Biden's Rhetoric: A Corpus-Based Study of the Political Speeches of the American President Joe Biden

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Abstract—**This paper is a rhetorical analysis of the political discourse of the American President Joe Biden's speeches. The data of the study consist of 40 speeches (120,028) words delivered by Joe Biden from January 2021 to February 2022. This study examines how President Biden tries to persuade the audience employing different rhetorical devices. It investigates one main canon of rhetoric, *Invention*, following the classical Aristotelian classification of rhetoric. In analysing *Invention*, Biden's *logical*, *ethical*, and *emotional* appeals to the audience will be investigated. The analysis reveals that by using the first-person pronouns 'I' and 'we' Biden morally tries to engage the audience. The quantitative study demonstrates that the inclusive pronoun 'we' is the most frequently used pronoun in the corpus to build a bond with the audience. The pronoun 'I' is the second most common pronoun in the corpus for establishing the credibility, competence, and reliability of the speaker. The President tries to disseminate the good sentiments of hope and love, which are the most common lexical terms in the corpus relating to emotions. Biden also uses numerous logical appeals to persuade the audience, such as employing statistics and numbers, citing authoritative individuals and sources such as the Bible, and argument from a predicament, in order to deliver compelling arguments.**

Index Terms—**ethos, Joe Biden, logos, pathos, Rhetoric**

I. INTRODUCTION

Rhetoric and influence go hand in hand. Rhetoric is the art and science necessary for persuasion; consequently, persuasion is inseparable from rhetoric. Persuasion encompasses purpose of the speaker and textual results. The effectiveness of discourse is determined by its aptitude to convince. Therefore, rhetoric may fail if it is not compelling. The primary definition of rhetoric is the art of using language for the purpose of persuasion. It derives from the notion of how a speaker or writer may create the most significant effect via the use of language strategies. Aristotle (1984) regarded eloquence as the skill of identifying the persuasive ways of employing language to influence the audience. Traditionally, there are three aspects of *Invention*, which is an essential canon of rhetoric: *logos*, *ethos*, and *pathos*.

1 *Ethos* refers to the capacity of speakers to demonstrate a personal character that makes their argument credible and trustworthy.

2 *Pathos* is concerned with speakers' ability to move, compel and stir the audience's emotions.

3 In *logos* resides the ability to give truth via means based on reasoned and convincing arguments.

The traditional customs of rhetoric extended from the orators' act of communicating their character or personality, employing straightforward, emotional language and picking appeals with the intent of persuasion, influencing and changing the behaviour of the readers or listeners, and convincing the audience in a logical way (De Wet, 2010; Burke, 2020).

A. Background of the Speaker

Early life and Senate Profession

Since this study investigates the political speeches of President Biden, it is crucial to present a background of the speaker, Joseph Robinette Biden, Jr., the incumbent President of the United States. Biden spent early life in Scranton, Pennsylvania, and New Castle County, Delaware. In 1965, he earned his B.A degree from Delaware University and studied law at Syracuse University in New York in 1968. In 1966, he married Neilia Hunter, and the couple had three children. After graduation, Biden returned to Delaware to practice law before rapidly going into politics, serving from 1970 to 1972 on the New Castle County Council. At 29, he became the fifth youngest senator in American history after being elected to the Senate in 1972. He lost his wife and daughter in a vehicle accident about a month later, while his two boys were severely wounded. Biden joined the Senate in 1973, and he was subsequently re-elected six times to become the longest-serving senator in Delaware. In 1977, Biden and Jill Jacobs, a schoolteacher, got married; they were the parents of a girl. Besides serving as a Senator, Biden also held the position of an Adjunct Professor at Widener University at the Law Department from 1991 until 2008.

As a Senator, Biden focused on central issues such as international relations, criminal justice, and drug policy. From 2001 to 2003 and four years later from 2007 to 2009, he chaired the Senate Foreign Relations Committee. From 1987 to

1995, he headed the Senate Judiciary Committee. During the Kosovo crisis, he was very forthright, supporting U.S. involvement against Serbian troops to rescue Kosovars from an onslaught by Serbian President Slobodan Miloevi. Regarding the Iraq War (2003–2011), Biden supported partitioning to preserve a peaceful, unified Iraq. In addition, he was an adherent of the International Narcotics Control Caucus and the leading Senator in drafting the legislation that constituted the "drug czar" office, a body responsible for directing the national drug-control strategy (Duignan, 2022).

B. Definition of Key Terms

(a). Discourse Analysis (DA)

Analysis of discourse necessitates an examination of language in use. Consequently, it cannot be limited to depicting linguistic forms in isolation from the roles or goals. Such forms are supposed to serve in human affairs. Discourse analysts investigate how a particular language is used, which is different from some linguists who focus on identifying the formal qualities of a language. Brown & Yule used two concepts to define the principal functions of language. The role of language in communicating 'content' is referred to as transactional, while the function of transmitting social ties and attitudes of individuals is interactional (Brown & Yule, 1983, p.1). Their distinction, 'transactional /interactional,' corresponds to the functions of the following dichotomies of representation, expressiveness (Bühler, 1934); referentiality, emotion-based (Jakobson, 1960); ideational function, interpersonality (Halliday, 1970); and description, social-building-expressiveness (Lyons, 1977).

(b). Political Speeches

A political speech is a stream of spoken words prepared and delivered by a speaker for a particular audience and purpose during a political event. There are two primary functions of political speeches:

1 A deliberative political speech is one in which political choices are made incorporating policymaking.

2 Establishing common ideals, which requires consensus building, is called epideictic political discourse (Charteris-Black, 2018, p. xiii).

Political speeches include different types, such as inaugural addresses, press releases and conferences, the State of the Union Address, parliamentary speeches, election campaigns speeches and slogans, speeches of leaders or government members, inter alia. They exemplify spoken discourse as a medium of social interaction, engrained in action, i.e., events, governmental framings, and discursive contexts (Wodak & Meyer, 2001, pp. 66-68, Reisigl, 2008, pp. 247-261).

II. LITERATURE REVIEW

Discourse analysts try to investigate how political leaders attempt to convince the audience using various rhetorical devices. This section reviews previous research that analysed the political discourse of different world leaders and the rhetorical devices they apply to convince the audience.

In her Ph.D. dissertation, Adjei-Fobi (2011) examined the use of metaphors in the political speeches of Kwame Nkrumah, who was the first Prime Minister and then President of Ghana from 1960 to 1966, and Jerry Rawlings, Ghana's President from 1981 to 2001. Using Aristotle's theory of rhetoric, Burke's concept of dramatism, and Lakoff's notion of metaphor, the research analysed ten speeches given by each of the politicians. According to the author, the reason behind Nkrumah and Rawlings' extended reigns may be traced to their oratory. Both leaders used spoken language not merely to express their aims, but also to conceal them. The emphasis of the research was on the similarities and variations in their metaphor use. The study also sought to determine how the diverse backgrounds of the two politicians influenced their use of metaphors. In the rhetoric of the two ex-presidents, metaphors were used as an intentional means of communication, as demonstrated by the study. Generally, Rawlings deployed analogies in parallel structures to highlight the societal inequities in Ghana, but he concluded with an expression of optimism. In contrast, Nkrumah used metaphors in straightforward language to emphasise the necessity for all Africans to unite against their mutual enemy, colonialism. Using many more instances of dynamic verbs and modifying well-known sayings and clichés, he could lend them an air of distinction. Nkrumah made an effort to expand on his analogies, thereby making them more accessible for his listeners to comprehend. The investigation indicated that both leaders use militant metaphors that promote rhetorical philosophy as a strategy to achieve their objectives. The militant tone of Nkrumah's metaphors expressed the need for the liberation of all African governments from colonialism. Moreover, the results showed that Rawlings often used violent imagery in his metaphors attempting to associate himself with his military heritage.

Moses (2012) examined the political speeches of notable African leaders to determine how they convinced the African populace of the need for different political and socio-economic policies and strategies that are capable of fostering African economic recovery and progress. The research analysed the rhetorical methods used by political leaders in their speeches, as well as the tools they utilise to attain their objectives. He analysed 16 political speeches of modern African politicians from the continent's primary regions: Southern, Northern, Western, and Central Africa. The study adopted an Aristotelian rhetorical framework and an adaption of Fairclough's sociology and semiotics-blended model of Critical Discourse Analysis (CDA). The results indicate that African leaders realise the continent's economic and social issues hence the need for reform. Four primary ideological predilections emerged from the analysis: economic progress and sovereignty in Africa, national unity, internationalism, and self-reliance. Using pronouns,

greetings, contrasts and modalities are recurrent persuasive techniques leaders use. However, it appeared that the techniques of gaining socio-economic independence and recuperation got little consideration. A final problem seemed to be how African leaders have attempted to achieve financial independence and growth if they want to remove the burden of the dependency culture.

Amaireh (2013) conducted a rhetorical study of the political discourse of the English speeches of Queen Rania of Jordan. The study's data consisted of 56 English speeches (56,706 words) delivered by Queen Rania between 2001 and 2010. The thesis examined how the Queen employed different rhetorical strategies to persuade the audience. It investigated two major canons of rhetoric, *invention* and *style*, based on Aristotle's ancient taxonomy of rhetoric. In analysing *invention*, the Queen's *rational*, *ethical*, and *emotional* appeals to the audience were scrutinised in depth. In addition, she examined the style of Queen Rania's speeches using a corpus-based analysis of two figures of speech, metaphor and metonymy. The research investigated whether the Queen's remarks reflect females style in her political speeches as advocated by Campbell (1989), Dow and Tonn (1993), and Blankenship and Robson (1995).The qualitative and quantitative study indicated that women's political discourse shares characteristics such as believing in accomplishments rather than mere words and promises, employing inclusive language, using personal experience to shape political decisions, and prioritising women's issues and defending their rights in the political arena. These findings confirm the findings of Campbell (1989), Dow and Tonn (1993), and Blankenship and Robson (1995). The analysis showed that figures of speech such as metaphor and metonymy are not only employed to make speeches more attractive to the audience, but also to compel the audience to action and persuade them to accept specific ideas or alter their past beliefs. It was found that political speeches utilise several rhetorical tactics to influence the audience, including storytelling, rhetorical questions, reasoning, and empathy, among others.

Suciati and Ambarini (2018) have also analysed the feminine political discourse. They examined the speeches of three Indonesian female politicians: Khofifah Indar Parawansa, Bunda Rita Widyasari, and Emilia Puspita. Following Norman Fairclough's socio-semiotic model of Critical Discourse Analysis and Halliday's theory of Systemic Functional Grammar, they examined the figurative language the speakers employed as a technique to persuade the audience during the election campaign. Four primary ideological predilections emerge from the analysis: wealth creation and regional autonomy in the three regions of Indonesia: social harmony and patriotism, internationalism, and consciousness. Commonly occurring effective techniques used in the speeches encompass salutations, contrasts, modalities, and pronoun use. They observed that Indonesian females focused on the political and social issues of the nation and the necessity for reform. In their pre-electoral remarks to implicitly persuade the audience to vote for them, candidates paid little attention to the techniques of attaining socio-economic independence and self-reliance in Indonesia's provinces.

Mavrodieva (2020) conducted a comparative analysis of two speeches by Queen Elizabeth II and King George VI under very challenging social and political circumstances. A rhetorical analysis compared a radio address aired in September 3, 1939 with a proclamation distributed in April 5, 2020 by electronic media (television and radio) and in a virtual world via social media. The comparative rhetorical analysis examined the circumstances, setting, communication routes, orators, listeners, genre characteristics, argumentation, rhetorical figures, impact, and effects of the royal rhetoric in crises. The premise was that both speeches reflect themes, concerns, and aspirations, were delivered following current communications and media channels, and achieved their respective objectives of presenting values, bringing people together around relevant concerns, and inspiring optimism and faith. The findings showed that the two speeches by King George VI and Queen Elizabeth II are rooted in the history of rhetoric in the 20th and 21st centuries and contributed to the modern royal rhetorical legacy.

Mikaauskiene and Čiročkina (2021) examined the rhetorical oratory of the most renowned American business leaders' speeches. The purpose of their study is to examine figurative language to identify the most prevalent features of their rhetorical style. Fifty speeches delivered by American businessmen on different occasions between 1981 and 2020 were selected and analysed. The analysis revealed that metaphor is the most frequently used figure of speech and retains the top position. Speakers tend to conceive metaphors as real entities, conflict, liquids, money, and financial transactions. Business leaders used stylistic figures of synecdoche, substitution, and metonymy. These figures allow them to communicate their views in a compelling, succinct, and emotive way. The analysis found that repetition was the most frequently used method, with its wide varieties. Other syntactic strategies (inversion, enumeration, chiasmus, etc.,) were also used to entice the audience's attention. These figures of speech aid in gaining approbation, fostering logical reasoning, and retaining the audience's attention. It may be argued that varied rhetorical stylistic techniques are not only artistic, ornamental language aspects, but also intellectual tools that enable speakers to communicate their arguments and ideas straightforwardly and convincingly, concentrate mainly on the claims or arguments provided, stir the imagination, and affect the emotions and feelings, all of which result in the practical realisation of the speakers' clear goal.

Nurkhamidah et al. (2021) analysed the rhetorical appeals of President Joe Biden's inaugural speech as the 46th President of America. Aristotle's theory of rhetoric serves as the theoretical foundation for this study, and the researchers applied descriptive qualitative analysis. The results demonstrated that Biden used all three Aristotelian rhetorical tactics in his inauguration address: pathos, ethos, and logos. Biden employed pathos most often, followed by ethos and logos. Pathos comprised 55% of his speech, ethos 37% and logos 8%. Biden masterfully used rhetoric appeals to engage and establish trust among Americans. He implemented logos using enthymeme and example. Ethos comprises

perceived wisdom, virtue, and benevolence. He tried to stimulate the emotions of fury, modesty, friendliness, distress, self-assurance, and adoration. In his discourse, he did not deploy hatred or envy.

Amaireh and Rababah (2022) have also analysed the discourse of President Joe Biden. They examined the political rhetoric of Joe Biden's speech to the nation on Afghanistan. Based on the Aristotelian rhetoric approach and van Dijk's "Ideological Square," the article examined how Biden attempted to persuade the audience of his perspectives and choices about the American war in Afghanistan. The investigation indicated that Biden favourably portrayed himself, his administration, and his nation. In contrast, he characterised the Afghan government, people, and nation negatively. President Biden employed ethical, emotional, and rational arguments to persuade the audience of his views, beliefs, and government policies. In his political speech about the American war in Afghanistan, Biden often employed parallelism. It is used in his ethical, emotional, and logical pleas to the audience to capture their interest and persuade them to accept his views and arguments. Biden appealed to his character on an ethical level by underlining his excellent knowledge and comprehension of the situation in Afghanistan. He suggested that he is not speaking from an ivory castle, but rather from practical experience. Therefore, his decision to stop the conflict there is rational and based on past and present facts. Biden employed parallelism to convince the audience that he is a trustworthy, intelligent, and competent politician. The pronoun 'we' was frequently used throughout the speech. It created a favourable image of the United States and its achievements, especially in Afghanistan. However, it was utilised to represent them in a hostile light (the Afghans). Biden employed rhetorical questions to generate emotional reactions from the audience to persuade them that stopping the war in Afghanistan was the wisest course of action since American lives had been wasted while the Afghans lacked the resolve to fight for their country. According to President Biden, as a consequence, lives, energy, and money were wasted without bringing substantial advantages to America and Americans. The President used parallelism and logical reasoning to stress the themes he wished to persuade the audience of. In doing so, he disclosed a concealed ideology in which he depicted himself, the government, and Americans favourably. Conversely, he portrayed the situation in Afghanistan, the Afghans, and the government unfavorably.

III. DATA AND METHODOLOGY

In this paper, corpus data to analyse President Joe Biden's speeches are used. The corpus includes 40 English speeches (120,028 words) delivered by the President from January 2021 to February 2022. The speeches are available online at https://www.rev.com/blog/transcripts/all-transcripts. The speeches will be analysed qualitatively and quantitatively. For the quantitative analysis, the Antconc Software Program will investigate the frequency of specific lexical items. The rhetorical proofs President Joe Biden uses in the speeches are examined in this paper. The study investigates the persuasive techniques Biden employs to convince the audience by following the Aristotelian ancient rhetorical classification. *Ethos* or (ethical proofs), which is concerned with the way the speaker reveals his character through the use of language, will be analysed. The frequency of first-person pronouns 'I', and 'we' will be investigated and examine how they are employed to reflect the speaker's expertise and trustworthiness. *Pathos*, or the (emotional appeals) Biden uses to stir the audience's emotions will also be examined by investigating the frequency of lexical items related to feelings. In addition, *logos*, or (logical proofs), which is based on argumentation, will be scrutinised.

IV. CORPUS-BASED STUDY OF PRESIDENT JOE BIDEN'S SPEECHES

A. Analysis of Ethos (Ethical Appeals) of Biden's Speeches

This section examines how Joe Biden reflects his personality and character in his speeches. It explores how his expertise, credibility, trustworthiness, and authority are reflected in the corpus. Biden's stance towards the audience, self, and message will be scrutinised by investigating how first-person pronouns (I, we) are employed in the data.

(a). The Pronoun We

Searching the corpus of Biden's speeches reveals that the pronoun *we* is the most frequent pronoun in the data. There are 2,151 tokens (1.79%) of the pronoun *we* in the corpus. Biden attempts to establish a rapport with the audience by employing the inclusive first-person pronoun *we*, in which he incorporates the audience and asserts that he is part of the group. It is utilised to foster solidarity and rapport with the audience. For instance, at the "Climate Agenda, COVID-19 Vaccination in Address to United Nations General Assembly, Biden remarks:

Ladies and gentlemen, this is the clear and urgent choice that **we** face here at the dawning of what must be a decisive decade for our world. A decade that will quite literally determine our futures. As a global community, **we're** challenged by urgent and looming crises, and where in lie enormous opportunities if we can summon the will and resolve to seize these opportunities. Will **we** work together to save lives, defeat COVID-19 everywhere and take the necessary steps to prepare ourselves for the next pandemic, for there will be another one? Or will **we** fail to harness the tools at our disposal as more virulent, dangerous variants take hold?

Will **we** meet the threat of the challenging climate **we're** all feeling already ravaging every part of our world with extreme weather, or will **we** suffer the merciless march of ever worsening droughts and floods, more intense fires and hurricanes, longer heat waves and rising seas? Will **we** affirm and uphold the human dignity and human rights under which nations in common cause more than seven decades ago formed this institution? Will **we** apply and strengthen the

core tenants of the international system, including the UN Charter and the Universal Declaration of Human Rights, as **we** seek to shape the emergence of new technologies and deter new threats. Or will **we** allow those universal principles to be trampled and twisted in the pursuit of naked political power?

In my view, how **we** answer these questions in this moment, whether **we** choose to fight for our shared future or not, will reverberate for generations yet to come. Simply put, **we** stand in my view at an inflection point in history. And I'm here today to share with you how the United States intends to work with partners and allies to answer these questions. And the commitment of my new administration helped lead the world toward a more peaceful, prosperous future for all people.

Instead of continuing to fight the wars of the past, **we** are fixing our eyes on devoting our resources of the challenges that hold the keys to our collective future. Ending this pandemic, addressing the climate crisis, managing the shifts in global power dynamics, shaping the rules of the world on vital issues like trade, cyber, and emerging technologies and facing the threat of terrorism as it stands today (21/09/2021).

As we can notice, the above-cited quotation, President Biden used many parallel structures like "Will we apply…", "Or will we allow those…" as rhetorical questions, which are used to highlight his ideas and viewpoints and call the audience for action such as unite to face global issues such as terrorism, climate change among other issues. Rhetorical questions are not only employed to seek for answers, but they are used to hammer home key issues and what he needs the audience to focus on and do as a reaction. Another example in which the inclusive pronoun *we* is employed is when Biden signs the Accelerating Access to Critical Therapies for ALS Act into Law, he notes:

There's nothing beyond our capacity when **we** do it **together** as United States of America (28/12/2021).

Biden tries to spread the spirit of unity and teamwork as a big community by using the inclusive pronoun **'we'**, the adverb **'together'** and the feelings of superpower when all people and government are united, especially when facing difficult situations. The adverb **'together'** is repeated 103 times in the corpus to hammer home the idea of unity and create a rapport with the audience. For instance,

And let me close with what I made clear yesterday at the UN, **we** can do this. This is within our capacity. **We** know what needs to be done, **we** just have to make the choice to do it. Now, the leaders on the screen that I see here today, I know they've made that choice and I think they know we can do this. And I promise you, the United States will continue to lead, **we'll** continue to drive historic commitments in vaccine donations, 1.1 billion and counting, so **we** can defeat COVID-19 **together**. And **we'll** continue to invest in creating a future of true global health security for all people. That is a big, big goal **we** have, **we** should have (29/11/2021).

(b). The Pronoun 'I'

The second most frequent pronoun in the corpus of Biden's speeches is the pronoun 'I', which reflects the President's ethical appeals to the audience. Searching the corpus, the quantitative analysis reveals that the pronoun 'I' is highly used; 2,146 tokens (1.78%) are found. For example, at the Black History is American History speech, Biden honors Martin Luther King, Jr. Memorial:

My fellow Americans, **I** thought at one point that **I** had been able to do something good as chairman of the judiciary committee. **I** was able to get every member of the committee, including some of the most conservative members that ever served, clearly who had racist backgrounds, to vote to extend the Voting Right Act for 25 years. **I** thought, "Whoa." One of the proudest things **I** ever did as a Senator.

I want to thank Martin Luther King III for leading marches on voting rights during the anniversary of the March on Washington on August 28th. The vice president and **I** and our colleagues here have spent our careers doing this work. It's central to our administration. On the anniversary of Bloody Sunday, **I** directed each and every federal to promote access to voting from each agency heeding that call.

And this battle's far from over. The door has not been closed. John Lewis Voting Right Act will soon come up for a vote, named after our dear friend we still miss dearly, but whose voice we hear every day in our hearts and our conscience. It's a law that helped lead the reauthorization, as **I** said, for 25 years that **I** served in the Senate Judiciary Committee expanding the Voting Rights Act, traditionally received bipartisan support. We have to keep up the fight and get it done. And **I** know the moment we're in. You know the moment we're in. **I** know the stakes (21/10/2021).

In this speech only, the pronoun 'I' is used 67 times. Biden tries to highlight his rich experience and shed light on his achievements as a shrewd political figure. He uses "my fellow Americans" so that he shows that he is equal to the audience and a member of them. He emphasises some of his accomplishments "One of the proudest things **I** ever did as a Senator ", "It's a law that helped lead the reauthorization, as **I** said, for 25 years that **I** served in the Senate Judiciary Committee expanding the Voting Rights Act (21/10/2021)". He tries to establish his credibility as a President because he has tangible accomplishments he focuses on in his speech. Biden signs the Accelerating Access to Critical Therapies for ALS Act into law and notes:

One of the reasons **I** ran for president was to end cancer as we know it. Just as we can end ALS as we know it. And so many other diseases (28/12/2021).

Biden ethically appeals to the audience. He emphasises that his real intention behind running for Presidency is helping others by making real endeavors especially aiding in finding treatments for severe diseases like cancer and ALS.

B. Analysis of Pathos (Emotional Appeals) in Biden's Corpus

Besides appealing ethically to his character, President Biden appeals emotionally to the audience's feelings to convince them of his ideas and viewpoints. He tries to spread various emotions of the audience, such as hope, love, positivity, fear, sadness, and worry, inter alia. For example, Biden signs the Accelerating Access to Critical Therapies for ALS Act into law and notes:

Good afternoon as we enter this Christmas and New Year, the bill I'm about to sign into law truly represents the spirit of the season in my view, season of **hope** and **light**, goodness and grace, and the power of unity and every day Americans doing extraordinary things.

And you gave us **hope**. Getting the news, trying to find **hope**, knowing that the time would come, but as hard as it is, we found a way forward by finding purpose from the pain and by finding strength from others like you.

A movement of **hope** and change, another campaign powered by **hope** and change as well, "It's about accelerating **hope** and giving patients a fighting chance (28/12/2021).

The lexical item 'hope' is repeated 51 (0.04%) in the corpus and 8 times in this speech only to spread the feelings of hope. President Biden talks about a terrible disease, ALS (Amyotrophic Lateral Sclerosis), also known as Lou Garrick's disease. It destroys the neurological system and impairs the muscles, making it difficult to eat or move. It finally results in paralysis and death. Despite discussing a terrible disease, the President tries to spread hope for those who suffer from this disease and their families that treatment is found for this severe disease. In addition, he tells a story of a couple who raised awareness about the disease after the husband was diagnosed with this disease and survived four years after the doctors told him that he had only four months to live. He shares this story to implant hope for those who suffer from this severe disease by using positive phrases and sentences such as "hope and light, goodness and grace", "the power of unity", "hope and change", and "accelerating hope". Hope is used metaphorically; it is depicted as a physical possession that can be given, touched, moved and it provides people with energy like fuel. Storytelling is a technique used by many political leaders such as Nixon, Barack Obama, Hilary Clinton, George Washington, Bill Clinton, and Queen Rania, to name only a few. This corroborates previous research revealing that storytelling is used in political discourse to influence the audience and arouse their emotions (Holloway, 1987; Jamieson, 1990; Stuckey, 1992; Lim, 2002; Andersen, 2008; Amaireh, 2013).

Another positive feeling President Biden tries to stir is *love*. The lexical item *love* is repeated 21 times in the corpus. For example, President Biden and the First Lady honor Fallen Heroes at the National Peace Officers' Memorial, he remarks:

There's a headstone in a cemetery in Ireland that reads "Death leaves a heartache no one can heal. **Love** leaves a memory that no one can steal." They're with you. They're in your heart. They're part of you. The souls of those you **love** and those with whom you serve rest in peace and rising glory. In the meantime, you're in our prayers. May God bless you and may God protect all those who serve us in uniform (18/10/2021).

Despite being a sad event of a memorial and people feel sad about losing beloved ones, Biden quotes a statement that spreads feelings of love and pride for the heroes who passed away defending their country and serving the people.

C. Analysis of Logos (Logical Appeals) in Joe Biden's Speeches

President Biden employs logic and argument to persuade the audience of his points of view and attempts to elicit a response from them. To convince the audience, he employs several types of arguments, including an argument from statistics and numbers, quoting authoritative people or sources, an argument from a dilemma, and a future prediction argument, among others.

(a). An Argument from Statistics and Numbers

Besides employing ethical and emotional appeals to the audience, President Biden uses logical appeals to convince the audience. He supports his arguments with statistics and numbers; he cited 165 percentages in his speeches to support his ideas and arguments to convince the audience of his opinions and points of view. For example, Biden promotes Infrastructure Plan in Kansas City and argues:

And speaking of the cost of living, two weeks ago, I announced the largest ever release of the US Strategic Petroleum Reserve to increase the supply of oil to help bring down prices. And I met with our friends around the world. Other countries joined us and those savings are starting to reach drivers. Now today, the average price you'll pay here in Kansas City is below **$2** a gallon, **$2** or **$3** a gallon. It's down to **$2.90** a gallon, 20% down from a month ago. Nationally, prices are down **7 cents** a gallon, continuing to fall. We're making progress. We're going to keep at it to ensure the American people are paying their fair share for gas, not being gouged for gas.

Look, we're in a situation where we've known that our infrastructure had problems for a long, long time. I don't think I could take one more phrase, it's going to be infrastructure week, but guess what? It's going to be infrastructure decade now, man. No more talking. Action. It will also include the most significant investment in passenger rail in **50 years**, **$66 billion** for passenger and freight rail.

Folks, look, in Missouri and Kansas, the average annual cost to send a toddler to childcare is **$6,500 a year**. If you live in Chicago, it's more like **$22,000 a year** for a child. Okay? It means that the average family with two young children is spending roughly **20%** of their after tax income on childcare, **$20** out of every **$100** they have. Our Build Back Better bill is going to make a giant difference in life because your childcare cost will be capped at **7%** of your income, period. That's **7%** of your income (9/12/2021).

The President supports his arguments with statistics and numbers to present factual events and sound more credible as a speaker. He focuses on People's significant issues like gas prices, childcare, and infrastructure, and highlights his achievements in solving those problems.

(b). Citing Reputable Sources or Influential Individuals

Another type of argument President Biden employs in his speeches to convince the audience is quoting authoritative people or sources to support his arguments. For example, at the 'Black History is American History', Biden honors Martin Luther King Jr. Memorial and quotes his words:

Dr. King said, "Of all the forms of inequity, injustice in healthcare is the most shocking and most inhumane." This is a once in a century pandemic that's hit this country hard, and especially the African American community. It's like you've all lost someone to the virus or know someone who has lost a loved one. One in 600 Black Americans have died from COVID-19, and it's been reported that Black children more than twice as likely as white children to have lost a parent or a caregiver to COVID-19, to have to experience the trauma and loss (21/10/2021).

Biden quotes Martin Luther's words to support his argument that there is still discrimination in providing good healthcare for the black people in general. It has been true since Luther's days and still true till these days during the COVID-19 pandemic, in particular. He also supports that by using statistics to make a sound and convincing argument. Another example in which the President quotes credible sources is when he and Vice President Kamala Harris deliver remarks on Voting Rights, Election Integrity - NBC News": he notes:

In the words of scripture, to remind us to hate evil, love good and establish justice in the gate (12/1/2022).

He quotes concepts from the Bible to support his argument and convince the audience of his viewpoints to abhor mischievousness, cherish virtue, and promote equality.

(c). An Argument From a Dilemma

Another type of arguments President Biden uses in his speeches is an argument from a predicament. For example, he notes:

So parents of children, ages five and older, please get them vaccinated. Because here's the deal, children make up one quarter of the cases in this country. And while rare, children can get very sick from COVID 19, and some can end up, few, end up hospitalized, but they don't have to. This vaccine is safe and effective. So get your children vaccinated to protect themselves, to protect others, and to stop to spread, and to help us beat this pandemic.

Today, I also want to speak to America's seniors. While everyone is at risk of getting COVID 19, the evidence is overwhelming that older Americans are still by far the most vulnerable to getting the sickest. And boosters add an important layer of protection. Booster shots are free and effective, and every senior should get one, it's important. Seniors are eligible to get your booster shot six months after you've been fully vaccinated (22/9/2021).

Biden tries to convince the parents of little children to vaccinate their kids to avoid being hospitalised if they are infected by the disease. He also addresses older adults and attempts to persuade them to be protected by getting vaccines because as a President, he cares about them as the world is at risk of the Covid-19 pandemic and it is safer to receive their vaccinations shots.

V. Conclusion

The analysis of the corpus of the American President Joe Biden's speeches demonstrates that he uses logical, ethical, and emotional appeals to convince the audience of his viewpoints and ideas and to call them for action. He ethically appeals to the audience using 1st person pronouns 'I' and 'we'. The quantitative analysis reveals that the inclusive pronoun 'we' is the most frequent pronoun in the corpus employed to establish a rapport with the audience and highlight that he is a member of them and they are like a team to call them to action such as fighting the Covid-19 pandemic. The pronoun 'I' is the second most frequent pronoun in the corpus to establish the speaker's credibility, expertise and trustworthiness. Besides using ethical appeals, Biden uses emotional appeals to stir the audience's emotions to influence them and convince them of his points of view. He tries to spread positive emotions of hope and love as the most frequent lexical items related to feelings in the corpus. Biden also employs various logical appeals to convince the audience. The most frequent appeal is using statistics and numbers to present persuasive arguments. In addition, arguments by quoting authoritative people and sources like the Bible, and arguing from a dilemma are highly used in his political discourse to sound more convincing.

Acknowledgements

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