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in Tetralogy *Laskar Pelangi***

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# INSANIYAT

## Journal of Islam and Humanities

### Representation of the Self and Other in Joe Biden's Democratic National Convention Speech

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#### Abstract

*This paper discusses the analysis of the representation of the self and other in Joe Biden's speech in Democratic National Convention on 20 August 2020. This research utilizes van Dijk's Critical Discourse Analysis (CDA), in which the main analysis is related to social power abuse and inequality in the social and political context. The main purpose of this research is to find out how language contributes to build both positive and negative representation in the speech. However, the research will only focus on the micro-level approach which consists of macrostructure, microstructure, and superstructure analyses. This research employs a qualitative descriptive method since it involves data interpretation in describing the representation. The result of the analysis shows that Biden as the Self has a positive political image; on the other hand, Trump as the Other has a negative his political image. Both negative and positive representations are formed through various tools. Through this analysis, it is hoped that people can be more critical in absorbing the information given by political figures.*

**Keywords:** *Critical Discourse Analysis, van Dijk, micro-level analysis, positive and negative representation, political speech*

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#### Introduction

A presidential election is one of the most notable events especially in a democratic country. The United States or commonly known as America is one of the democratic countries that always hold a presidential election every four years, which is an essential moment for all Americans since it will determine who will be the next leader for the country. On 3 November 2020, America held the 59th presidential election with two presidential candidates, Joe Biden from the Democratic Party and Donald Trump from the Republican Party.

Joe Biden started his career in politics by being a U.S. senator in Delaware from 1973 to 2009. He became the fifth-youngest senator in history as well as the longest-serving senator in Delaware. He earned the trust of Obama to become a vice president for two periods, starting from 2009 until 2017. Then in 2020 he was chosen as a presidential candidate





from the Democratic Party to run for office with his opponent, Donald Trump. On the other hand, Trump is known as a controversial figure because most of his policies ignited social inequality and social conflicts (Rohmah, 2018, p. 6), In this situation Joe Biden is believed to be a figure who is brave enough to push back Trump's criticism (Edelman, 2020).

In this paper, one of Joe Biden's speeches is used as the data source. The speech was delivered on 20 August 2020 in Democratic National Convention when Biden accepted the Democratic nomination for president. Therefore, it is believed that this speech is intriguing enough to be analyzed further to find the representation of the Self and Other contained in the speech. According to Hall, (2013, p. 1), "Representation means using language to say something meaningful about, or to represent, the world meaningfully, to other people. Hence, the positive or negative representation of the Self and Other contained in the speech can be uncovered through the use of language.

The research employs van Dijk's Critical Discourse Analysis (hereafter CDA) as the main theory. Van Dijk (2001, p. 352) describes CDA as "... a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context." Furthermore, he divides CDA into three levels of approaches, which are macro-level, micro-level, and meso-level approaches. The macro-level approach discusses issues about power, dominance, and inequality between social groups. The micro-level approach deals more with language use, discourse, verbal interaction, and communication, while the meso-level approach is known as "the gap between macro and micro approaches" which focuses on analyzing "members-group, action-process, context-social culture, and personal and social cognition" (van Dijk, 2001, p. 354).

However, in order to limit the discussion, this research will only cover the micro-level approach in analyzing Joe Biden's speech and as such, it focuses more on the use of language to find both the positive and negative representation. More specifically, the research will find out the representation of the Self and Other in the three aspects of analysis, namely the macrostructure, microstructure, and superstructure analyses. This scope of CDA research with the focus on language use in all these three aspects in the micro level has not been conducted much.

Similar research using van Dijk's Critical Discourse Analysis was conducted by Flayih and Taifoor in 2018. Their research focuses only on one aspect of the micro level, which is the microstructure aspect, especially by using the implication tool. This research concludes that the speech writer, Julia Gillard, tends to show both positive self-presentation and negative other-presentation in an implicit way in her speech. In 2010 Jupriono's research using van Dijk's CDA tries to analyse President Susilo Bambang Yudhoyono's state speeches from 2004-2010. However, this study only uses one aspect, namely the historical background, to find the positive self-presentation of the president.

Another similar research utilizing van Dijk's CDA was conducted by Zainal Arifin Renaldo in 2021. The aim of this study was to identify the application of presupposition in Joe Biden's inaugural speech on 20 January 2021. This study concluded that Biden's ideologies, such as being a true democrat, opposing racial justice, being in favour of immigrants, and showing his concern towards a climate change, were shown through the application of various types of presupposition in the speech.

This research, despite using the same main theory, which is van Dijk's CDA, will try to give more emphasis on the use of language in a wider scope of analysis; not only one aspect of the micro level analysis, but also all the three layers of analysis, namely the macrostructure, microstructure, and superstructure analysis. Among the extensive research on CDA, this research is expected to contribute to CDA literature as it is believed to give a

more focused and deeper scope of analysis. The research is significant as people can be more critical in absorbing the information given by political figures through a speech, especially in understanding how political figures represent themselves in positive ways and the others in negative ways. Therefore, people would be wiser in judging the information delivered by political figures.

### **Method**

This research is considered to be a qualitative descriptive research since it employs the researchers' interpretation based on the theory of van Dijk's CDA to analyse the data. In addition, in interpreting the data some printed and online references such as journals, articles, and dictionary are used to support the analysis. Thus, this research is also categorized as library research. In order to reveal the positive self-presentation and negative other-presentation in a speech delivered by Joe Biden on 20 August 2020 in Democratic National Convention as the main object of this analysis, the researchers utilize van Dijk's CDA, The speech transcription is taken from NBC News official website, [www.nbcnews.com](http://www.nbcnews.com).

The analysis begins with deciding the genre of the text first to know the schema of the speech which can predetermine the relevant information in the text (van Dijk, 1980, p. 50). Further, the analysis starts with identifying some selected words, phrases or sentences in the speech that can uncover how the self and other are presented in the speech. The lexicalization and repetition tools are used in this part of analysis since those tools are the most dominant tools used in the speech. Finally, the superstructure analysis deals with "the schematic form that organizes the global meaning of the text" (van Dijk, 1980, p. 108). Hence, through the superstructure analysis, the speech will be divided into a schematic structure based on the genre of the speech. In order to reveal how the positive self and negative other are constructed in the speech, each part of the schema will be analysed further.

### **Result and Discussion**

In this part, the analysis will be divided into three layers of micro-level analysis, namely macrostructure, microstructure, and superstructure. Lexicalization and repetition, as the most dominant linguistics tools, are used in the microstructure analysis to find how the Self and Other are represented.

#### **Macrostructure**

The first step in this research is analysing the macrostructure of the text. Van Dijk (1980, p. 13) mentioned that macrostructure has to represent the major, more relevant, and more general information in the micro-level. Hence, it can be said that the macrostructure is the main idea of a discourse. The data is in the form of a speech. Therefore, it is important to find the genre of the speech first to determine the important parts of the speech that can be analysed to find the global topic. After reading the whole text, it is known that the speech is considered an analytical exposition text. According to Gerot and Wignell (1994, pp. 197-198), an analytical exposition is a text that has the function of persuading the reader or listener that something is the case and has a generic structure that consists of a thesis, arguments, and a reiteration. They further explain that the global topic of an analytical exposition is contained in the thesis and is repeated in the reiteration.

The thesis statement of the text is stated in paragraphs (2) to (6) and (10), which contain the main points of Biden's speech:

Ella Baker, a giant of the civil rights movement, left us with this wisdom: Give people light and they will find a way. Give people light. Those are words for our time. The current president has cloaked America in darkness for much too long. Too

much anger. Too much fear. Too much division. Here and now, I give you my word: If you entrust me with the presidency, I will draw on the best of us not the worst. I will be an ally of the light not of the darkness. It's time for us, for we the people, to come together. For make no mistake. United we can, and will, overcome this season of darkness in America. We will choose hope over fear, facts over fiction, fairness over privilege. It's a moment that calls for hope and light and love. Hope for our futures, light to see our way forward, and love for one another (Stevens, 2020).

By using the technique of van Dijk's macro rule of Generalization, it can be seen above that generally speaking, the main ideas are about the contrast between light and dark. It is also mentioned explicitly that the then-President, President Trump, is referred to as the one bringing darkness to America, while Biden himself promises to bring light. Thus, it can be known that Biden, as the Self, is positively portrayed as an ally of light for America and overcome the darkness. On the other hand, Trump as the president at that time, or the Other, is portrayed negatively as the darkness covering America. Biden restates and strengthens his thesis statement in the reiteration part which is shown in paragraphs (56) to (57), in which it can be known that Biden asserts his statement about the things that America needs, namely love, hope, and light, by saying in paragraph (56), *For love is more powerful than hate. Hope is more powerful than fear. Light is more powerful than dark.*

From the discussion of both the thesis statement and reiteration above, it can be concluded that the global topic of this speech is that Joe Biden is planning to overcome the American darkness through his principles of love, hope and light. This implies that Joe Biden is represented positively since he has the good intention of bringing better changes for a better America. On the other hand, the president at that time, Donald Trump, is represented negatively as he is said to ... *[have] cloaked America in darkness for much too long.*

### Microstructure

The next analysis deals with the positive self-presentation and negative other-presentation in the microstructure part, which concerns how the structures are processed or described at short-range levels, such as words, phrases, clauses, sentences, and connections between sentences (van Dijk, 1980, p. 29). According to van Dijk, 2000, pp. 61-85), there are various tools that can be used to analyse the microstructure analysis, such as implication, presupposition, dramatization, euphemism, history as lesson, hyperbole, metaphor, number game, to name but a few; yet, in this paper the analysis will focus on two tools: lexicalization and repetition as the most dominant tools used in the speech.

### Lexicalization

Lexicalization is a tool which deals with the choice of words that someone uses to express an ideology (van Dijk, 2013, p. 189). In this speech, Biden chose to use some words for the purpose of expressing the positive image of himself and the negative image of Trump as his opponent in the presidential election. In total, there are six paragraphs which contain some specific words that Biden used to show both the positive self-presentation and negative other-presentation.

Biden (2020) stated that *the current president has cloaked America in darkness for much too long.* It is known that the current president of America in the sentence refers to Donald Trump. Biden chose the word *cloaked* to describe what kind of action Trump has done for America. The word *cloak* means "to cover or hide something" (Hornby, p. 227). If it is connected with the context, it means that Trump has put America in a difficult situation and this is considered a negative action.



Next, Biden also chose the word *darkness* to describe the condition of America under Trump's government. The word *darkness* is defined as "the state of being dark, without any light" (Hornby, p. 387). Based on its dictionary definition, the word carries a negative meaning as it means that America is facing a bad condition. Moreover, in the next sentence, Biden emphasized what kinds of darkness were caused by Trump. He mentioned that *anger*, *fear*, and *division* were the forms of the American darkness. The word *anger* means "the strong feeling that you have when something has happened that you think is bad and unfair" (Hornby, p. 50), the word *fear* has the meaning of "the bad feeling that you have when you are in danger" (p. 565), and the word *division* means "the process or result of dividing into separate parts" (p. 449). From these definitions, it is clear that those three words have negative qualities, which shows that Trump has negative performances, which causes America to be in darkness. Therefore, Trump as the US President at that time is represented negatively.

(21) And the choice could not be clearer. No rhetoric is needed. Just judge this president on the facts: Five million Americans infected with Covid-19. More than 170,000 Americans have died. By far the **worst** performance of any nation on Earth. More than 50 million people have filed for unemployment this year. More than 10 million people are going to lose their health insurance this year. Nearly one in six small businesses have closed this year (Stevens, 2020).

In paragraph (21), Biden expressed his opinion that Trump had the *worst* performance as President. The word *worst* means "the poorest quality or lowest standard" (p. 1804). Based on the definition of the word, it can be clearly known that Biden gave a negative representation to Donald Trump.

(25) No one will say that about the current occupant of the office. What we know about this president is if he's given four more years he will be what he's been the last four years: a president who takes **no responsibility, refuses to lead, blames others, cozies up to dictators, and fans the flames of hate and division**. He will wake up every day believing the job is all about him. Never about you (Stevens, 2020).

Next, Biden seemed to criticize Trump's performances in the last four years in paragraph (25). He stated that Trump was a president *who takes no responsibility*. The word *responsibility* is defined as "a duty to deal with or take care of somebody or something" (Hornby, p. 1035). Taking care of the people of a country is definitely one main obligation of a president. However, in the context, Biden stated that Trump is the one who does not do it. Therefore, it indicates that Trump was a negligent president who had done a negative performance for America.

Besides, Biden also said that Trump was a president who *refuses to lead*. The word *refuse* means "to say that you will not do something that somebody has asked you to do" (Hornby, p. 1296). Through the definition, it can be known that the word has a negative meaning. As the top leader of America, Trump definitely has an obligation to lead the country. Yet, in the context, Biden stated that Trump was a president who did not want to lead. Hence, it also shows that Trump was an incompetent president since he did not do his obligation as a leader.

Moreover, Biden also mentioned that one of Trump's actions was blaming others. The word *blame* means "to think or say that somebody or something is responsible for something bad" (Hornby, p. 147). Generally speaking, as a leader, it is better for Trump to find solutions rather than blaming others. It seems that Biden wants to emphasize on Trump's negative performance, which again, shows that Trump is an incompetent president.

Also, Biden said that Trump *cosies up to dictators*. The word *cosy* means “to act in a friendly way towards somebody” (Hornby, p. 355). This word carries a positive meaning. However, in the context, it refers to Trump’s action towards dictators. A *dictator* refers to “a ruler who has complete power over a country” (p. 423). This dictionary meaning suggests the opposite principle of America as a democratic country. Therefore, it shows that Trump is not a good president for America.

Next, Trump was also mentioned as the one who *fans the flames of hate*. The idiom of *fan the flames (of something)* means “to make a feeling such as anger, hatred, etc. worse” (Hornby, p. 557). Therefore, in this context it means that Trump worsened the feeling of hate. Here Biden seemed to want to emphasize that Trump has a negative performance because of spreading the hate. Thus, it can be concluded that Trump as the Other is represented negatively.

On top of that, to describe the result of Trump’s performances, Biden also used the word *division*, which means “the process or result of dividing into separate parts” (Hornby, p. 449). In its dictionary definition, the word has a negative meaning. As a president, Trump was supposed to avoid creating a division; on the contrary, he was required to maintain the unity of America. Yet, Trump did things which create division during his presidency, which shows a negative representation.

(33) Our current president has failed in his most basic duty to this nation. He failed to protect us. He failed to protect America. And, my fellow Americans, that is unforgivable (Stevens, 2020).

In paragraph (33), Biden mentioned the action that has been done by Trump as the US President. He said that he has failed in his most basic duty to protect America. In this context, fail means “to not be successful in achieving something” (Hornby, p. 551). Besides, Biden also stated that the action that is done by Trump was “unforgivable”. The word unforgivable has the definition of “it is so bad or unacceptable” (p. 1707). After knowing its definition, it is clear that the words that Biden used to describe Trump’s action carry negative meanings. Thus, Donald Trump was represented negatively.

(34) As president, I will make you this promise: I will protect America. I will defend us from every attack. Seen. And unseen. Always. Without exception. Every time (Stevens, 2020).

Biden said in paragraph (34) that protecting and defending America from every attack were his promises. The word protect means “to make sure that something or somebody is not harmed, injured, damaged, etc.” (Hornby, p. 1236). Also, the word defend means “to protect something or somebody from attack”. Those words carry positive meanings and it can be known that Biden’s promises have good intentions for America. Hence, Biden has a positive representation.

(39) And we can pay for these investments by ending loopholes and the president’s \$1.3 trillion tax giveaway to the wealthiest 1 percent and the biggest, most profitable corporations, some of which pay no tax at all. Because we don’t need a tax code that rewards wealth more than it rewards work. I’m not looking to punish anyone. Far from it. But it’s long past time the wealthiest people and the biggest corporations in this country paid their fair share. For our seniors, Social Security is a sacred obligation, a sacred promise made. The current president is threatening to break that promise. He’s proposing to eliminate the tax that pays for almost half of Social Security without any way of making up for that lost revenue, resulting in cuts (Stevens, 2020).

Last, in paragraph (39) Biden mentioned that the Social Security as a sacred obligation and promise. The word sacred has the definition of “very important and treated with great respect” (Hornby, p. 1364). Through its definition, it can be known that Biden considered it as an important program. It is known that Social Security is a social program that provides the benefits to the retirees, disabled people, families’ retirees, and disabled or deceased workers. Therefore, it leads that Biden has a positive representation since he cares about the humanitarian program in America.

Besides, Biden chose the word threatening to describe Trump’s action in breaking their seniors’ promise to maintain the Social Security program. The word threaten means “to seem likely or cause something unpleasant”. Then, he also used the word eliminate which means “to remove or get rid of something/somebody” to describe Trump’s action related to the tax payment for Social Security. In this context, it is clear that the action of eliminating tax payment for Social Security is a negative performance and this surely shows Trump’s negative representation.

### **Rhetoric: Repetition**

The second tool used in microstructure analysis is repetition. According to van Dijk (2000, p. 83), repetition is a general rhetorical device that plays a specific role in the overall strategy of emphasizing the good thing about self and the bad things about others. Keraf (2009, p. 3), stated that rhetoric is a technique or art of using language based on well-structured knowledge in both written and oral texts. Harris (2013, p. 3) added that rhetorical devices are aids for writing in which people will be able to create the beauty, put emphasis, and produce effectiveness to their writing or speaking. Generally speaking, a repetition has the function of giving emphasis on a particular point or information to make it memorable for the reader or audience. There are various types of repetition, such as repetition of sounds, words, and structure. Yet, this research will focus on analyzing three types of word repetition which are dominantly used in the speech, namely anaphora, diacope, and antithesis.

### **Anaphora**

The first type of word repetition is anaphora. Anaphora is the repetition of the same word or words that occurs at the beginning of successive phrases, clauses or sentences (Harris, 2013, p. 17). More specifically, there are three paragraphs in Biden’s speech that contain anaphora and the first one is taken from paragraph (4).

(4) The current president has cloaked America in darkness for much too long. **Too much** anger. **Too much** fear. **Too much** division.

This paragraph shows that Biden used an anaphora to repeat the words too much. The words show that something is in a very large amount. In this context, Biden talked that fear, anger, and division are the results of Trump’s negative performance which have caused the American darkness. By using the words too much, it seems that Biden wanted to give a stronger emphasis on negative performances of Trump as President. Hence, Trump was represented negatively.

The next data of anaphora is in paragraph (21):

(21) And the choice could not be clearer. No rhetoric is needed. Just judge this president on the facts: Five million Americans infected with Covid-19. More than 170,000 Americans have died. By far the worst performance of any nation on Earth. More than 50 million people have filed for unemployment this year. More than 10 million people are going to lose their health insurance this year. Nearly one in six

small businesses have closed this year (Stevens, 2020).

In this paragraph the words “more than” are repeated several times in the form of an anaphora. It has the function of showing that something has a larger amount. In this context, Biden talks about some negative impacts that are caused by the current president during the pandemic. Those words are used before Biden states specifically the number of people who are affected by Trump’s negative performance. Since the facts shows Trump’s negative performances, the repetition is also used to create a stronger emphasis on the negative impacts that have been done. This also suggests that Trump is represented negatively.

The next data can be seen in paragraph (35):

(35) Look, I understand it’s hard to have hope right now. On this summer night, let me take a moment to speak to those of you who have lost the most. I know how it feels to lose someone you love. I know that deep black hole that opens up in your chest. That you feel your whole being is sucked into it. I know how mean and cruel and unfair life can be sometimes. But I’ve learned two things. First, your loved ones may have left this Earth but the y never leave your heart. They will always be with you. And second, I found the best way through pain and loss and grief is to find purpose (Stevens, 2020).

Biden talked about people who have lost their families and relatives in paragraph above. He used an anaphoric repetition in repeating the words I know. The use of pronoun I shows that Biden placed himself as the prominent subject. Besides, he also repeated the word know. According to Hornby (2015, p. 865), the word know means “to have information in your mind as a result of experience or because you have learned or been told it”. It can be understood that Biden used the word to show that he understood his people’s condition quite well so that the repetitions were used to point out his empathy to his people. As a result, Biden is represented positively as an empathetic figure.

### **Diacope**

The second type of word repetition is diacope, which according to Harris (2013, p. 48) is defined as a repetition of word or phrase after an intervening word or phrase as a method of emphasis. Three paragraphs are taken as the data for this repetition.

(4) The current president has cloaked America in darkness for much too long. Too much anger. Too much fear. Too much division (Stevens, 2020).

It can be seen in this paragraph Biden used a diacope by repeating the word *too*. In this context, Biden talked the impacts of the current president’s performances which put America into the difficulty. Before mentioning its negative impacts, Biden used the word *too*. According to Hornby (2015), *too* means “to be more difficult, annoying, etc. than you can bear” (p. 1651). Thus, the use of a diacope in this paragraph helps Biden to give a stronger emphasis on some negative points of the current president’s performances, which means that the current president is represented negatively.

Another data of diacope is shown in paragraph (32):

(32) Well, I do. If I’m president on day one **we’ll** implement the national strategy I’ve been laying out since March. **We’ll** develop and deploy rapid tests with results available immediately. **We’ll** make the medical supplies and protective equipment our country needs. And **we’ll** make them here in America. So **we will** never again be at the mercy of China and other foreign countries in order to protect our own people. **We’ll** make sure our schools have the resources they need to be open, safe,



and effective. **We'll** put the politics aside and take the muzzle off our experts so the public gets the information they need and deserve. The honest, unvarnished truth. They can deal with that. **We'll** have a national mandate to wear a mask — not as a burden, but to protect each other. It's a patriotic duty. In short, I will do what we should have done from the very beginning (Stevens, 2020).

In explaining his plans to control the virus in paragraph (32), Biden used a diacope by repeating the word *we'll*. According to van Dijk (1993, p. 277), the use of pronouns and deictic expressions could determine someone's position and identification. In this context, Biden used the exclusive *we*, which refers to him and his cabinet and thus, excludes the audience. Besides, he also repeats the use of modal auxiliary verb *will*. According to The Free Dictionary (n.d.), *will* means "a common modal verb that is used to talk about something that is certain, very likely, or planned to happen in the future". It means that his plans to control the virus are already planned and very likely to be done in the future. By using a diacope, it confirms that Biden and his cabinet were very serious about the urgent and necessary actions to save American from the virus which suggests that Biden has a positive representation.

The next data of diacope can be found in paragraph (53):

(53) We can never lose that. In times as challenging as these, **I believe** there is only one way forward. As a **united** America. **United in our** pursuit of a more perfect union. **United in our** dreams of a better future for us and for our children. **United in our** determination to make the coming years bright. Are we ready? **I believe** we are (Stevens, 2020).

In this paragraph Biden used a diacope in repeating the words *I believe* and *united*. In this context, the repetition of the words *I believe* is used to emphasize that Biden is very certain that America still has a solution about the problems they are facing. Besides, America is also ready for their bright future. In addition, the repetition of the word *united* means that Biden wants to affirm that the concept of unity was important in solving the problems they have. Thus, through those words, Biden also showed his optimism to make a better America. As a result, Biden has a positive representation since he is an optimistic figure who tries to maintain the unity of America.

### Antithesis

The third type of word repetition is antithesis, which establishes a clear and contrasting relationship between two ideas by joining them together or juxtaposing them (Harris, 2013, p. 16). There are three paragraphs which are selected as the data of antithesis and the first data is taken from paragraph (6).

(6) It's time for us, for we the people, to come together. For make no mistake. United we can, and will, overcome this season of darkness in America. We will choose **hope over fear, facts over fiction, fairness over privilege** (Stevens, 2020).

In the last sentence of paragraph (6) Biden used three forms of antithesis. In order to overcome the darkness, Biden delivered his promises to choose *hope*, *facts*, and *fairness* instead of *fear*, *fiction*, and *privilege* which have opposite meanings. Even though Biden does not mention specifically whom the contrasting ideas are referred to, it is believed that Biden is comparing himself with Trump. This is because in paragraph (4), Biden said explicitly that Trump was the one who caused the darkness in America. Hence, Trump as the president at that time is represented negatively. Yet, Biden has a positive representation since he promises to choose the way that can bring positive things for all Americans.



The next data is in paragraph (9) as follows:

(9) That's the job of a president. To represent all of us, not just our base or our party. **This is not a partisan moment. This must be an American moment** (Stevens, 2020).

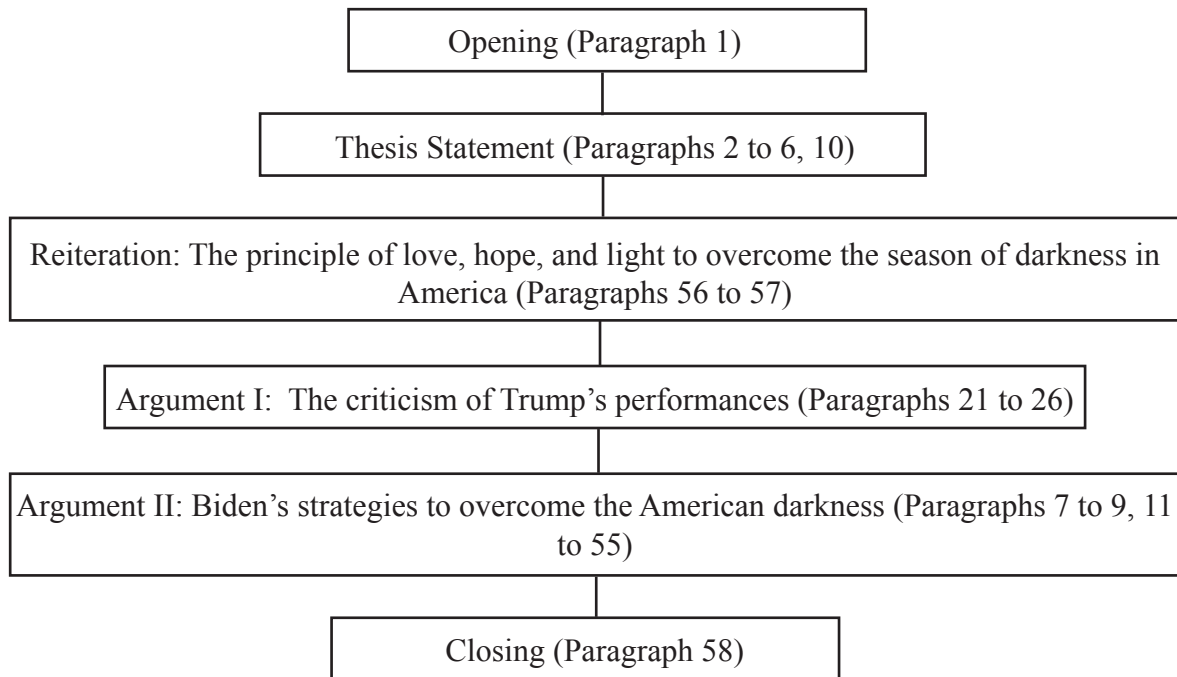
In paragraph (9) Biden mentioned that *This is not a partisan moment. This must be an American moment*. The contrasting meanings between a *partisan moment* and an *American moment* show that Biden used an antithesis as well. By using this kind of repetition, Biden clearly wanted to assert to his audiences that Americans' interests are more important than the partisan's. Thus, Biden is portrayed positively since he puts aside the interest that only can give benefit for a group of people.

(56) This is our moment to make hope and history rhyme. With passion and purpose, let us begin — you and I together, one nation, under God — united in our love for *America* and united in our love for each other. For **love is more powerful than hate. Hope is more powerful than fear. Light is more powerful than dark** (Stevens, 2020).

In this paragraph Biden used an antithesis through some contrasting words in the last sentences, such as *love* and *hate*, *hope* and *fear*, and *light* and *dark*. In its context, Biden asserted the audience about his three principles to overcome the American darkness. Through the use of antithesis, Biden tried to create both a positive self-presentation and negative other-presentation. It helps Biden to create a vivid emphasis to his audience that he has different principles. Even though it is not mentioned specifically whom the comparison refers to, it is believed that Biden wants to refer to Trump. Since Biden chose to implement the principle of *love*, *hope*, and *light*, he is represented positively. On the other hand, Donald Trump as the president at that time is represented negatively since he implements the principle of *hate*, *fear*, and also *dark* which bring some negative impacts for America.

### Superstructure

The last part of analysis in this research is the superstructure analysis which presents the schematic form of a discourse. Van Dijk (1986, p. 158) says that superstructures are conventional forms that characterize the specific genre of a discourse. Consequently, the superstructure will depend on the genre of a discourse, which in this particular speech is an analytical exposition text. The schema is as follows:



**Figure 1. The schematic structure of Joe Biden's speech**

It can be noticed that Biden arranges his speech according to the generic structure of an analytical text. By following its generic structure, it helps Biden himself to deliver his ideas systematically to his audience. Hence, the main points of his speech can be presented in a good way. In Argument I, Biden gives his criticism about Donald Trump's performances which bring America into the darkness. Biden gives some information about the negative impacts that are caused by Trump's performances and the negative impacts that may happen if Trump is re-elected and it is compared to the action that Obama has done.

In paragraphs (21) to (26), Biden mentioned detailed information about the negative impacts of Trump's performances on the current America and the negative things that may happen if Trump is re-elected. There are three main issues covered in these arguments, which are the problems of the pandemic, economic crisis, and health insurance. On top of that, Biden also gave a comparison of what may happen if Trump is re-elected and what Obama, as the previous President, has done related to the health insurance issue. This comparison reveals the opposite actions between Trump and Obama since Obama is claimed to have done a good performance before. Therefore, through this structure of Argument I, it can be known that Biden is emphasizing Trump's negative representation.

In argument II, Biden explained his strategies to overcome the American darkness. In total, there are four strategies that Biden elaborated; the unity of America, the principle of hope, the principle of light, and the principle of love. The first strategy that Biden will take is the concept of unity for America. Biden promises to give equality for all Americans. Biden emphasizes that all Americans are equal and he will work hard for all of them. From this strategy, it can be known that Biden as the self is represented positively since he has the positive intention to create unity for all Americans.

The second strategy is related to Biden's principle of hope. Biden said that now America was facing the most difficult problems such as the problem of the pandemic, economic crisis, racial injustice, and climate change. However, Biden believed that America still has many possibilities to change those difficult situations through the election, or in

other words, America still has a hope to make a better America. Therefore, since Biden shows the hopeful future for America, he is represented positively.

The third strategy is based on Biden's principle of light. The principle of light is shown through Biden's different ways to overcome some important problems in America. Biden focuses on two main problems that are faced by Americans nowadays, which are the pandemic and economic problems.

Next, it can be noticed that Biden tends to compare Trump's negative performances and his strategies to overcome both the pandemic and economic problems. Biden talked about Trump's negative performances in handling the pandemic problem in paragraphs (27) to (31). Then, he explains the detailed and better strategies that he will take to overcome the pandemic problem in paragraphs (32) to (34) and the economic problem in paragraph (38). This is followed by his opinion about Trump's negative performances in overcoming the economic problem in paragraph (39). Hence, through the structure of the argument which presents the contrasting points between Biden's and Trump's in overcoming the problems, Biden's positive representation and Trump's negative representation are clearly highlighted.

The fourth strategy is related to Biden's principle of love. Biden discusses the principle of love in paragraphs (41) to (50). Firstly, Biden talked about his and Kamala's family backgrounds. He told that they got enough love in the form of courage from their families. Afterwards, Biden discussed the racism issue that happens in America and he emphasized that all Americans should stop the stain of racism in America as it is stated in paragraph (50), "... and to do the hard work of rooting out our systemic racism". From this strategy, Kamala and Biden as the self are represented positively.

## Conclusion

The study reveals that Biden's speech is intended to show the ideology of positive self-presentation and negative other-presentation. Its main purpose is to highlight the comparison between the good qualities of Biden and the negative qualities of Trump as his opponent. Hence, it becomes such a brilliant strategy for Biden in showing his audience that he is a much better presidential candidate in the election. Biden's clever strategies are also shown though the use of both lexicalization and repetition tool. It is known that Biden mostly uses the lexicalization tool to give negative representation of Donald Trump. It is such a smart strategy for Biden because through the use of lexicalization, the meaning of the words can be understood directly by his audience. In addition, Biden uses the repetition tool mostly to give a positive representation of himself. This tool becomes an effective strategy for Biden since it not only helps Biden to give stronger emphasis on his positivity, but also beautifies his speech. In superstructure, comparison is also a good strategy to give striking differences between him and his opponent. All in all, the analysis of this research shows a significant finding of how language is used as a powerful tool to disclose the representation that is critically put forward in the text; more specifically in all the three layers of the micro level analysis. The research is limited only on the micro level analysis; nevertheless, it can become an opportunity for other researchers, since they can do a wider scope of analysis, such as the macro and meso-level analyses to make a more thorough and comprehensive analysis.

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