

ABSTRACT

CRITICAL DISCOURSE ANALYSIS OF JOE BIDEN’S SPEECH “BATTLE FOR THE SOUL OF THE NATION”

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Political speeches have long been a powerful tool for shaping public opinion, rallying support, and defining national narratives. The purpose of the analysis is to find and interpret the hidden meanings that are expressed through linguistic features including speech modes, modal verbs, vocabulary choices, tenses, and personal pronouns of Biden’s speech. This research used Fairclough (1989)’s three-dimensional framework to focus on the description stage in order to evaluate how Biden’s language strategies reflect and promote hegemonic ideologies, especially when it comes to the themes of polarization, unity, and democracy.

This research employed a qualitative methodology. The data was obtained from a YouTube video and a website. The findings show that Biden strategically used five linguistic features in his speech namely pronouns, tenses, modal verb, and modes. First, pronouns "we" and "our" were used to depict Trump and MAGA Republicans as divisive while creating a sense of unity among Americans. Second, the usage vocabulary such as "equality," "democracy," and "assault" highlights the challenges facing the country and supports Biden's vision of unity and leadership. Third, the simple present tense emphasizes the immediacy of Biden's message, while modal verbs like "must" and "will" stress the urgency of action to protect democratic values. Last, Biden's use of declarative and imperative modes reinforces authority and calls the audience to collective action.

By revealing perspective on how political discourse shapes public opinion and strengthens ideological views in modern American society, the findings advance the area of CDA. The study emphasizes the need of comprehending the power dynamics present in political speeches, especially during periods of increased polarization, and the possible influence of this type of discourse on the larger socio-political context.

Keywords: *Speech, Critical Discourse Analysis, Three Dimensional Frameworks*

