

## Pragma Discoursal Study of persuasion in Joe Biden's Speech on Covid19

Researcher: Muna Fadil Mohammad

Asst. Prof. Dr Zaidoon Abdulrazaq Abboud

Dept. of English, College of Education for Human Sciences,  
University of Basra

mostafa\_rheem90@yahoo.com

### Abstract:

The current study is a pragma discoursal study that investigates the persuasive strategies used by the president of the United States Joe Biden's speech on covid19. The study attempts to signify the role of pragmatic analysis using Searle's speech act theory focusing on Searle's taxonomies of illocutionary acts; assertive, directive, commissive, expressive and declarative to examine the persuasive strategies that are used by the president in the speech under analysis. The speech is also analyzed by using discourse analysis through the adaption of Van Dijk's Socio-Cognitive framework (2005); seven ideological discursive devices, Authority, Evidentiality, Example/illustration, National self -glorification, Norm expression, Number game and Populism are used. These devices are used to uncover persuasive strategies in analyzing political speech. The study includes qualitative and quantitative analyses to fulfil its aims and to verify its key hypothesis that the synergy between Searle's speech act theory in pragmatic analysis and Van Dijk's ideological model in discourse analysis represents a powerful tool to uncover persuasion strategies and politicians' ideologies. It is concluded that the focus of analyzing political speeches is better captured through the combination of Searle's speech act theory with ideological analysis.

Keywords: (pragmatics, Discourse Analysis, Persuasion, speech act theory, Ideology, Discursive Devices).

دراسة خطابه تداوليه للإقناع في خطاب جو بايدن بما يخص كوفيد ١٩

الباحثة: منى فاضل محمد

أ.م.د. زيدون عبد الرزاق عبود

جامعة البصرة/كلية التربية للعلوم الإنسانية /قسم اللغة الانكليزية

### الملخص

الدراسة الحالية عبارة عن دراسة خطابية تداولية والتي تبحث في الاستراتيجيات المقنعة التي يستخدمها رئيس الولايات المتحدة جو بايدن في الخطاب المختار حول فيروس كورونا. تحاول الدراسة الإشارة إلى دور التحليل التداولي باستخدام نظرية أفعال الكلام لسيرل (Searle) التي تركز على تصنيفات سيرل (Searle) للأفعال التوكيدية (Assertive) والأفعال التوجيهية (Directives) والأفعال الإلزامية (Commissive) وأفعال تعبيرية (Expressive) وأفعال اعلانية (Declaratives)، لغرض تقصي الاستراتيجيات المقنعة التي يستخدمها الرئيس في الخطاب المختار قيد التحليل.. يتم تحليل الخطاب أيضاً باستخدام تحليل الخطاب من خلال تطبيق

النموذج الاجتماعي المعرفي للعالم فان دايك (٢٠٠٥)، يتم استخدام سبعة أدوات خطابية أيديولوجية، السلطة، الإثبات، المثال / التوضيح، تكريم الذات الوطنية، التعبير المعياري، واللغة الرقمية والشعبية، تستخدم هذه الأدوات الخطابية للكشف عن الاستراتيجيات المقنعة في تحليل الخطاب السياسي. تشمل الدراسة التحليلات النوعية والكمية لتحقيق أهدافها والتحقق من فرضيتها الرئيسية القائلة بأن التآزر بين نظرية فعل الكلام لسيرل في التحليل التداولي ونموذج فان ديك الأيديولوجي في تحليل الخطاب يمثل أداة قوية للكشف عن استراتيجيات الإقناع وأيديولوجيات السياسيين. وخلص إلى أن التركيز في تحليل الخطاب السياسية يتم تقصيه بشكل أفضل من خلال الجمع بين نظرية فعل الكلام لسيرل والتحليل الأيديولوجي. الكلمات المفتاحية: (التحليل التداولي، تحليل الخطاب، الإقناع، نظرية أفعال الكلام، الأيديولوجيا، الوسائل الخطابية).

## 1.1 Introduction

Politics is a power struggle to apply a particular set of political, economic, and social beliefs. Every political action is planned, accompanied, affected by, and played by language; therefore, words are crucial to this process. Political speeches, which aim primarily to persuade the audience, can be regarded as a determining interaction between the speaker and the audience in which the speaker's communicative goal is to persuade the audience to accept the speaker's points of view and support his or her suggestions. The speaker uses discourse techniques and a range of related linguistic resources to accomplish his or her communicative goal; presenting a convincing image of himself or herself; associating himself or herself with others' points of view; claiming solidarity with the audience; modifying power relations and legitimizing the proposed ideology and course of action.

## 1.2 Pragmatics and Discourse Analysis

Due to their shared interest in context-dependent features of the language, pragmatics and discourse analysis are two disciplines that are occasionally characterized as multidisciplinary. Barron and Schneider (2014:1), state that the study of discourse is not considered as being outside the scope of pragmatics but rather as being an integral part of it.

The pragmatics of discourse and the pragmatics of utterance constitute two complementary levels of analysis, emphasizing different aspects of human interaction on a more global and local level, respectively. The former looks at how speech acts can

merge into larger units, whereas the latter focuses on the analysis of speech acts as the fundamental units of analysis. The terms micro pragmatics and macro pragmatics have been used to describe the two levels of analysis mentioned above.

Puig (2003: 1), clarifies that the two fields, pragmatics, and discourse analysis focus on higher components such as speech acts and conversational turns rather than the formal description of utterances. Both techniques also investigate context and how it is structured. However, pragmatics puts greater effort into both recovering the hidden components that the hearer needs to access and determining the speaker's intention.

### **1.3 Persuasion**

Persuasion is a technique that we use all the time in our daily lives to persuade others to change their minds. Perloff (2003:4) describes persuasion as “the study of attitudes and how to change them”. He claims that persuasion is dependent on “the persuader's awareness to influence someone else and change the persuader’s mind about something on conscious or unconscious decision” Perloff (2003:7). Being persuaded thus includes cases in which “behavior has been modified by symbolic transactions (messages) that are sometimes, but not always, linked with coercive force (indirectly coercive) and that appeal to the reason and emotions of the person(s) being persuaded” (Miller, 2013, p. 73).

### **1.4 Searle's Classification of Illocutionary Acts**

Searle (1979) classifies illocutionary acts into the following categories:

**1.4.1 Assertive:** According to Searle (1979: 12), the purpose of using these speech acts, "is to commit the speaker (in varying degrees) to something's being the case, to the truth of the expressed proposition". It is possible to determine if the utterances in this category are true or false. This category of speech acts comprises acts like assertions, claims, and descriptions (Kristiawan, 2015: 20).

**1.4.2 Directives:** According to Searle (1979: 13), the speaker is attempting to drive the listener to act by performing this type of

speech act .These efforts might be modest, as when you extend an invitation, or ferocious, like when you demand action from someone .

**1.4.3 Commissives:** In agreement with Austin's definition of the commissive speech act, Searle (1979: 14) views this category as an ordinary one .According to Austin (1962: 156)," the whole point of a commissive is to commit the speaker to a certain course of action". Searle states that the commissive function is to commit the speaker to act. Promises, threats, and offers are examples of commissive.

**1.4.4 Expressives:** These acts convey "the psychological state specified in the sincerity condition of a state of affairs specified in the propositional content" (Searle, 1979: 15).

In these speech acts, the speaker expresses his feelings and attitudes toward something rather than making assertions or making assumptions (Abood, 1999: 22).

**1.4.5 Declarations:** Searle (1979: 16–17) explains that this group is unique in that "the successful performance of one of its members brings about the correspondence between the propositional content and reality, successful performance guarantees that the propositional content corresponds to the world' 'According to Searle (1979: 18), the speaker and the hearer must have distinct positions within an extra-linguistic institution for this illocutionary act to be successful. The speaker must be in a position where he can utter actions like appointing, marrying or even declaring war, and there must be an institution like the church, the law, or the state.

## **1.5 Ideology**

Ideology is "a systematic body of ideas, organized from a particular point of view." (Hodge and Kress,1993:6). Ideology is defined as the common value systems and sets of views among social groupings, as evidenced by distinctive linguistic patterns in texts. Ideology is reflected and constructed through language. (Simpson,1995:5-6). Ideologies are hidden; they are associated with keywords that demand but do not reveal ideological attitudes. The writer's ideologies are revealed by the idea/s he presupposes



from the beginning. Furthermore, the type of discourse or discourses utilized, as well as the language used, are important in describing ideology: “Both selections amongst available discourses and selection of particular ways of articulating them together are likely to be ideologically significant choices.” (Fairclough: 2004, 102). When analyzing or understanding ideological activities, text analysis is insufficient; the reception, interpretation, and social impacts of texts must also be studied. Ideologies in texts are studied not for study, but to change language practices as a manifestation of dominant groups' ideas in societies. “Ideologies are often false or ungrounded construction of society.” (Fairclough and Wodak,1997:275)

### **1.6 Van Dijk's seminal 2005 work for Political Discourse Analysis**

Van Dijk (2005:735) used 25 discursive devices, which he describes as “general strategies of ideological discourse production and also a handy discovery or recognition procedure for ideological analysis of political discourse” in addition to the dichotomy of positive self-representation and negative other representation (Van Dijk, 2005, p. 735). The 25 discursive devices are:

Actor description, authority, burden, categorization, comparison, consensus, counterfactuals, disclaimers, euphemism, evidentiality, example/illustration, generalization, hyperbole, implication, irony, lexicalization, metaphor, national self-glorification, norm expression, number game, polarization, categorization, populism, presupposition, vagueness, and victimization. (p. 735-36).The current study is based on the following seven discursive devices only:

#### **1.6.1 Authority**

The use of facts provided by authorities to support the discourse producers' thoughts, beliefs, or assertions to touch the feelings of the audience is referred to as authority. Authority also refers to the discourse producers' use of deductive reasoning (logic) to persuade the listeners (Van Dijk, 2005). These authorities, according to Van Dijk (2005),

are “usually organizations or people who are above the fray of party politics, or who are generally recognized, experts or moral leaders. International organizations (such as the United Nations or Amnesty International), scholars, the media, the church or the courts” (p. 735).

### **1.6.2 Evidentiality**

A discourse producer uses evidentiality to present facts or proof to support their thoughts, beliefs, or information (Van Dijk, 2005). “This may happen by references to authority figures or institutions ..., or by various forms of evidentiality” (Van Dijk, 2005, p. 736). Van Dijk goes on to say that evidentiality is “an important move to convey objectivity, reliability, and hence credibility” (2005, p. 736).

### **1.6.3 Example/Illustration**

Example/illustration is when a discourse producer uses real or fictional instances to support his or her point of view or make his or her opinions more believable to the audience. Illustrations or examples are frequently given “in the form of a vignette or short story, illustrating or making more plausible a general point defended by the speaker” (Van Dijk, 2005, p. 737).

### **1.6.4 National Self-Glorification**

National self-glorification provides a good portrayal of one's country through “positive references [such as] its principles, history, traditions” (Van Dijk, 2005, p. 738).

### **1.6.5 Norm Expressions**

Norm Expressions are used to communicate how something should or should not be done, or what someone should or should not do (Van Dijk, 2005:738).

### **1.6.6 Number Game**

A number game is when a discourse producer uses numbers or statistics in an argument to enhance the credibility of their beliefs or ideas Van Dijk (2005:738) writes that “numbers and statistics are the primary means in our culture to persuasively display objectivity, and they routinely characterize news reports in the press”.

### **1.6.7 Populism**

Populism refers to political views and activities that aim to represent the interests and desires of common people.

### **1.7 Biden's Speech: Introduction**

President Joe Biden gives an update on the COVID-19 response and vaccination program, in the South Court Auditorium of the White House on Thursday, Oct. 14, 2021, in Washington. He is doubling down on his COVID-19 vaccination strategy, pledging that private-sector vaccine requirements are on the way and that the decision about shots for children under 12 years old is imminent. Biden says they are working to turn the corner on COVID-19, so this time is incredibly important. He adds that it is necessary to take additional steps to vaccinate the 66 million unvaccinated Americans Since The vaccination requirements they implemented during the summer are effective. The president states that the administration's rule requiring private sector companies to ensure workers get vaccinated against the coronavirus is coming 'soon'. He adds that Each day, more businesses adopt vaccine requirements, and mounting data shows that they work he also states that Businesses and organizations that are enforcing requirements are witnessing an increase in vaccination rates of 20% or more on average, to well over 90%. Biden also promised that a decision on offering the Pfizer COVID-19 shot to children ages 5-11 is on its way. He says that he is aware that there are parents out there who are anxiously awaiting a vaccine for kids aged 5 to 11. Biden confirmed that the good news is that the FDA and outside experts from the CDC are expected to decide whether the vaccine will be permitted for that age range in the coming weeks. He adds that the government has purchased enough vaccines to cover all children in the age group.

### **1.8 Biden's Speech: Speech Acts analysis**

The analysis shows that there are 114 utterances spoken by President Joe Biden. All the types of speech acts are found in these utterances, and they vary in their number of occurrences in the utterances as the following table shows:

Table (1) Types of speech acts in speech three, their number, and percentages

Type	assertive	directive	Commissive	expressive	declarative	all
N.	37	5	8	9	0	59
p.	62.7%	8.5%	13.6%	15.3%	0%	100%

From this data, we conclude the percentages of illocutionary acts used are assertive 62.7%, Directive 8.5%, Commissive 13.5%, Expressive 15.2%,

### 1.8.1 Assertives

The purpose of assertive acts is to commit the speaker (in varying degrees) to something being the case, to the truth of the expressed propositions. The assertive speech act is the most frequent type of speech act in this speech. It occurs in 37 utterances accounting for (62.7%) which is more than half of all the utterances. Assertiveness is a key strategy that helps the president to better manage himself, people, and situations. It helps him to influence others to gain acceptance, agreement, or behavior change. It allows him to express his opinions positively and with confidence.

Persuasion is subtle and requires more intelligence. The president uses the strategy of assertiveness to convince people of the need to vaccinate .The president has done his best to convince people that this pandemic must be fought. After all, it is really in their own best interest for the virus to be over and completely gone. so, he shows them that they were going to do what he wanted them to.

*The vaccine requirements that we started rolling out in the summer are working.*

*They're working.*

The President stressed that the approved vaccination requirements are working and ready to protect people and the state from the risks of infection with the virus. The president uses the assertive act to influence people and convince them to hurry and vaccinate. Persuasive and assertive communication work together



to have great communication skills Therefore, if you want to be persuasive, you need to act and communicate in an assertive way.

***We have critical work to do.***

***We can't let up now.***

The president stresses here that the war against the virus is not over yet, there is still much to be done to confront the threat of the virus, and they cannot give it up to move forward resolutely to beat the virus. By communicating assertively, the president demonstrates self-assurance and becomes a powerful person by expressing his position in a firm, empathetic, and fair way. Being assertive allows the president to deliver answers with total confidence without being rude. Without assertiveness, it is difficult to persuade those around him.

***I know parents out there are anxiously waiting for a vaccine for children ages 5 to 11.***

***If authorized, we are ready.***

***We have purchased enough vaccines for all children between the ages of 5 and 11 in the United States.***

Biden expresses himself with full conviction which increases his assertiveness. Assertiveness allows Biden to express his opinions and thoughts, accepting rights and responsibilities directly and appropriately. The President raised an important issue, which is the issue of vaccinating children between the ages of 5 and 11 years. The President shares with people their concerns and stresses that if the vaccination of children at this age is approved, the American authority is ready to implement it and that it has prepared sufficient vaccines for children of this age.

***Ninety-six percent of school districts are fully open with children back in the classroom and — for in-person learning***

***We have been able to do this because we've provided our schools the resources they need to protect children and the educators, as well as the staff that works in the schools.***

***We've been encouraging schools to implement important health measures like masking, testing, and getting everyone vaccinated who is eligible to be vaccinated.***

Assertiveness plays an important role in the president's attempt to persuade people around. One needs to be a little serious and say things with full conviction. An individual who is assertive can influence most persons who not only listen to him but also follow his instructions. The President stresses that most educational institutions in the country are ready to receive students. The government was able to do this because it provided the schools with everything, they needed to protect the children, the educational staff in the schools and the staff working in them. The President explained that health measures are important to protect ourselves and those around them from the risks of infection. The President mentioned that the American authority encouraged schools to implement health measures such as masking and testing for infection with the virus, in addition to the most important point, which is vaccinating those who are eligible for the vaccine. ***School board members, religious leaders, and doctors across the country are fighting misinformation and educating people about the importance of vaccines.***

Being assertive allows the president to communicate what he wants more authoritatively while remaining fair and empathetic. The president gives the people a vivid example of the importance of vaccination against the virus because it is not the only one in the country who invites people to go for vaccination, but the most important figures in the country urge people to the importance of vaccination and fight misinformation and urge people to vaccinate to protect themselves.

***All of these efforts are going to help us continue moving the dial to eliminate this disease.***

***We're in a very critical period as we work to turn the corner on COVID-19.***

When a leader is assertive, he is self-assured and draws power from this to get his point across firmly, fairly and with empathy. Assertiveness can help him to express himself in a clear, open, and reasonable way. The President stresses that all the initiatives presented by the American authority will contribute to eliminating the virus. He adds that they are in a very crucial phase as they are

striving to get rid of the virus and get things back to the way they were.

### **1.8.2 Directives**

By performing this type of speech act, the speaker is attempting to drive the listener to act according to the desire of the speaker. The directive speech act might be modest, as when someone extends an invitation, or ferocious, like when a person demands action from someone. Directives speech act occurs within utterances (8.5%).

Various utterances containing the president's request for the people to act according to his will are included in the form of a directive speech act. The use of the directive speech act is usually accompanied by information about a matter and an expression of the president's desire so that the audience does something or that the president gets something from the people. The directive speech act is spoken by Biden with the aim of getting the people to go to get the vaccine. The expected response from the speech is an action from the people.

***I'm asking everyone — everyone who hasn't gotten vaccinated: Please get vaccinated.***

Based on the above, Biden presents his proposal to all Americans to work collectively towards the national goal and go for vaccination because it is the only way to promote peace, prosperity, love, and cooperation among the members of American society. He says vaccination is necessary to protect and advance Americans. Biden believes that America can only get better when all its residents decide to live without the virus and decide to break up the old days, they were living in that led to chaos, turmoil and instability in people's lives for months. The president used the directive speech in a soft manner to influence the public and convince them of the necessity of vaccination and begged those who had not yet been vaccinated to go for vaccination.

***I'm calling on more parents to get their children vaccinated when they are eligible.***

The category of speech acts of directives was utilized by the president to arrive at certain objectives, such as urging receivers towards performing certain acts that could support progress, peace, and well-being. In the example above of an act of directive speech in President Biden's speech where the president urges parents to vaccinate their children who are eligible to receive the vaccine to keep everyone in the country safe, healthy, and peaceful.

### **1.8.3 Commissives**

The commissives' function is to commit the speaker to do some future actions. Promises, threats, and offers are examples of commissive. Commissive speech act occupies the second most frequent type among other types in the text under analysis. It is realized in 8 utterances accounting for (13.6%).

***My team and I are doing everything we can.  
We have a lot more to do.***

Biden seeks to persuade his audience by manipulating speech acts of commissives. The utterance can be realized as a pledge on the part of the speaker that the president and his administration will do everything, they can to fight the virus and eliminate it and it will have an end. In this argument, Biden, as a leader, attempts to persuade his masses promising them that the American government have a lot more work to do that will achieve the national goal.

***we have to do more to vaccinate the 66 million unvaccinated people in America.***

***We're going to continue protecting the vaccinated.***

The president declares his promise that he will never give up on his masses. He insists on spending the next days fighting with his people, who have long been crippled by the virus. The president said that his administration would use all available means to vaccinate the 66 million people who had not yet received vaccinations, as well as to protect those who had already received them.



***We're going to continue to provide that additional protection to seniors and others as we head into the holidays.***

***Families will be able to sleep easier at night knowing their kids are protected as well.***

The president undertakes the responsibility to enhance the measures of protection available to everyone, especially the old, to protect them. The president shared with the people their concerns and responsibilities towards their children and pledged to the parents that they would be safe and comfortable knowing that the government would provide protection for the children as well, thus ridding their families. the burden of what they feel. By using this kind of speech act, the president committed himself to take care of the seniors and children as well

#### **1.8.4 Expressives**

These acts convey "the psychological state specified in the sincerity condition of a state of affairs specified in the propositional content" (Searle, 1979: 15).

In these speech acts, the speaker expresses his feelings and attitudes toward something rather than making assertions or making assumptions. Expressive speech act occupies the third most frequent type among other types in the text under analysis. Expressive speech act occurs in 9 utterances representing (15.3%).

***We're making progress***

***It's important progress.***

Biden seems to be highly appreciative of the government's and the American people's efforts to fulfil their dream of getting rid of the virus, as well as of the achievements made by the American people have made in their historic struggle for a healthy life. Through appreciation, which reflects a well-grounded partnership, Biden maintains to keep faith with his masses making them feel honored and high estimate. Thus, he tries to earn their trust, influences their way of thinking, and convinces them of what he wants to say.

***Over the past two weeks, most of the country has improved as well.***

The act of expressiveness is produced by virtue of these words. Biden tries to display profound respect and admiration for his masses whom he sees as the most reliable force in the struggle against the virus. By means of the given speech act of expression, Biden attempts to make the masses conscious of their unyielding firmness and collective strength and proud of themselves as they struggle to eliminate the virus.

### 1.8.5 Declaratives

This text does not contain any declarative speech act.

### Biden's Speech: Ideological Analysis

As can be seen in Table () below, President Biden made use of discursive devices 45 times in his third speech. Among these devices, **Populism** 14 times (31.1%) was used the most, followed by **Number Game** 10 times (22.2%), **Norm Expression** 9 times (20%), **Authority** 8 times (17.8%), **National Self –Glorification** 2 times (4.4%), **Evidentiality** 1 time (2.2%) and **Example/Illustration** 1 time (2.2%) respectively.

Table (): Frequency of discursive devices in speech three, their number, and percentages

Discursive devices	frequency	Percentage
Authority	8	17.8%
Evidentiality	1	2.2%
Example/illustration	1	2.2%
National self -glorification	2	4.4%
Norm expression	9	20%
Number game	10	22.2%
Populism	14	31.1%
Total	45	100%

### 1.9.1 Authority

Many political speakers have recourse to the fallacy of mentioning authorities to support their case, their thoughts, beliefs, or assertions to touch the feelings of the audience. These authorities can include social institutions such as the United Nations, media, experts, religious resources and the like. People of different ideologies typically cite different authorities. Biden uses

this category 8 times (17.8%) in his third speech. There are many examples of this ideological move in President Biden's speech:

***We expect a final decision from the FDA and the Centers for Disease Control and Prevention -- the CDC -- in the next couple of weeks.***

In any ideological discourse, the statements of different personalities are quoted for supporting a claim. President Biden quotes an authority's statement as evidence of belief for those who deny it. This move is also ideologically biased in any discourse because at first, the discourse producer makes claim then quote the personalities to support their claim. The President relies on a final decision from the FDA 'Food and Drug Administration' 'and the CDC' the Centers for Disease Control, which will be issued soon, regarding the three vaccines and the possibility of their administration. This is to show that the American government is based on science in its decisions and on the scientific and medical institutions in the country regarding Covid19 and the appropriate measures to get rid of it.

### **1.9.2 Evidentiality**

Using facts to support a claim. Evidence plays a supporting role in the persuasive process. A discourse producer uses evidentiality to present facts or proof to support their thoughts, beliefs, or information. Biden uses Evidentiality 1 time (2.2%). Here is the example of this category

**s implementing vaccination requirements, and the mounting data that shows they work.**

Evidence is useful when the facts are close to the experience of the audience members or particularly meaningful to them. Facts or proof are particularly apt with audiences in political speech because they show real-world applications that are easy to understand. The president stressed that day by day the number of companies applying vaccination is increasing to protect people from the dangers of the virus, and there is also a lot of evidence that shows that vaccination requirements are qualified to protect people.

### **1.9.3 Example/Illustration**

Example / Illustration: it refers to the moment when speakers give concrete examples. Argumentatively, concrete examples are more persuasive than abstract discussions or debates. Giving concrete examples suggests a sense of clarity for making things more imaginable and speeches more lively. Biden uses this category 1 time (2.2%). He tries to capture the attention of his receivers by producing an example:

***Businesses and organizations that are implementing requirements are seeing their vaccination rates rise by an average of 20 percent or more to well over 90 percent — the number of employees vaccinated..***

Biden provides examples and illustrations to show people that the idea, he is trying to convince them is working, and they're more likely to be persuaded. The president gives the people a vivid example of the importance of vaccination against the virus because it is not the only one in the country who invites people to go for vaccination. The most important figures in the country urge people to the importance of vaccination and fight misinformation and urge people to vaccinate to protect themselves.

#### **1.9.4 Norm Expression**

Norm Expressions are used to communicate how something should or should not be done, or what someone should or should not do. Biden uses this category 9 times (20%) in this speech. Here is an example of this category from President Biden's speech:

***I'm asking everyone — everyone who hasn't gotten vaccinated: Please get vaccinated.***

***That's how we put this pandemic behind us and accelerate our economic recovery.***

A crucial part of being an effective leader is the ability to persuade the people to take certain actions or accept executive decisions, even if they're controversial. Mastering the art of persuasion will become even more indispensable. The president must persuade his audience, especially, to support new initiatives. The President here called on all people to take an active role and participate in the decision-making process and vaccination to



protect themselves from infection with the virus. Urging those who have not been vaccinated to speed up vaccination. He said that through preventive measures against the virus, including vaccination, they will protect themselves and bring their economy back to prosperity again.

### **1.9.5 National Self -Glorification**

National self-glorification provides a good portrayal of one's country through 'positive references.' Biden uses this category 2 times (4.4).

*We're making progress.*

*We're headed in the right direction.*

Mastering the art of persuasion is just one skill that must be in an effective leader's toolbox but it's a crucial one. Being a leader involves coming up with ideas to move the country forward. Biden tries to suggest that America and its people deserve better, and he is trying to glorify his government and people that they are on the right track and that they are making remarkable progress in their war against the virus. Praise can boost good feelings and increase motivation. It can inspire people to be more cooperative, persistent, and hard-working.

### **1.9.6 Number Game**

It refers to the moment when speakers use numbers and statistics to assert credibility and objectivity of their beliefs or ideas. Speakers usually employ this strategy for the purpose of gaining a high degree of persuasion. The frequencies in Table () show that this category is the most frequent type in this speech. Biden uses the Number game 10 times (22.2%). An example of this strategy can be recognized from the following excerpts where Biden utilizes numbers to assert credibility:

**Nationally, daily cases are down 47 percent**

**Case rates are declining in 39 states**

Establishing credibility is important to the art of persuasion. People are more likely to be persuaded by someone they trust because the use of numbers has a lot of objectivity and builds trust

and credibility. The president uses the real numbers that were provided to him to persuade the public that as more people are vaccinated, infection rates will gradually decrease, and he provided them with the numbers and percentages for the decline in cases across the country.

### **1.9.7 Populism**

Populism refers to political views and activities that aim to represent the interests and desires of common people. Biden uses this category 14 times (31.1%) which is the most frequent device in his third speech. Here are some examples of this category:

*we're going to continue protecting the vaccinated.*

*we're going to continue to provide that additional protection to seniors and others as we — as we head into the holidays*

The president tries to persuade the audience that the idea or the solution of protection is good not only for its own sake but for the audience. A key to effective persuasion that Biden uses here is to highlight the advantages that the people he is trying to persuade would experience. The president as he understands the challenges that his people face, and what they most care about and tries to calm them down when he assures that he will protect those who have been vaccinated and will continue to provide extra protection for the old as the holiday approach. Thus, the president is trying to lighten the burden on them and make them feel that it is the responsibility of the state to provide protection for all.

### **1.10 Discussion of Results**

As the present study has shown, it was obvious that the focus of analyzing political discourse is better captured through the combination of pragmatic analysis using Searle's speech act theory and ideological discourse analysis using Van Dijk's 2005 model. The study argues that combining the two models lead to better analysis and evaluation of persuasive strategies in Biden's speeches.

The analysis of the chosen speech of President Biden leads to certain results. Concerning the pragmatic analysis using Searle's speech act, most of the utterances in the speech belong to the **Assertive** type of speech act. The percentage of this type of

utterance occurrence in the analyzed speech is about 62.7%. The second most frequent type of utterances in this speech is the **Expressive** one, with around 15.3%, while 13.6% of the utterances are **commissive** speech acts and 8.5% are **Directives** and 0% go to **Declarative** speech acts.

The study also investigates what makes Biden's speech persuasive by examining the ideological perspective in his selected speech depending on Van Dijk's 2005 model. The findings revealed that Biden made use of discursive devices, Among these devices, **Populism** (31.1%) was used the most, followed by **Number Game** (22.2%), **Norm Expression** (20%) **Authority** (17.8), **National Self –Glorification** (4.4%) Evidentiality (2.2%) and **Example/Illustration** (2.2%) respectively.

The analysis shows how the study of speech acts adds to the study of ideology. Biden's discourse served an ideological purpose in a persuasive way to justify, Biden tries to persuade the national community that covid19 represents a real threat and the vaccine is the right thing to do.

### 1.11 Conclusions

The current study concluded the following:

- 1- Speech act theory is applicable to analyze some political speeches about persuasion and Speeches under analysis are representative crude material for Searle's speech act theory.
- 2- Political speeches contain hidden political, social, and other messages that can be identified using Van Dijk's (2005) Categories for Ideological Analysis
- 3- It was obvious that the focus of analyzing political speeches is better captured through the combination of Searle's speech act theory with ideological analysis.

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