

LANGUAGE, POWER, AND IDEOLOGY ON JOE BIDEN'S SPEECH: A CRITICAL DISOURSE ANALYSIS

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ABSTRACT

This study examines Joe Biden's speech delivered during his visit to a Steamfitters training facility in Virginia by using Critical Discourse Analysis (CDA). This research aims to analyze the substance of Biden's speech in the economic sector by examining the text and sociocultural context, using qualitative research methodology by applying Norman Fairclough's framework of critical discourse analysis. Fairclough's Critical Discourse Analysis (CDA) comprises three fundamental components: texts, discourse practices, and sociocultural practices. By using this theory, it is clear that Biden's diction includes specific word categorization through modality, repetition, and the use of first-person singular pronouns to show his full authority and power and to criticize Congressional Republicans. In addition, Biden's speech also served as a political speech and strategic means to rally citizens' support in the United States.

Keywords: *Critical Discourse Analysis, Language and Ideology, Language and Power*

INTRODUCTION

Speech is a tool commonly used by speakers, especially people who are influential and have positions to launch ideology and strengthen the power they have. In this case, Biden, the American president, is no exception. As president, Biden seeks to influence others, persuading them to adopt and adhere to his guidance. This aligns with the argument Fairclough made regarding the interrelation of discourse, ideology, and power (Fairclough, 2003). Multiple publications have documented instances where Biden made controversial statements during his speech in Virginia on January 26, 2023. During the event, Joe Biden delivered a speech commending the economic advancements achieved under his administration while expressing disapproval towards the economic ideas put forth by congressional Republicans concerning both the economy and the social safety net. (posted on their YouTube channel by CNBC News). By using Fairclough's CDA model, the researcher tries to focus on text analysis and the

social context that occurs, examining how language is used as a supporting tool to launch an action and ideology that Biden is trying to convey.

President Joseph Robinette Biden Jr. was born in Scranton, Pennsylvania, on November 20, 1942. He is the oldest of his three siblings. In 1953, the Biden family relocated from Pennsylvania to Claymont, Delaware. President Biden has degrees from the University of Delaware and Syracuse University School of Law and has previously served on the New Castle County Council. He was elected to the United States Senate at 29, making him one of the youngest to occupy the position. As a public figure who is constantly investigated by the media, Biden's speeches are prone to study, including a critical discourse study.

As per Dijk (Dijk, 2015), critical discourse analysis (CDA) is a form of discourse analysis that primarily examines the exploitation of social power, dominance, and disparities. Critical discourse analysis attempts to uncover hidden meanings expressed by someone, usually by someone who has power or a certain position, to launch an ideology or change the listener's point of view. Through CDA the researcher tries to put in the speaker's position by interpreting the structure and language patterns used by the speaker. Therefore, CDA is understood as very complex research that not only involves linguistic elements but also social context and community responses.

In addition, (Janks, 1997) defines critical discourse analysis (CDA) as a linguistic theory that regards language usage as a manifestation of social behavior. Specific historical circumstances deeply influence every social practice and have the potential to either uphold or question established social dynamics. Critical Discourse Analysis is a method used to analyze the ideology and authority present in texts, speeches, and other political activity.

Speech is the act of public speaking, typically in the form of a formal address given by a leader to impart an opinion or provide a summary of significant events that must be discussed. Speech serves many purposes, one of which is to create a positive impression on the audience. There are numerous examples of speeches in social life, such as commencement addresses, leadership addresses, religious addresses, speeches, and presidential addresses. A speech may also include condolences, expressions of concern, and promises to act in response to the incident. One type of speech that is widely used is political speech. People in positions of power and authority frequently deliver political speeches in order to maintain their reputations. Biden also did this while visiting a Steamfitters training center in Virginia on January 26, 2023. In his speech, Biden tried to use language to change society's point of view. He also used satire to criticize Republicans who opposed the new economic policies.

After reviewing Biden's political speech, the researcher conducted a further study to analyze the ideology Biden brings through the language he uses

in Norman Fairclough's CDA methodology. This study aims to examine the portrayal, interactions, power, ideology, and identities depicted in Biden's economic speech to assess its substance. It also seeks to interpret the text's production and consumption by examining discourse patterns and describing socio-cultural aspects that exist outside of the text's setting. This chapter provides a comprehensive description of the speech, which will be presented in three layers: micro (text analysis), mezzo (text generation and consumption), and macro (textual context), utilizing Fairclough's CDA technique.

METHODS

The qualitative method analyzes people's beliefs, lived, experiences, behavior, attitudes, and communication through an idealistic and humanistic lens. Nonetheless, the qualitative method is a research strategy for comprehending the focus of disciplines (Pathak, Jena, & Kalra, 2013). After identifying the data, the researcher conducts a qualitative data analysis employing a critical discourse analysis concept by emphasizing language as a meaning-making process. The researcher uses theory to analyze the text/language, then investigates the power and ideology of Joe Biden's speech based on Norman Fairclough's models.

Critical Discourse Analysis (CDA) aims to investigate the connection between language, power, and ideology. The language employed discerns the speaker's power and purpose, where the power is felt, and the ideology is easily understandable (Fan, 2019). In this study, the researcher uses a transcript of data collection to concentrate on text and sentence analysis in Biden's speech. The Critical Discourse Analytical (CDA) theory and analytical method exemplified by Norman Fairclough serve as the foundation for this research. The discussion distinguishes qualitative research methods from statistical research methods in that they deal with data in words rather than numerical data and seek to describe things methodically (Ghanad, 2023). The researcher analyses the data by creating the transcript of Biden's speech and analyzing some of its features. Then, analyze some of the language features at the sentence and word levels.

The researcher uncovered and analyzed previous studies conducted by other relevant researchers regarding this study. The title of the initial study was "A Critical Discourse Analysis of Kim Namjoon's (RM'S) Speech," this research was written by (Hasanah, Alek, & Hidayat, 2019). This study analyzes a speech given by BTS's leader, Kim Namjoon, using discourse analysis. Systematic Functional Grammar (SFG), as proposed by M.A.K. Halliday, served as the foundation for the analytical framework. RM's six-minute speech was intended to gather and examine qualitative data. All of the transitivity system's process categories were present in the speech, with the relational process predominating above the mental and behavioral processes in that order. Additionally, the results

of the modality analysis showed that the first and second-person pronouns were used as participants and that the speech was primarily written in the present and simple past tenses. Interestingly, there was no use of the singular third-person pronoun. According to the findings of the previous study, the relationship between language, authority, and ideology can be investigated using Critical Discourse Analysis (CDA).

FINDINGS AND DISCUSSION

The researcher has collected data from Joe Biden's "Remarks on Economy" speech, which was delivered in Virginia on January 26, 2023. The speech was delivered to commend the economic advancements achieved under his administration while expressing disapproval towards the economic ideas put forth by congressional Republicans concerning both the economy and the social safety net. Biden's speech was 46 minutes long and broadcast live on all United States TV and YouTube channels such as CNN, CNBC, Forbes, and NBC. The White House officially released the contents of the speech, including a whole transcript, via its official website on January 26, 2023. [<https://www.whitehouse.gov/briefing-room/speeches-remarks/2023/01/26/remarks-by-president-biden-on-economic-progress-since-taking-office/>].

In his speech, Biden restated his plan to veto Republican measures that would limit his access to strategic petroleum reserves, lower corporate taxes, and impose a national sales tax. Since Democrats control the Senate, his veto is unlikely to be required. However, Biden and the White House have explored this, as well as other Republican initiatives, in order to highlight the differences in the two parties' tactics. During his speech in Springfield, Virginia, Biden reminded union members that the President would veto the proposal due to his upcoming re-election campaign in 2024.

Applying Fairclough's 3D model—which addresses texts, discourse practices, and sociocultural practices—6,723 words containing a whole transcript of Biden's speech have been interpreted and analyzed. The researcher conducts a comprehensive critical analysis of the entire text by examining three dimensions—micro, mezzo, and macro—in relation to the evaluation of linguistic choices (text), discourse practices in the background, and socio-cultural practices.

Micro Level

1. Text Structure

Analysis of the structure of speech text generally begins with an opening, introduction, content, conclusion, and closing greeting. This research shows that

structure is important so that the audience can engage with and understand the speaker's meaning well. The text of a State of the Union address, especially one delivered by Biden, must present interesting, important, and credible information.

The text is built of five parts, which have different functions in forming a unified type of text. The first unit, namely the opening, functions to greet the audience. The opening section generally contains opening greetings, greetings of honor, thanksgiving, and an introduction to the contents of the speech. For example, in this speech, Biden gives the greeting as follows:

"How are you all doing? Please, take a seat if you have one."

In the opening speech, Biden did not specify who these people were. He only conveyed his warm greetings in general, without mentioning positions or names. After that, Biden started to mention some people who were there who helped him build a better America.

"Megan, Thank you for the introduction."

"You know, Congressman Beyer, you've been doing a great job. Thank you. Thank you for this district. And you're one of the best in the country. You really are. I don't want to ruin his reputation, but we vote a lot alike. And thank you, County Chairman McKay, for joining us. And thanks for the passport into town."

In various contexts, particularly political speeches, the greeting technique in speeches that opens with an address to the entire audience and subsequently addresses specific individuals has become a frequent rhetorical strategy. Biden initiated his speech by extending a warm welcome to the audience. Subsequently, he addressed Megan, Congressman Beyer, and McKay in order to establish an emotive bond and catch their attention. The direct delivery of a message to a specific individual or group can significantly impact the development of a connection with an audience, as it can make them feel appreciated and recognized. This can enhance the persuasive power and appeal of the speech.

After greeting the audience, American President Joe Biden used informal language and jokes to give a good impression and make it closer to the audience. President Biden's speeches are often punctuated with humor, proven in the following quote.

"I said that when I was seeking the nomination, I said, take a seat, everybody and there wasn't a single chair in the place. And so that Biden really is stupid. He doesn't know."

The use of humor in a speech is interesting for the audience and becomes a bridge that expresses a good impression on the audience. Both personal and social factors influence the use of presidential humor. The choice is within in terms of style and shape due to the individual preferences and goals of speech. Biden uses conversational humor in his speech. Conversational humor is

spontaneous humor that usually appears in a conversation. This type of humor is intuitive and firmly correlated to context (Isti'anah, 2023).

The second unit, the introduction, serves as a bridge before entering the main discussion that will be presented. This is proven by Biden's speech: "Every three months, the economic outlook of America is laid out on an official report – a government's report that – on the state of the economy. It came out today, this morning. And I'm not sure – and I mean it sincerely – the news could have been any better."

Because this is an economic speech, Biden started his speech by using a news narrative about America's economic improvement under his administration. This attracted listeners and made them more enthusiastic about listening to the speech. He also added that encouraging news about America's economic improvement had just come out this morning, which was very relevant to the current context.

The third unit, the content of the speech, is a description that explains in detail all the material and issues discussed in the speech. In the content of the speech, the speaker will present illustrations, facts, and data relating to the main material. This is proven by Biden's speech: "As a result, the last two years – my administration – we cut the deficit by \$1.7 trillion, the largest reduction in debt in American history – (applause) – while doing all the things I just said. We paid for it all."

After bridging, Biden began the major message he wanted to deliver. He claimed that throughout his administration, he succeeded in cutting the deficit by 1.7 trillion, making it the greatest deficit in American history. He claimed that this utilized the superlative "largest" to demonstrate Trump's ineptitude in managing the country's finances. The use of superlatives in speech is beneficial for emphasizing extreme superiority or comparison between objects or people. It can be employed to create a dramatic effect, reinforce an argument, or direct the listener's attention to the most significant or outstanding aspect. When used appropriately, superlatives can strengthen the message conveyed in a speech and increase the appeal and effectiveness of the communication.

The fourth unit, the conclusion, serves as a summary of everything that has been discussed. In this section, usually, a summary is added with an appeal to the audience. Biden expressed his optimism in building the American economy to be more stable and advanced by inviting the audience and all its people to work together, "So, let me close with this. We have more work to do, but we're on the right track. We're on the right track. Roads and bridges are being built. Factories are coming online. People are back to work. Families are breathing just a little bit easier, as my dad would say. I've never been more

optimistic – and I mean this from the bottom of my heart, my word as a Biden: I've never been more optimistic about America's future than I am today. Never."

Biden concluded that the American economy improved during his administration by saying all the good things he had produced in all aspects of American life. Public facilities continue to be improved and built, various industries grow, all people get the same right to work, and families in America get more life guarantees from the government through the economic policies it issues. Because of his achievements during his administration, he closed his speech optimistically, saying that America's future would be better and glow.

The fifth, the closing unit, contains farewells and thanks to all those who have helped and to the audience who have listened. Biden closed this speech simply without individual greetings. Biden addressed all people and audiences thoroughly, adding an appeal to work together to build a better American economy, "So, folks, thank you, thank you, thank you. Keep doing what you're doing. And remember: It ain't labor, it's union. Union."

Biden closed his speech by repeating the word thank you three times to the audience; this means infinite appreciation for the listeners and all the American people; this also seems warm and helps strengthen the bond between the speaker and listeners. Biden tried to create a warm and inspiring ending, helping to reinforce the message he conveyed in the speech.

2. Vocabulary

During the speech, Biden utilized several distinctive vocabularies. Every vocabulary used by Biden must have a specific purpose to show power, launch the ideology he built, and also to raise engagement with the audience. During his speech, Biden used many informal addresses to the audience, and this was proven by the following statement.

"Folks, look, a lot of people don't remember or don't even know the United States of America invented these chips. We invented them. The first in the world, we invented them. It was American innovation that made them smaller, faster, and more powerful."

The purpose of employing the informal term "folks" in political speeches is to establish a more personal atmosphere and to increase the speaker's rapport with the audience. "Folks" is a more respectful salutation than "ladies and gentlemen" or "esteemed audience." The term "folks" can foster unity and solidarity among diverse audiences, as it tends to encompass all individuals, irrespective of their social status or specific origin. The term "folks" is employed in the example prior to the start of an argument regarding American innovation in the development of semiconductor technology. This enables politicians to

captivate the audience and prepare them for the information that will be presented. Consequently, Biden's incorporation of the informal term "folks" in his discourse fosters a more informal and inclusive environment while simultaneously maintaining his attention on the message or argument he is attempting to convey.

3. *Grammar*

a. *Superlative Comparison*

During the speech, Biden often uses superlative and comparative words to present his achievements as an American President and shows remarks on the economy in his administration. This was displayed in front of his speech, which reads as follows:

"Just this morning we got some very good news about the American Economy. Every three months, the economic outlook of America is laid on an official report of a government report on the state of the economy it came out today this morning and I'm not sure and I mean sincerely the news could have been any better. **Economic growth is up, stronger than experts expected at 2.9%**. Jobs are the highest in America number and highest in American history and wages are up and they're growing faster than inflation over the past six months."

Through the use of "stronger," Biden illustrates the comparison between the predicted economic development in the United States and the current figures. Additionally, he employed the term "highest," which is a superlative, to demonstrate his success during his tenure. This was the principal focus of the speech. The economic conditions in the United States in terms of equity, justice, and development are the primary focus of Joe Biden's speech, "Remarks on the Economy," as indicated by its title. He is perpetually active in enhancing American exports to foreign countries and defending the rights of American citizens.

"Well, guess what? We pay the highest prescription drug prices of any country in the world. Let me say it again. **The highest of any country in the world**, because other countries don't allow that to happen. So we wanted to give them the same power the Veterans Administration has used to cut drug prices in half for our military personnel."

In this sentence, there is a superlative comparison, which shows an extreme comparison between prescription drug prices in the United States and other countries by using the phrase "the highest of any country in the world.". the word "the highest" is a superlative form of the adjective "high," indicating that no other country can beat the prescription drug price levels found in the United

States. This shows Biden's primary concern is to focus on improving the economy in all factors, including health, which is an essential pillar of human growth. The use of the superlative "the highest" indicates America's ability as a superpower country to provide discounts to citizens in order to obtain the medicine they need. In political speeches, politicians often use superlatives like this to describe problems or achievements in the most extreme or significant context, including Biden, who wants to show his ability to manage the country's finances by seeking more significant drug discounts for the public.

b. First Person Singular Pronoun

"We've come too far to let that happen. I will not let it happen. Not on my watch. I will veto everything they've said. Not after all the progress we've made and how far we've come. Last week – last week was the two-year anniversary of the day I was sworn in as President."

The opening cut of Joe Biden's first sentence is straightforward, gives a statement that he was the leader of the United States, and also emphasizes, "I will not let it happen. Not on my watch. I will veto everything they've said." which means to have full power and authority as ruler of the country. The next set of categories is that Joe Biden wants to show the superiority of the United States as a superpower that can give veto rights to all policies.

"As a result, my administration has reduced the deficit by \$1.7 trillion over the past two years, the largest reduction in American debt in history."

During his speech, Biden repeats the words my, I, me to show his achievement as an individual, his power and complete authority, and himself as an American representative. In this context, Biden's use of first-person singular pronouns builds a powerful image of the government's achievements while strengthening his legitimacy and leadership on specific policy issues. First-person singular pronouns in Biden's statements are used to personalize achievements, strengthen his authority as an active party who makes things happen, and attract public attention to gain engagement and recognition. This statement also signifies that Biden is in the first person, and the audience and American society are in the second person.

c. Repetition

During his speech, Biden repeated words and sentences. The repetition employed in this discourse is an exceptionally remarkable trait. According to Lech, "repetition" refers to directly duplicating a prior unit in a text, such as a word, phrase, or even a sentence (Leech, 1969). Upon closer examination of specific parts of Biden's speech, many examples of repetition were used as a sign

of urgency, the importance of every citizen's role in realizing a stable American economy.

*"..... But look, we're moving in the right direction. Now **we've got to protect those gains. We've got to protect those gains** that our policies have generated."*

Biden repeated some words at the end of the speech, saying "thank you" three times and repeating "union" twice. This was proven in the following quote.

*"Thank you. Thank you. Thank you. Keep doing what you're doing. And remember, it ain't labor. It's **union. Union.**"*

The words thank you, which were repeated three times, indicated deep gratitude to the entire community who had supported him and the entire audience who listened to his speech carefully. Through that word, he also hopes that the public can help his steps to increase the US debt ratio and attack Republicans who oppose his decision. On the other hand, he repeated "union" two times to emphasize that the strength of the United States lies not only in labor and production but also in unity and solidarity between various groups in society. The statement may also reflect Biden's political views in favor of workers' rights, labor unions, and the values of equality in American society.

d. Modality

According to (Perkins, 1993), modality encompasses not solely the speaker's perspective on the proposition but also their perspective on the event. Modality refers to the speaker's evaluation or stance, encompassing their preferences, aversions, rejections, acceptances, agreements, disagreements, or even neutrality. It encompasses the speaker's ideology, which comprises their ideas, opinions, beliefs, and concepts. It indicates the stance taken by the speaker. Modalities that also reveal attitudes and the establishment of text producers can be divided into four subcategories, according to (Alwi, 1992), namely intentional modality, epistemic modality, deontic modality, and dynamic modality.

Intentional modality plays an essential role in persuasive discourse, particularly in political speeches where the speaker aims to influence the beliefs and actions of the audience. With intentional modality, speakers can develop strategies to shape public opinion, as the following quote proves.

*"Well, I got a better idea. I **want** to strengthen Social Security and Medicare, not gut it."*

The linguistic modality Biden uses in the first sentence, "want," is categorized as an intentional modality that shows Biden's desire to strengthen

Social Security and Medicare. As head of state, he will tighten social security and Medicare as one of the steps to improve policies under his administration.

*"Look, I'm ready to work with Republicans that I've demonstrated to the screen sometimes, and my Democratic friends who **want** to make progress for the American people."*

The use of intentional modality can be seen in the phrase "I'm ready to work," which shows Biden's intention or willingness to work with two groups: Republicans and Democrats. This confirms that Biden has good intentions to collaborate with members of the two political parties. Biden is a genius in maneuvering his words; the use of the phrase "who wants to make progress for the American people" shows intentional modality because it highlights Biden's goal or intention to work together with those who have similar goals to advance the interests of the American people. This surprised the public because, so far, Democrats and Republicans have been two essential pillars in America's development with solid political power. Biden, as a person with full power and authority in America, succeeded in making a positive statement to embrace both parties for the sake of the country's interests.

*"And let me be clear. If any of these bills somehow got passed the House and the Senate, I **will** veto them."*

*"The largest reduction in debt in American history, while doing all the things I just said. We paid for it all. And the very notion that we **would** default on the safest, most respected debt in the world is mind-boggling."*

*"We're committing that we **will** go all-electric by 2035."*

In the first and second examples, Biden uses epistemic modality by using the words "will" and "would," which are meaningful certainties or beliefs, a strong type of modality. Using epistemic modality provides a definitive assessment of the speaker's point of view. In this case, using the words "will" and "would" indicate the objective opinions and beliefs of a person's personality.

In the first sentence, Biden uses the word will to show his full authority as head of state who can veto the House Representative and Senate (most of whom are Republicans) if they reject the debt ceiling that Biden has planned. Epistemic Modality indicates Biden's power relationship with the Senate working under him.

In the second sentence, Biden uses the word would to express the Senate's insinuation that he will fail to pay the debt. He continued his sentence, saying that this statement was very confusing. This is a form of sarcasm insinuating to

the Senate that he, as head of state, will be responsible for paying off all the debts he projects under his administration.

In the third sentence, Biden again uses the word "will" with full confidence that America will fully use electricity as a substitute for oil for environmental sustainability. As head of state, he has the right to regulate and make policies regarding this matter. In all three cases, the modality can be used when the president is confident in his abilities assessment of a particular case.

*"So what did we do? We gave states and local governments the money they needed to keep cops on the beat, firefighters in the fire hall, first responders on the job, teachers in the classroom. Nurses in the clinics and hospitals. Literally, they **would** have to have fired tens of thousands had we not provided the means for that."*

"So what do we do? We give state and local governments the money they need..." The use of deontic modality is seen in the phrase "We give," which indicates the action of the speaker's subject (perhaps the government or responsible institution). By using the verb "gave," this sentence emphasizes that the subject has an obligation or responsibility to provide financial assistance to states and local governments.

"Literally, they **would** have to have fired tens of thousands had we not provided the means for that." In this sentence, deontic modality highlights the action required if a condition is not met. The phrase "they would have to have fired" suggests that if financial aid is not provided, states and local governments must fire many workers. In general, deontic modality should be used when the speaker is not in a position to or may not even want to require actualization, such as when making a request or providing advice (Collins, 2009). In this speech, Biden describes the obligations or actions required in a particular situation.

The deontic modality in the sentence highlights the subject's obligation or responsibility to provide financial assistance and also indicates the consequences that will occur if the action is not carried out. This emphasizes the importance of maintaining obligations or responsibilities in such situations.

In his speech, Biden also presents necessity or obligation using many modalities. It makes sense that the manifestation of need might be used to project power. Only specific situations require the application of command power, such as when agents are ranked higher than others. Biden exudes confidence and demands that other parties put the advancement and prosperity of the state first while delivering quality work. It is clear from his statement that the methods employed in addressing the social challenges and problems that American society is currently confronting cater to the demands of all members of society.

*"So every child in America, every child in America **can** turn on a faucet at home and drink clean water without fear of damage to their brain or something else happening to them."*

*"Investing in infrastructure is about creating tens of thousands of new jobs that everyone **can** access, regardless whether you have a college degree or not."*

*"Folks, there is a thing called global warming. It's real. But we **can** do something about it."*

In those three sentences, Biden shows us reasonable beliefs: providing clean water facilities to all homes, investing in manufacturing to open up wider job opportunities, and efforts to protect America from global warming. Biden tries to be optimistic regarding his new policies that can change people's lives. Biden's strategy uses dynamic modality aims to show power relations by making promises and positive affirmations. This method is a way to express his power (Vadai, 2016).

*"They **want** to raise taxes on working-to-middle-class people in America by passing the national sales tax, taxing every item from groceries, gasoline, clothing, supplies, medicine, even big-ticket items like rent and cars."*

In the fourth example, Biden uses the modality "want" with the subject "they," which refers to Republicans who want to increase taxes on the middle class, contrary to his policy of providing more subsidies to the public. By using the phrase "They want to raise taxes," dynamic modality emphasizes the intention or desire of the subject (here, the Senate dominated by Republicans) to carry out that action. The use of "want" indicates the subject's desire to act but does not guarantee that the action will occur. This creates a dynamic feel that refers to possibilities or plans that might be realized in the future.

In addition, the phrase "by passing the national sales tax" indicates the means or method proposed to increase the tax above. The use of the word "by" indicates that this is a way or means to achieve that goal, again emphasizing the dynamic character of the plan. The dynamic modality in the sentence highlights the possibility or plan to increase taxes by indicating the subject's desires and the proposed means of achieving that goal.

Mezzo Level (Discourse Practice)

Interpretation is a discourse practice analysis that explicitly examines the relationship between text and discourse practice. This is achieved by viewing the text as a process of creation through text production, distribution, and consumption. This series of speech text productions was produced by Joe Biden, then read out an official speech by himself who has the political power to spread

ideology, invite and instruct the intentions and messages to be obeyed, implemented in real terms by the public regarding its economic policies which has a purpose of raising America's debt ceiling and intends to undermine public trust in the House of Representative which is occupied by the majority of Republicans.

This part analyzes and interprets the elements related to the production process. The table below presents the person in charge of the speech production process.

Table 1. Text Production

No	Position	Person in Charge	Analysis Result
1	Speaker	Joe Biden	Joe Biden is the 46th President of the United States, having taken office on January 20, 2021
2	Producer	Joe Biden and the White House	Joe Biden and White House staff designed and issued the speech script
3	Setting	Steamfitters Local 602	Steamfitters UA Local 602 in Springfield, Virginia, is part of a larger union representing skilled tradespeople specializing in pipefitting and related trades.
4	Media Publisher	YouTube	The media who publish Biden's speech (CNN, CNBC)
5	News Publisher	CNBC	CNBC is a media outlet known for its comprehensive coverage of news and business topics.

The president's speech is usually issued officially by the state and prepared by state staff, as is the text of Biden's speech. However, in the "Remarks on Economy" speech that Biden delivered on January 26, 2023, in Virginia, the researcher observed that Biden did not read any notes in his hand nor stick to the text. This can be seen from Biden's very flexible body gestures and movements, his eyes looking forward without looking away at the text for 40 minutes (during the speech). This indicates that he and the White House staff did not prepare a strict speech text script for this occasion, Biden is free to speak to the public without limitations.

The setting for Biden's speech is Steamfitters Local 602 in Springfield, Virginia. This place is the headquarters of the local union workers' association. Biden's setting was very relevant to the topic he was presenting, namely the economy. The setting could symbolize Biden's commitment to making economic policies that are pro-workers and pro-people; Biden can increase people's trust in the government regarding economic prosperity.

Media publishers such as YouTube and websites are also points for disseminating information related to Biden's speech. The White House released the official script for Biden's "Remarks on Economy" speech on January 26, 2023,

the day Biden gave his speech to an audience in Springfield, Virginia. This speech became the official state speech and took place openly; all media, both local and international, were allowed to document and report on everything Biden said. In this case, CNBC is one of the most trusted news publishers in reporting Biden's speech. CNBC released a video of Biden's speech on its YouTube page on January 27, 2023, the day after the speech was conducted. The video has received 16,408 views and generated 329 comments from the public.

In the text distribution stage, the White House as a producer opens opportunities for local and international media to cover and disseminate news related to Biden's speech to disseminate the latest information related to American economic problems since Biden took over American power in 2021. This speech became the official state speech, with Biden's goal of preaching about America's improving economy and his efforts to veto Republicans who rejected his policy proposal to raise the debt ceiling. Since the speech has an important urgency related to the economy, the reach of Biden's speech is global and does not focus on American society only.

Consumption of the text of the speech has had various responses from various groups, especially from economic and political experts, since this speech is an official state speech and discusses important and sensitive issues. The target audience is American society, with the help of several publishers mentioned above.

In the speech, Biden asserted that his administration has pursued a "distinctive course" and declared, "As a result, the last two years - my administration - we cut the deficit by \$1.7 trillion, the largest reduction in debt in American history." The National Economic Council's director, Brian Deese, responded to that claim on the White House website, saying that the American Rescue Plan pandemic relief bill "facilitated a strong economic recovery and enabled the responsible wind-down of emergency spending programs," which reduced the deficit. J.P. Morgan Funds' chief global strategist, David Kelly, told Egan in October that the rebound that has reduced the deficit may be attributed to the Biden administration. Deese accurately observed that the Inflation Reduction Act, signed by Biden last year, is anticipated to reduce deficits by over \$200 billion over the next decade. [<https://www.whitehouse.gov/nec/briefing-room/2023/01/20/the-biden-economic-agenda-two-years-in/>]

The Department of Labor Biden also responded favorably to Biden's statement in the speech. Biden asserted that the unemployment rate "is the lowest it has been in 50 years." When it comes to the headline monthly rate, which was 3.5% in December and 3.5% in the last three months of President Donald Trump's presidency in late 2019 and early 2020, the Department of Labor is a reliable source of information. One decimal place is used to round the rate.

In actuality, the December figure—3.47%—was the lowest since 1969. [<https://www.bls.gov/news.release/pdf/empsit.pdf>]

Biden stated in the speech that Republicans are interested in reducing taxes for billionaires, “who pay virtually only 3% of their income now – 3%, they pay.” There is a contradiction in Biden's assertion that the percentage is three percent. For the second time in less than a week, Biden misrepresented a report released in 2021 by his administration's analysts that found between 2010 and 2018, the 400 wealthiest billionaire families paid 8.2% of their income in federal individual income taxes on average. As a result, on Thursday, January 26, 2023, CNN answered a question about Biden's "3%" assertion, and the White House released an updated official transcript that substitutes "8%" for "3%." [<https://www.whitehouse.gov/briefing-room/speeches-remarks/2023/01/26/remarks-by-president-biden-on-economic-progress-since-taking-office/>].

Biden referenced a 2021 report from the Institute on Taxation and Economic Policy. The report revealed that 55 of the nation's largest corporations had generated \$40 billion in profits during the previous fiscal year, yet they still needed to pay federal corporate income taxes. Biden stated, "The days are over when corporations are paying zero in federal taxes," prior to promoting the 15% alternative corporate minimum tax that he enacted in the Inflation Reduction Act of last year. Biden overstated the situation. A White House official told CNN, “The Inflation Reduction Act ensures the wealthiest corporations pay a 15% minimum tax, precisely the corporations the President focused on during the campaign and in office. The President’s full Made in America tax plan would ensure all corporations pay a 15% minimum tax, and the President has called on Congress to pass that plan.” [<https://www.whitehouse.gov/briefing-room/statements-releases/2021/07/01/statement-by-president-joe-biden-on-todays-agreement-of-130-countries-to-support-a-global-minimum-tax-for-the-worlds-largest-corporations/>] Again, Biden makes an unclear statement which invites various types of responses from the public.

In conclusion, media, whether it is printed or electronic, consistently disseminates information and presents intriguing news, contingent upon its intended purpose. The attitudes and opinions of the consumers (readers/viewers) will be determined by the language used in speech texts, including text structure, sentence structure, and vocabulary selection. The audience will evaluate the negative aspects of a person or party if they are consistently and continually reported negatively. In contrast, if a specific individual (or party) is consistently and repeatedly reported as positive, the public's perception of that individual will be positive, as well as the current image in the public eye. This is the capacity of language that is leveraged by the media

and discourse in constructing images.

Macro Level (Sociocultural Practice)

In this phase, the analysis explains the sociocultural context that serves as the foundation for the emergence of a discourse (Kusno, Rahmad, & Bety, 2017). An examination of explanation is a socio-cultural process that looks into how discourse practices and social context are related. During the description and interpretation stages of the interpretation process, the sociocultural practice or explanation seeks to clarify the reasoning behind the results. At this stage, scholars elucidate the connection between the complexity of discourse practices, textual trends, and social change processes.

The researcher further elaborated on the interpretation's findings by referencing the prevalent socio-cultural conditions in three critical components: (i) Situational, which is related to the circumstances under which a text is produced. (ii) Institutional, with a particular emphasis on the influence of organizational institutions on the ultimate text. (iii) Social analysis entails the examination of the macro-level issues in the relevant society, such as the overarching economic, political, social, and cultural interests.

Table 2. Sociocultural Analysis

No	Context	Things to Observe	Explanation
1	Situational	Typical circumstances or events when a speech was delivered	The US economy faced severe obstacles between December 2022 and the first part of 2023 as a result of rising interest rates, rising inflation, the expiration of fiscal stimulus, and sluggish export markets overseas.
2	Institutional	Institutional organization influence on the speech result	America is already "a binational state," with the Republicans and Democrats leading two opposed national communities that effectively operate as confederations under a single federal government. The United States of America is no longer united. Every day, the rift between "the two Americas" grew wider, and political division to a never-before-seen height.
3	Social	Focus on societal macro issues such as the political system, economic system, or community culture that exist beyond the speech.	In 2022 and the first part of 2023, dissatisfaction with the government remained the most pressing concern in the United States, surpassing all other single issues. There is little doubt that the public's contentment with the country's course has been impacted by the nation's severely split political environment and its unstable economy.

From the data above, Sociocultural conditions are an essential point that influences Biden's language and thinking when addressing the speech. The situational aspect that occurred in America in December 2022 and early 2023, which is based on the economic downturn marked by high inflation, is one of the

factors influencing it. Through a language approach, Biden is trying to convince the people that inflation can be overcome, economic policies will be handled more wisely, and all people's rights will be adequately provided.

The role of institutional context is very visible in Biden's speech. He tried to encourage the two major American parties, the Republicans and Democrats, to work together to develop America and provide sarcasm and even criticism to the Republicans regarding their policy of not passing Biden's economic proposals. Through repetition and first-person singular pronouns, Biden tries to convince people to be on his side. The use of repetition is an affirmation of his commitment to building the American economy and as a first-person singular pronoun to show his full authority in the country.

Biden also tried to take various approaches using informal language to win the audience's and the public's hearts because the social issue at that time was raising the level of public dissatisfaction with the government. By approaching the language aspect, Biden intends to raise public engagement as well as provide warmth and comfort to his citizens.

In conclusion, Sociocultural practices describe how individuals who hold authority in society interpret and disseminate the ideology that is perceived as dominant. Fairclough believes that sociocultural practices can ascertain whether the text is not mediated by discursive practice but rather by the direct relationship. The relationship between the text and society is mediated by the process and discourse formation practices in which the text is produced, which are paternalistic ideologies and beliefs.

CONCLUSION

From the discussion in the previous chapters, the researcher found that research analysis of Joe Biden's speech has yielded significant insights into the speech's text structure, discursive practice, and social practice. Through CDA, the researcher can find out the power and ideology contained in Biden's speech, as well as the implied and explicit meaning that Biden is trying to convey to the audience.

This research collected some critical information from Biden's speech based on findings and interpretation, and it could be concluded that in terms of text analysis or micro level, Biden's most dominant word is modality. Biden uses four modality models, the most common being the epistemic and intentional modalities. In this study, the modality conveys Biden's power as a leader to regulate and make rules according to his wishes for the interests of the country. At the mezzo level, or in discursive practice, Biden's speech is classified as an official state speech with the critical value of involving all elements of society, so the reception and response from the community also varies. Text distribution is

an essential medium as a bridge connecting speakers and audiences, as well as how the media releases various news, clickbait, and "images" related to speech and Biden itself. At the macro level or sociocultural practice, situational, institutional, and social context are important points behind the use of language, body style, and speech style to convey the meaning he wants. The unstable condition of the American economy, the condition of the people who do not trust the government, as well as the dispute between the two major American parties, are the reasons why Biden uses many modalities, repetitions, exaggerated words, and superlatives to strengthen his arguments to increase public trust and stability.

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