:00 09:09			*
80	We have never, ever, ever, ever failed in America when we have acted together.	09:04 09:11			*
81	And so today, at this time and in this place, let us start afresh.	09:12 09:18			*
82	All of us.	09 :19			
83	. Let us listen to one another.	09:19 09:21			*
84	Hear one another.	09 :23			
85	See one another.	09 :24		*	*
86	Show respect to one another.	09:26		*	*
87	Politics does have to be a raging fire destroying everything in its path.	09:29 09:33			
88	Every disagreement doesn't have to be a cause for total war.	09:35 09:39			*
89	And, we must reject a culture in which facts themselves are manipulated and even manufactured.	09:41 09:48  Claps			*
90	<b>My</b> fellow Americans, <b>we</b> have to be different than this.	09:56 09:58			*
91	America has to be better than this	09:59 10:01			

92	And, I believe America is so much better than this.	10:02 10:04		*	
93	Just look around.	10:04 10:06			
94	Here we stand, in the shadow of a Capitol dome that was completed amid the Civil War, when the Union itself hung in the balance.	10:07 10:15		*	*
95	Yet we endured	10:17			
96	We prevailed.	10:19 10:20			
97	<b>Here we stand</b> looking out to the great Mall where Dr. King spoke of his dream.	10:21 10:26			
98	<b>Here we stand</b> , where 108 years ago at another inaugural, thousands of protestors tried to block brave women from marching for the right to vote.	10:28 10:39		*	*
99	Today, <b>we</b> mark the swearing-in of the first woman in American history elected to national office – Vice President Kamala Harris.	10:40 10:48 claps			*
100	Don't tell me things can't change.	10:49 10:50 Claps			*
101	<b>Here we stand</b> across the Potomac from Arlington National Cemetery, where heroes who gave the last full measure of devotion rest in eternal peace.	10:54 11:04			*
102	.And <b>here we stand</b> , just days after a riotous mob thought they could use violence to silence the will of the people, to stop the work of our democracy, and to drive us from this sacred ground.	11:06 11:19	*		*
103	It did not happen.	11:21 11:22	*		*
104	It will never happen.	11:22			

		11:23			
105	Not today.	11:24			*
106	Not tomorrow.	11:25			*
107	Not ever.	11:27			*
108	Not ever.	11:28 claps			*
109	To all those who supported our campaign, I am humbled by the faith you have placed in us.	11:37 11:43		*	*
110	To all those who did not support us, let me say this: Hear me out as we move forward. Take a measure of me and my heart.	11:43 11:51		*	*
111	And if you still disagree, so be it.	11:53 11:55			*
112	That's democracy. That's America. The right to dissent peaceably, within the guardrails of our Republic, is perhaps our nation's greatest strength.	11:55 12:07			*
113	Yet hear me clearly: Disagreement must not lead to disunion.	12:08 12:11			*
114	And I pledge this to you: I will be a President for <b>all Americans, all Americans.</b>	12:13 12:19 claps			*
115	I will fight as hard for those who did not support me as for those who did.	12:24 12:29 claps	*		*
116	Many centuries ago, Saint Augustine, a saint of my church, wrote that a people was a multitude <b>defined by the common objects of their love. defined by the common objects of their love.</b>	12:34 12:47	*	*	*
117	What are the common objects we as Americans love that define us as Americans?	12:51 12:56		*	

118	I think I know.	12:57		*	*
119	Opportunity.	12:59	*		*
120	Security.	13:00	*		*
121	Liberty.	13:01	*		*
122	Dignity.	13:02	*		*
123	Respect.	13:03	*		*
124	Honor.	13:04	*		*
125	And, yes, the truth.	13:06 13:08 claps	*		
126	Recent weeks and months have taught us a painful lesson.	13:10 13:14			*
127	There is truth and there are lies.	13:15 13:16			*
128	Lies told for power and for profit.	13:18 13:20			*
129	And each of us has a duty and responsibility, as citizens, as Americans, and especially as leaders – leaders who have  pledged to honor our Constitution and protect our nation — to defend the truth and to defeat the lies.	13:22  13:37 shouts claps	*		*
130	Look! I understand that many Americans view the future with some fear and trepidation.	13:38 13:49			*
131	I understand they worry about their jobs, about taking care of their families, about what comes next.	13:50		*	*
132	I promise you I get it.	14:10 14:12		*	*
133	But the answer is not to turn inward, to retreat into competing factions, distrusting	14:12			

	those who don't look like you do, or worship the way you do, or don't get their news from the same sources you do.	14:26			
134	We must end this uncivil war that pits red against blue, rural versus urban, conservative versus liberal.	14:28 14:39	*		*
135	We can do this if we open our souls instead of hardening our hearts.	14:40 14:46	*	*	*
136	If we show a little tolerance and humility.	14:47 14:49	*	*	
137	If we're willing to stand in the other person's shoes just for a moment. Because here is the thing about life: There is no accounting for what fate will deal you.	14:51 15:10		*	*
138	There are some days when we need a hand.	15:11 15:13			*
139	There are other days when we're called on to lend one.	15:15 15:19			*
140	That is how we must be with one another.	15:20 15:22			*
141	And, if we are this way, our country will be stronger, more prosperous, more ready for the future and can still disagree.	15:23 15:35	*	*	*
142	My fellow Americans, in the work ahead of us, we will need each other.	15:34 15:39		*	*
143	We will need all our strength to persevere through this dark winter.	15:39 15:45	*		*
144	We are entering what may well be the toughest and deadliest period of the virus.	15:46 15:50	*		*
145	We must set aside the politics and finally face this pandemic as <b>one nation, one nation.</b>	15:52 16:00 <b>claps</b>			*
146	I promise you this: as the Bible says weeping may endure for a night but joy cometh in the morning.	16:01 16:09			

147	We will get through this, <b>together, together.</b>	16:09 16:15			
148	Look fogs.	16:15 <b>claps</b>			*
149	The world is watching today.	16:27 16:29	*		*
150	So here is my message to those beyond our borders: America has been tested and we have come out stronger for it.	16:30 16:38	*		*
151	We will repair our alliances and engage with the world once again.	16:40 16:44	*		*
152	Not to meet yesterday's challenges, but today's and tomorrow's challenges.	16:45 16:49 <b>claps</b>	*		*
153	We will lead not merely by the example of our power but by the power of our example.	16:51 17:00 <b>claps</b>			*
154	We will be a strong and a trusted partner for peace, progress, and security.	17:05 17:09	*		*
155	We have been through so much in this nation.	17:11 17:15	*	*	*
156	And, in my first act as President, I would like to ask you to join me in a moment of silent prayer to remember all those we lost this past year to the pandemic.	17:19  17:27	*	*	*
157	To those 400,000 fellow Americans – mothers and fathers, husbands and wives, sons and daughters, friends, neighbors, and co-workers.	17:28  17:36	*		
158	We will honor them by becoming the people and nation we know we can and should be.	17:38 17:38		*	*
159	Let us say a silent prayer for those who lost their lives, for those they left behind, and for our country.	17:46 17:52	*	*	*

160	Amen.	17:52 18:02  1 mnt Silence		*****	*
161	This is a time of testing.	18:06 18:07			*
162	We face an attack on democracy and on truth.	08:09 18:12	*		*
163	A raging virus.	18:13 18:14			*
164	Growing inequity.	18:16 18:17	*		*
165	The sting of systemic racism.	18:18 18:20	*		
166	A climate in crisis.	18:22	*		
167	America's role in the world.	18:23	*		*
168	Any one of these would be enough to challenge us in profound ways.	18:25 18:28		*	*
169	But the fact is we face them all at once, presenting this nation with one of the gravest of responsibilities we have.	18:30 18:37	*		*
170	Now we must step up.	18:39 18:40			*
171	All of us.	18:42	*		*
172	It is a time for boldness, for there is so much to do.	18:43 18:47	*		*
173	And, this is certain.	18:48 18:49	*		
174	I promise you. We will be judged, you and I, for how we resolve the cascading crises of our era.	18:50 18:59	*	*	*
175	Will we rise to the occasion?	19:00 19:02	*		

176	Will we master this rare and difficult hour?	19:03 19:04	*	*	*
177	Will we meet our obligations and pass along a new and better world for our children?	19:07 19:11	*	*	*
178	I believe we must and I believe we will.	19:12 19:15		*	*
179	And when we do, we will write the next great chapter in the American story.	19:16 19:24	*		*
180	It's a story that might sound something like a song that means a lot to me.	19:27 19:30 19:30		*	*
181	It's called "American Anthem" and there is one verse stands out for me and goes like this:	19:31 19:40	*	*	*
182	"The work and prayers of centuries have brought us to this day What shall be our legacy? What will our children say?... Let me know in my heart When my days are through America America I gave my best to you."	19:42 19:59	*	*	*
183	Let us add our own work and prayers to the unfolding story of our nation.	20:02 20:07		*	*
184	If we do this then when our days are through our children and our children's children will say of us they gave their best.	20:08 20:18	*	*	*
185	They did their duty.	20:00 20:21	*		
186	They healed a broken land.	20:22 20:23	*		
187	My fellow Americans, I close today where I began, with a sacred oath.	20:25 20:29			
188	Before God and all of you I give you my word.	20:30 20:34			
189	I will always level with you.	20:35 20:36		*	*

190	I will defend the Constitution.	20:38 20:39		*	*
191	I will defend our democracy.	20:40 20:41		*	*
192	I will defend America.	20:43 20:45		*	*
193	I will give my all in your service thinking not of power, but of possibilities.	20:46 20:55		*	*
194	Not of personal interest, but of the public good.	20:56 20:57			*
195	And together, we shall write an American story of hope, not fear.	20:57 21:02		*	*
196	Of unity, not division.	21:04 21:05	*		
197	Of light, not darkness.	21:05 21:06	*		
198	A story of decency and dignity.	21:07 21:09	*		
199	Of love and of healing.	20:10 20:11	*		
200	Of greatness and of goodness.	20:11 20:13	*		
201	May this be the story that guides us.	20:14 20:16	*		*
202	The story that inspires us.	21:17 21:19	*		*
203	The story that tells ages yet to come that we answered the call of history.	21:20 21:25	*		*
204	We met the moment.	21:26 21:27	*		*
205	That democracy and hope, truth and justice, did not die on our watch but thrived.	21:27 21:33	*	*	*
206	That America's secured liberty at home and stood once again as a beacon to the world.	21:34 21:40	*		*

207	That is what we owe our forbearers, one another, and generations to follow.	21:41 21:45	*	*	*
208	So, with purpose and resolve we turn to the tasks of our time.	21:46 21:53		*	*
209	Sustained by faith.	21:53 21:54	*		
210	Driven by conviction.	21:55 21:56	*		
211	And, devoted to one another and to this country we love with all our hearts.	21:57 22:00		*	*
212	May God bless America and may God protect our troops.	22:02 22:05		*	*
213	Thank you, America.	22:06 22:32  <b>claps</b>		*	*

### **3.6.1.2. Discussing the thematic description of Biden's Aristotelian Appeals**

**(Table 2)** Analysis of Aristotelian Appeals (Thematic Description of Biden's Inauguration Speech)

The President Joe Biden made an appeal to restore democracy to the American people in his State of the Union address. He used a logos appeal mostly in the final lines to emphasize his support for America, democracy, and the constitution. In addition, he mentioned God in his speech to justify his ethos and gain the sympathy and support of Americans, he wanted to show that he is different from Donald Trump. He wanted to express his solidarity and patriotism with the country through pathos. The narratives and use of inclusive pronouns raised the shared impression of values related to an individual's judgments and beliefs..

### **3.6.2. Speech Acts on Biden's Speech**

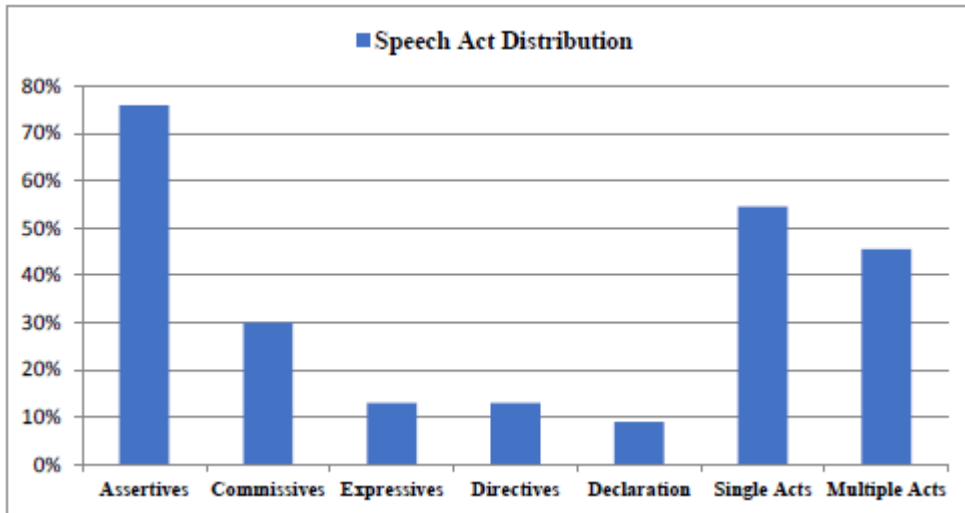
The analysis of all chunks of sentences by President Biden shows that roughly half of his First Inaugural Speech contains multiple speech acts with different implications to win the sympathy of the American people. Searle's (1978) classification or typology of speech acts gives each speech the following distribution. Fairclough (2001) argued that illocutionary force can only be understood in the context in which it occurs. This is because it is based on the speaker's intended meaning and the hearer's shared or common knowledge.

### 3.6.2.1. Investigation of Speech Acts on Biden’s Speech

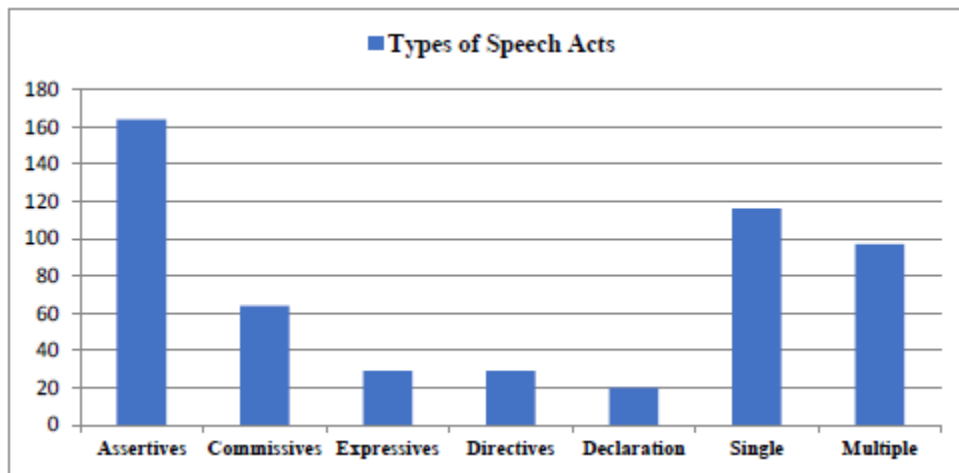
**Table 3:** Investigation of Speech Acts

Sentence	Assertive	Commissive	Expressive	Directive	Declarative
1. Chief Justice Roberts, Vice President Harris, Speaker Pelosi, Leader Schumer, Leader McConnell, Vice President Pence, 2. Distinguished guests, and my fellow Americans.			*		
3. This is America’s day.	*		*		
4. This is democracy’s day.	*		*		
5. A day of history and hope, of renewal and resolve.	*		*		
6. Through a crucible for the ages, America has been tested a new and America has risen to the challenge.	*				
7. Today, we celebrate the triumph not of a candidate, but of a cause, the cause of democracy.	*		*		

<p>8. The will of the people has been heard and the will of the people has been heeded.</p>	*				
<p>9. We have learned again that democracy is precious.</p>					
<p>10. Democracy is fragile.</p>	*				
<p>11. And at this hour, my friends, democracy has prevailed.</p>					
<p>12. So now, on this hallowed ground where just days ago violence sought to shake this Capitol's very foundation, we come together as one nation, under God, indivisible, to carry out the peaceful transfer of power as we have for more than two centuries</p>	*			*	



**Figure 2 : Speech Acts Distribution**



**Figure 3 : Types of Speech Acts**

The use of expressives in presidential speeches is associated with expressing gratitude to previous presidents and their dependants. It also expresses the president's feelings for the American people and what they have been through in order to demonstrate an appropriate level of solidarity, an analysis of speeches by US presidents shows.

The use of assertives may be an artistic medium for providing context and passing to another intended speech act. Assertive speech acts are used as a subtle medium to achieve persuasion. **Figures 2 and 3** show that the percentage of assertive acts used outnumbers the other types of acts.

Joe Biden's use of commissives in his State of the Union address signals his commitments and promises, particularly in foreign policy, to fight terrorism and systemic racism. There are also promises to make concerted efforts to address social concerns as well as to secure a stable future for Americans.

The use of declaratives at Biden's speech indicates commitment, willingness, and action. This is simply due to the fact that he is the president and thus has legal authority.

The findings ensure that inclusive deixis is used to persuade groups and individuals, rather than just one person or group of people, as was previously thought. As a result, speech act theory is a useful tool for justifying the use of propaganda by political parties to sway public opinion.

### 3.6.3. Biden’s Deictic Pronouns

#### 3.3.1 Analysis of First-Person Singular Pronoun “I” Table 4

Considering Fairclough (2012) and Wilson (1990), who agreed that personal deixis is used in political discourse to both express ideologies and manipulate people, the findings ensure that inclusive deixis is used to persuade groups and individuals.

**Table 4.** Correlation between Inclusive/Exclusive **Deictic Pronouns** and Speech acts

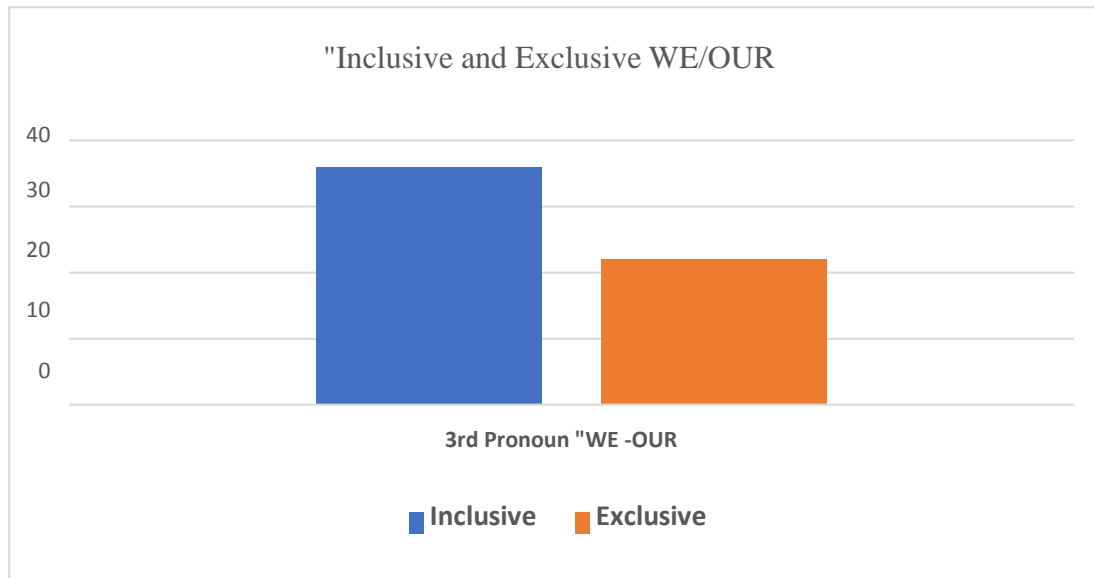
Sentence	Type
1. I thank my predecessors of both parties for their presence here today.	Expressive
3. As does President Carter, who I spoke to last night but who cannot be with us today, but whom we salute for his lifetime of service.	Assertive
4. I have just taken the sacred oath each of these patriots have taken—an oath first sworn by George Washington.	Commissive Assertive
5. When he put pen to paper, the President said, and I quote “If my name ever goes down into history it will be for this act and my whole soul is in it.”	Commissive
6. Today, on this January day, my whole soul is in this.	Commissive
7. I ask every American to join me in this cause.	Directive
8. I know speaking of unity can sound to some like a foolish fantasy these days.	Assertive

The sample of the analysis in **Table 4** shows that President Biden has used first person singular pronoun “I” to express his gratitude, greeting with kindness.

Sentence	Explanation	Type	Speech Act
1. Today we celebrate the triumph not of candidate, but of a cause, the cause of democracy.	He wants to celebrate his victory and becoming the president of the United States	Inclusive	Expressive
2. We have learned again that democracy is precious.	He refers to the previous president and reminds the democracy of people	Inclusive	Assertive
6. So now, on this hallowed ground where just days ago violence sought to shake this Capitol’s very foundation, we come together as one	He refers back to what took place at the Congress and the act of violence from the people and from the police	Inclusive	Assertive
4. We look ahead in our uniquely American way restless, bold, optimistic and set our sights on the nation we know we can be and	He reminds the American people of who supposed to come first	Inclusive	Assertive – Directive
5. As does President Carter, who I spoke to last night but who cannot be with us today, but whom we salute for his lifetime of service.	He shows respect to the previous presidents to express solidity .	Exclusive	Expressive

**Table 5 : Explanation of Biden’s types of speech**

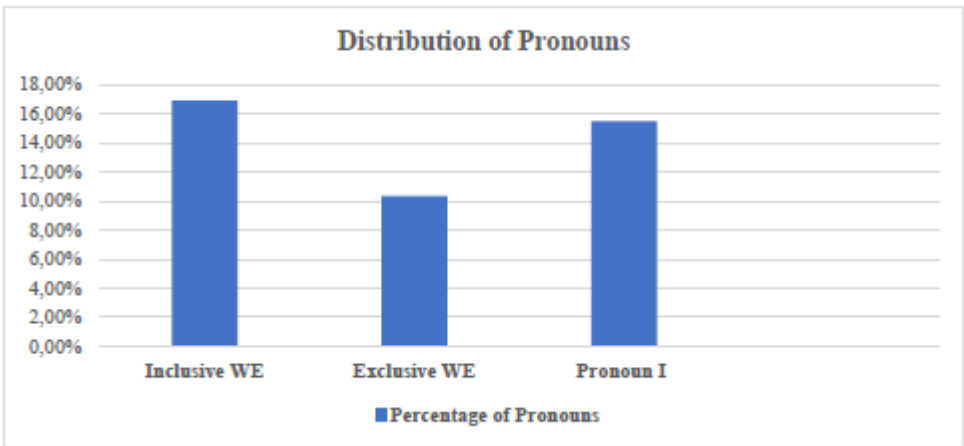
**Table 4** shows a brief explanation of the use of pronouns “We” that help understanding the meaning behind their use. Pronouns that include or exclude the recipients (either the people or the government) are included in this analysis.



**Figure 4:** The Inclusive First-Person Pronoun Distribution in the inaugural speech of President Biden.

In **Figure 4**, the inclusive first-person pronoun distribution in the inaugural speech of President Biden is shown.

Through the above figure we can depict that the Inclusive pronouns reinforce the concept of belonging to American society and sharing common goals with others. Exclusive pronouns were used to pursue manipulative strategies in addressing opposition groups. President Biden used exclusive first-person pronouns to demonstrate his integrity with people of all beliefs and political affiliations.



**Figure 5:** The Distribution of The Use Of Deictic Pronouns **I**, Inclusive And Exclusive **We**

**Figure 5:** shows that President Biden has used the first person singular pronoun "I" to express gratitude, greet with kindness, apologize, and ask for unity. Table 2 also shows the relationship between the use of first-person singular pronouns and other elements. He does not belong to any particular group, but he tries to blend in with them in order to foster sympathy and harmony. The frequent use of inclusive pronouns in his speech may indicate that his speech is devoted and close.

### **3.7. Conclusion**

Throughout this chapter, the Aristotle Theory is considered through the Griffen as cited in 2012 to display the effective persuasive strategies of Biden through using the Aristotelian modes during the inauguration Speech. Second, to uncover other persuasive tools used in the Speech the Critical Discourse Analysis has been undertaken from Fairclough and Wilson Analyses which have been sought to investigate the use of Speech Acts and Deictics and how other devices like Repetition and Metaphor helped in structuring the speech. In the the light of these analyses, the President Biden managed to use all the mentioned features of Persuasive devices in a well structured ways to serve the purposes of his goals. Finally, this chapter has ended with some discussions of the findings.

## **General Conclusion**

In this work, we discovered that the best way to learn the real life of English is to be more related to its contexts as the political speeches written or spoken. This work paves the ways in discourse analysis to study and analyze the political speeches in a fully authentic ways. Thus, it helps us to know the way the President Joe Biden or other political speaker uses in the spoken or written discourses.

The concept of persuasion or rhetoric is a powerful tool for persuading, motivating, and inspiring an audience. In his inaugural address, Joe Biden employs all three of Aristotle's persuasion appeals: ethos, pathos, and logos, with varying percentages of each. Biden primarily employs pathos, followed by ethos and logos to make his Speech more powerful and persuasive.

Biden uses other significant Rhetoric tools like considering the right use of Deictic personal pronouns in a full intention to its ideological implications and tools as Metaphor or Repetition which considered to be another way for making the audience more attractive with the speech a way that the political leaders as Biden or his preceding presidents used in the official speeches.

The researcher concludes from the analysis of rhetorical appeals and the most persuasive tools used in the speech that a good speaker must be able to implement like ethos, pathos, and logos in a reasonable manner in order to create a strong art of convincing. Thus, the understanding of Political speeches can help students to develop their practical reasoning, particularly in speech, debate, or presentation.

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## APPENDIX

### The Inaugural Speech of the US President Joseph R. Biden, Jr.

January 20, 2021

THE PRESIDENT: Chief Justice Roberts, Vice President Harris, Speaker Pelosi, Leader Schumer, Leader McConnell, Vice President Pence, distinguished guests, and my fellow Americans.

This is America's day.

This is democracy's day.

A day of history and hope.

Of renewal and resolve.

Through a crucible for the ages America has been tested anew and America has risen to the challenge.

Today, we celebrate the triumph not of a candidate, but of a cause, the cause of democracy.

The will of the people has been heard and the will of the people has been heeded.

We have learned again that democracy is precious.

Democracy is fragile.

And at this hour, my friends, democracy has prevailed.

So now, on this hallowed ground where just days ago violence sought to shake this Capitol's very foundation, we come together as one nation, under

God, indivisible, to carry out the peaceful transfer of power as we have for more than two centuries.

We look ahead in our uniquely American way – restless, bold, optimistic – and set our sights on the nation we know we can be and we must be.

I thank my predecessors of both parties for their presence here.

I thank them from the bottom of my heart.

You know the resilience of our Constitution and the strength of our nation.

As does President Carter, who I spoke to last night but who cannot be with us today, but whom we salute for his lifetime of service.

I have just taken the sacred oath each of these patriots took — an oath first sworn by George Washington.

But the American story depends not on any one of us, not on some of us, but on all of us.

On “We the People” who seek a more perfect Union.

This is a great nation and we are a good people.

Over the centuries through storm and strife, in peace and in war, we have come so far. But we still have far to go.

We will press forward with speed and urgency, for we have much to do in this winter of peril and possibility.

Much to repair.

Much to restore.

Much to heal.

Much to build.

And much to gain.

Few periods in our nation's history have been more challenging or difficult than the one we're in now.

A once-in-a-century virus silently stalks the country.

It's taken as many lives in one year as America lost in all of World War II.

Millions of jobs have been lost.

Hundreds of thousands of businesses closed.

A cry for racial justice some 400 years in the making moves us. The dream of justice for all will be deferred no longer.

A cry for survival comes from the planet itself. A cry that can't be any more desperate or any more clear.

And now, a rise in political extremism, white supremacy, domestic terrorism that we must confront and we will defeat.

To overcome these challenges – to restore the soul and to secure the future of America – requires more than words.

It requires that most elusive of things in a democracy:

Unity.

Unity.

In another January in Washington, on New Year's Day 1863, Abraham Lincoln signed the Emancipation Proclamation.

When he put pen to paper, the President said, "If my name ever goes down into history it will be for this act and my whole soul is in it."

My whole soul is in it.

Today, on this January day, my whole soul is in this:

Bringing America together.

Uniting our people.

And uniting our nation.

I ask every American to join me in this cause.

Uniting to fight the common foes we face:

Anger, resentment, hatred.

Extremism, lawlessness, violence.

Disease, joblessness, hopelessness.

With unity we can do great things. Important things.

We can right wrongs.

We can put people to work in good jobs.

We can teach our children in safe schools.

We can overcome this deadly virus.

We can reward work, rebuild the middle class, and make health care secure for all.

We can deliver racial justice.

We can make America, once again, the leading force for good in the world.

I know speaking of unity can sound to some like a foolish fantasy.

I know the forces that divide us are deep and they are real.

But I also know they are not new.

Our history has been a constant struggle between the American ideal that we are all created equal and the harsh, ugly reality that racism, nativism, fear, and demonization have long torn us apart.

The battle is perennial.

Victory is never assured.

Through the Civil War, the Great Depression, World War, 9/11, through struggle, sacrifice, and setbacks, our “better angels” have always prevailed.

In each of these moments, enough of us came together to carry all of us forward.

And, we can do so now.

History, faith, and reason show the way, the way of unity.

We can see each other not as adversaries but as neighbors.

We can treat each other with dignity and respect.

We can join forces, stop the shouting, and lower the temperature.

For without unity, there is no peace, only bitterness and fury.

No progress, only exhausting outrage.

No nation, only a state of chaos.

This is our historic moment of crisis and challenge, and unity is the path forward.

And, we must meet this moment as the United States of America.

If we do that, I guarantee you, we will not fail.

We have never, ever, ever failed in America when we have acted together.

And so today, at this time and in this place, let us start afresh.

All of us.

Let us listen to one another.

Hear one another.  
See one another.

Show respect to one another.

Politics need not be a raging fire destroying everything in its path.

Every disagreement doesn't have to be a cause for total war.

And, we must reject a culture in which facts themselves are manipulated and even manufactured.

My fellow Americans, we have to be different than this.

America has to be better than this.

And, I believe America is better than this.

Just look around.

Here we stand, in the shadow of a Capitol dome that was completed amid the Civil War, when the Union itself hung in the balance.

Yet we endured and we prevailed.

Here we stand looking out to the great Mall where Dr. King spoke of his dream.

Here we stand, where 108 years ago at another inaugural, thousands of protestors tried to block brave women from marching for the right to vote.

Today, we mark the swearing-in of the first woman in American history elected to national office – Vice President Kamala Harris.

Don't tell me things can't change.

Here we stand across the Potomac from Arlington National Cemetery, where heroes who gave the last full measure of devotion rest in eternal peace.

And here we stand, just days after a riotous mob thought they could use violence to silence the will of the people, to stop the work of our democracy, and to drive us from this sacred ground.

That did not happen.

It will never happen.

Not today.

Not tomorrow.

Not ever.

To all those who supported our campaign I am humbled by the faith you have placed in us.

To all those who did not support us, let me say this: Hear me out as we move forward. Take a measure of me and my heart.

And if you still disagree, so be it.

That's democracy. That's America. The right to dissent peaceably, within the guardrails of our Republic, is perhaps our nation's greatest strength.

Yet hear me clearly: Disagreement must not lead to disunion.

And I pledge this to you: I will be a President for all Americans.

I will fight as hard for those who did not support me as for those who did.

Many centuries ago, Saint Augustine, a saint of my church, wrote that a people was a multitude defined by the common objects of their love.

What are the common objects we love that define us as Americans?

I think I know.

Opportunity.

Security.

Liberty.

Dignity.

Respect.

Honor.

And, yes, the truth.

Recent weeks and months have taught us a painful lesson.

There is truth and there are lies.

Lies told for power and for profit.

And each of us has a duty and responsibility, as citizens, as Americans, and especially as leaders – leaders who have pledged to honor our Constitution and protect our nation — to defend the truth and to defeat the lies.

I understand that many Americans view the future with some fear and trepidation.

I understand they worry about their jobs, about taking care of their families, about what comes next.

I get it.

But the answer is not to turn inward, to retreat into competing factions, distrusting those who don't look like you do, or worship the way you do, or don't get their news from the same sources you do.

We must end this uncivil war that pits red against blue, rural versus urban, conservative versus liberal.

We can do this if we open our souls instead of hardening our hearts.

If we show a little tolerance and humility.

If we're willing to stand in the other person's shoes just for a moment. Because here is the thing about life: There is no accounting for what fate will deal you.

There are some days when we need a hand.

There are other days when we're called on to lend one.

That is how we must be with one another.

And, if we are this way, our country will be stronger, more prosperous, more ready for the future.

My fellow Americans, in the work ahead of us, we will need each other.

We will need all our strength to persevere through this dark winter.

We are entering what may well be the toughest and deadliest period of the virus.

We must set aside the politics and finally face this pandemic as one nation.

I promise you this: as the Bible says weeping may endure for a night but joy cometh in the morning.

We will get through this, together

The world is watching today.

So here is my message to those beyond our borders: America has been tested and we have come out stronger for it.

We will repair our alliances and engage with the world once again.

Not to meet yesterday's challenges, but today's and tomorrow's.

We will lead not merely by the example of our power but by the power of our example.

We will be a strong and trusted partner for peace, progress, and security.

We have been through so much in this nation.

And, in my first act as President, I would like to ask you to join me in a moment of silent prayer to remember all those we lost this past year to the pandemic.

To those 400,000 fellow Americans – mothers and fathers, husbands and wives, sons and daughters, friends, neighbors, and co-workers.

We will honor them by becoming the people and nation we know we can and should be.

Let us say a silent prayer for those who lost their lives, for those they left behind, and for our country.

Amen.

This is a time of testing.

We face an attack on democracy and on truth.

A raging virus.

Growing inequity.

The sting of systemic racism.

A climate in crisis.

America's role in the world.

Any one of these would be enough to challenge us in profound ways.

But the fact is we face them all at once, presenting this nation with the gravest of responsibilities.

Now we must step up.

All of us.

It is a time for boldness, for there is so much to do.

And, this is certain.

We will be judged, you and I, for how we resolve the cascading crises of our era.

Will we rise to the occasion?

Will we master this rare and difficult hour?

Will we meet our obligations and pass along a new and better world for our children?

I believe we must and I believe we will.

And when we do, we will write the next chapter in the American story.

It's a story that might sound something like a song that means a lot to me.

It's called "American Anthem" and there is one verse stands out for me:

"The work and prayers  
of centuries have brought us to this day  
What shall be our legacy?  
What will our children say?...  
Let me know in my heart  
When my days are through  
America  
America  
I gave my best to you."

Let us add our own work and prayers to the unfolding story of our nation.

If we do this then when our days are through our children and our children's children will say of us they gave their best.

They did their duty.

They healed a broken land.

My fellow Americans, I close today where I began, with a sacred oath.

Before God and all of you I give you my word.

I will always level with you.

I will defend the Constitution.

I will defend our democracy.

I will defend America.

I will give my all in your service thinking not of power, but of possibilities.

Not of personal interest, but of the public good.

And together, we shall write an American story of hope, not fear.

Of unity, not division.

Of light, not darkness.

An American story of decency and dignity.

Of love and of healing.

Of greatness and of goodness.

May this be the story that guides us.

The story that inspires us.

The story that tells ages yet to come that we answered the call of history.

We met the moment.

That democracy and hope, truth and justice, did not die on our watch but thrived.

That our America secured liberty at home and stood once again as a beacon to the world.

That is what we owe our forebearers, one another, and generations to follow.

So, with purpose and resolve we turn to the tasks of our time.

Sustained by faith.

Driven by conviction.

And, devoted to one another and to this country we love with all our hearts.

May God bless America and may God protect our troops.

Thank you, America.

## Résumé

Cette recherche vise à mettre en lumière les techniques rhétoriques et persuasives utilisées par l'actuel président Américain Joe Biden dans son discours inaugural qui marque le début d'un nouveau mandat. Joe Biden se présente comme ses anciens dirigeants politiques qui sont passés de cette mission et avaient une meilleure compréhension du discours politique efficace, Dans ce cadre, les stratégies de persuasion de Biden sont principalement basées sur les appels rhétoriques d'Aristote qui ont été explorés dans ce travail qu'il a utilisé pour persuader le public Américain . Le but de cette étude est de révéler le rôle possible que la technique de persuasion rhétorique a joué dans le discours inaugural de Biden. Pour atteindre cet objectif, l'ensemble du discours est analysé du point de vue du CDA et des modes typiques et des stratégies associées à la théorie rhétorique d'Aristote. L'analyse rhétorique aristotélicienne montre que Biden a utilisé les trois modes aristotéliciens : Ethos, Pathos et Logos. Pathos est le mode le plus utilisé sur Ethos et Logos. En outre, Biden a réussi à utiliser d'autres outils rhétoriques comme les actes de parole, Deictic, Métaphore et Répétition comme stratégies de persuasion pour rendre son discours le plus efficace.

**Mots-clés :** Discours d'inauguration de Biden, rhétorique, discours politique, appels rhétoriques persuasifs d'Aristote, pronoms déictiques, stratégies persuasives, théorie des actes de parole.

## ملخص

يسعى هذا البحث إلى تسليط الضوء على التقنيات الخطابية والإقناعية التي استخدمها الرئيس الأمريكي الحالي جو بايدن في خطابه الافتتاحي الذي يمثل بداية فترة ولاية جديدة في المنصب الرئاسي. يقف جو بايدن كرؤساء مروا من هذه المهمة وكان لديهم فهم أفضل للخطاب السياسي الفعال، في هذا الإطار، استخدم بايدن الاستراتيجيات المقنعة التي تستند بشكل أساسي إلى خطاب أرسطو الذي تم استكشافه في هذا العمل الذي استخدمه بايدن لإقناع الجمهور الأمريكي. الهدف من هذه الدراسة هو الكشف عن الدور المحتمل الذي لعبته تقنية الإقناع الخطابية في خطاب تنصيب بايدن. يُظهر التحليل الخطابية الأرسطي أن بايدن استخدم أنماط أرسطو الثلاثة، وأن وضع Pathos باتوس هو الأكثر استخدامًا من اللوقوس Logos و إيثوس Ethos إلى جانب ذلك، تمكن بايدن من استخدام أدوات خطابية أخرى مثل أفعال الكلام Speech Acts الإشارة Deictics والاستعارة Metaphor والتكرار Repetition كاستراتيجيات إقناعية لجعل خطابه فعالاً .

**الكلمات المفتاحية:** خطاب تنصيب بايدن، والخطاب السياسي، ونداءات إقناع أرسطو البلاغية، ضمائر الإشارة الديكتيكية ، الاستراتيجيات الإقناعية، نظرية أفعال الكلام.