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Linguistic Profile of Joe Biden

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INTRODUCTION

Linguistic personality is a phenomenon that engenders curiosity in many fields of investigation and through different prisms allows multiple pragmatic purposes. Concerning the extreme political penetration of any sphere be it public or private, it is of paramount importance to analyse political discourse as a specific conceptual ensemble which generates continuous meaning production that is attached to and shapes physical and social realities. American political rhetoric and its actors, political figures such as Joe Biden, is the perfect *petri dish* to investigate the ideological contamination of speech.

The **purpose** of the following research is to contribute to the rich tradition of linguistic investigations in the field of discourse studies, namely the ones concerning the political domain and the developing phenomenon of linguistic personality. In other words the primary **goal** is to gather theoretical materials on the linguistic optics concerning political and personality analysis and diffuse the two through the practical investigation of Joe Biden's linguistic articulation. Perusing the works of scholars such as Makarov on discourse studies, van Dijk on political discourse, Campbell and Hall Jamieson on political rhetoric in the USA we have in mind to cease and analyse their contribution, which consequently to a large extent would condition the analysis of Biden's linguistic persona.

The **topicality** of the research corresponds to the belief that actualisation of the political processes is moulding the language as well as rhetoric is determining the decisions made by politicians. It is, thus, acute to make this correlation visible so that a certain political determinism could be put into question.

The **goal** for achieving the **objectives** we have outlined is the analysis of Joe Biden's linguistic profile and connection of the findings with the larger political rhetorical tradition within political discourse, dissecting personal from political, and intertwining as well as systematisation of the investigations on the topic. It is mediated through the analysis of political discourse and its different forms of mediation, with a specific emphasis on the idiosyncratic peculiarities of one of its

political actors, Joe Biden. Thus the **object** of the research is American political discourse whereas its **subject** is the idiosyncratic manifestation of political rhetoric in Joe Biden's speech.

The **structure** of the work comprises two parts: in the first part an overview of the required theoretical background for understanding the chosen framework of the second part's observations is given concerning the field of discourse studies and linguistic personality, with special emphasis on the American rhetorical tradition, its diachronic development and salient components, with an idea to trace how its medium, a politician, may be analysed. In the second empirical part linguistic profile of the politician is analysed through the prism of repeated and peculiar regularities, and are connected with the long-lasting and operating specific political tradition ensuring the overall coherent and cohesive discourse.

The **material** for the research is derived from both online (in the first place for the second part materials' observation and analysis) and offline (the published materials on discourse, personality studies) sources.

I. Linguistic profile as a generic concept

1.1 On the way to define a linguistic personality

The following chapter considers the approaches of defining the term *linguistic personality* through diachronic prism, analyses different approaches of linguists to apply the concept in question, explores the directions in studying this phenomenon, and the components that make it up. It also outlines the prospects for using the current terminology for the investigation of the linguistic personality of Joe Biden.

It is hard, especially in the aftermath of Marxist paradigm, but still possible to debate, whether our existence and thinking, and the bridge between the two – language, is determined by the *Zeitgeist*. But one can, for sure, find certain patterns, repetitions in the development of humanitarian thought, and the direct but steppe way to see the silhouette of it is to look at the direct object and subject of these disciplines – a human being.

Now, at the beginning of the 21th century we are still dealing with the repercussions of the 20th century paradigm, whose basic coordinates were set by Wittgenstein {57} and the followed “linguistic turn” which spined the talking heads not only in philosophy, but in all the disciplines, and Freud {24} with his “psyche” shaking the grounds of the sciences dealing with people. This combination of both salient *person* and *language* on the contrasting background of a terrifying historic scenery and massacres has found its articulation in linguistics in a rise of a new discipline – anthropological linguistics with the focus on individuum.

Azarova {1} notices that this dominance of the anthropological paradigm provoked the emergence of a new concept of *linguistic personality*. Moreover, language personality has become if not a cornerstone then one of the key terms of anthropocentric linguistics.

She notices that the concept of *linguistic personality* in anthropological linguistics is extremely important, since this concept is a tool that adds the category variety into language. We may expand that varieties are markers of a style and consequently, personality is style, not to be confused with manner.

This could be backed with the remark of her colleague Batsevych {2}, who introduced his definition of linguistic personality as follows: “Linguistic personality is an individual who possesses a set of abilities and characteristics that determine his text production and processing, which are distinguished by the level of structural and linguistic complexity and the depth and accuracy of the reflection of reality.” He also emphasises that linguistic personality is a direct presupposition of the individual style. He puts it as : “Communication style is an individual stable form of participants’ communicative behaviour, which is manifested in any conditions of communication: in business and personal relationships, methods of decision-making, methods of psychological influence on people and methods of resolving interpersonal conflicts”.

Batsevych {2} focuses on style as a kind of a personality’s yardstick, individual: as any actor is entering the communication as a personality possessing their own rhapsody of personal qualities. So he claims it is necessary to research the concept of *linguistic personality* as for a long time participants of the communication act were analysed as perfect embodiments of social, cultural, psychological characteristics, neglecting the distortions of the ideal in a particular living individual.

The practical study of linguistic personality may, thus, be conducted considering the salient components of the proposed classification models and their interrelation. Karasik {6} proposes one of such models based on the notion of *concepts* and the category of *values*. *Values* for a person is what plays a significant role in their life and therefore receives a multilateral designation in the language.

The semantic density of a particular thematic group of words, the detailing of the name, the selection of semantic shades are a signal of the linguistic value of an extralinguistic object, whether it be an object, process or concept. He argues that in order to obtain a more adequate picture of the representation of values in language (and, accordingly, in the structure of a linguistic and communicative personality), it is advisable to take into account, along with the evaluative and nominative aspects, the axiological side of the problem itself. Turning to the special literature on axiology, we find that values are largely determined by ideology, social institutions, beliefs, and needs. This sounds plausible to be utilised in terms of political practises as their professional language is penetrated with the value's references.

He dwells upon it further examining a discrepancy between natural language and special (scientific, religious, etc.) representation of values. Taking into account the needs of a person, the conflict between the good for oneself and the good for another, which illustrates the arguable difference between utilitarian and moral values they attempt at a comprehensive understanding of values in language, a possible model of the value picture of the one's personal world. In the value picture of the world, there are the most significant meanings for a given culture, value dominants, the totality of which forms a certain type of culture, supported and preserved in the language.

Karasik {6} proposes the following interpretation of *linguistic personality*; (linguistic personality) is understood as a person taken from the side of his ability to speech activity, i.e. a complex of psychophysical properties of an individual that allows him to produce and perceive speech works — in a nutshell, a speech personality. The “linguistic personality” is also understood as a set of features of the verbal behaviour of a person using language as a means of communication - a communicative personality. At the same time it could be understood as the basic national-cultural prototype of a native speaker of a certain language, fixed mainly in the lexical system, a kind of “semantic identity” compiled on the basis of worldview attitudes, value priorities and behavioural reactions reflected in the vocabulary.

It is pertinent to mention that the described above anthropological paradigm and the brainchild of it — linguistic personality is interrelated with another rise of the “Other” in philosophy followed by its incorporation in the whole range of social disciplines. In linguistics partially related to it we start dealing with sociolinguistics. Personality gets new tints as a person taken in his relation to society, a member of society.

Together with this we see the last song of ideologies, mass communication and propaganda coinciding with the rise of a public sphere concept, which presupposes multilayered personalities and ways of self-expression within one of its agents.

Professor Karaulov {5} proposed his model based on the inner gradation of the linguistic personality. Karaulov defines linguistic personality as: a set of human abilities and characteristics that determine the creation and perception of speech works by him, which differ in the degree of structural and linguistic complexity, depth and accuracy of reflection of reality, a certain target orientation. He distinguishes three levels in the structural model of a linguistic personality:

The first level is verbal-semantic, the units of which are individual words as units of a verbally associative network. At this level a person masters the structural and systemic connections of the language being studied in the parameters of the system-forming function of the language, aimed at solving communicative problems.

The second level is linguo-cognitive, the units of which are notions, ideas, concepts that each linguistic personality develops into a more or less ordered picture of the world, reflecting a hierarchy of values. Stereotypes at this level correspond to stable standard connections between descriptors, which are expressed in generalised statements, definitions, and winged expressions.

The third level is the motivational level, the units of which are focused on pragmatics and manifest themselves, according to Karaulov {5}, “in the communicative and activity needs of the individual”.

Thus the small anthropological digging above on the ways to define linguistic personality provided us with a map of navigation for further research with the need to analyse *Spiegel im Spiegel*, general and personal, reflecting each other in one's speech.

1.2 Political discourse and personality

Discourse studies

Having mentioned the *Spiegel im Spiegel* principle, sound sounds the remark that to investigate a linguistic personality it is necessary to state in what discourse and through what medium it manifests itself first and foremost to stipulate the limitations of the research (get the general distortive elements of the given surroundings) and by doing so to adjust the optics of analysis based on the peculiarities of this or that genre.

Analysis of a political figure in the chosen framework presupposes intervention into a political discourse and the investigation of official channels of communication and media coverage, which serve as a primary medium of communication in a political sphere, due to the primary purpose and means of existence of a political persona – generate and control power, mass power, which with the rise of technology became possible to perform on both personal and social levels.

Politics manifests its nature in a simple formula – language plus power; or power realised through the means of language or myths, which, however, are also transmitted by the means of language, language of another register, but language. Therefore, it is important to outline that the tendencies to dispersed power and fragmented public discourse, manifested in relatively new means of communication mass media and social media are serving well for politicians to capture the power, in politics in particular applying to the principle the more the better.

In addition, it is worth clarifying what is to be understood when talking about discourse from the perspective of humanitarian or social studies. There are indeed many different traditions of discourse analysis and roughly speaking many of them were sparked by the so-called “discursive turn”. In this particular regard a tantalus amount of work was done by Makarov {7} in his collecting study on discourse and new ontology.

According to him, in contrast to the mechanistic world of things, space, time and causality — discourse is another social matter where one speech act cannot definitely determine the type and quality of the preceding or following act: it rather sets the conditions in which the occurrence of this or that may echo and will be more or less expected, relevant, complying to the rules and norms of communication. Makarov {7} defines this relation type as the new ontology, which is characterised by the blurred possible dependencies conditioned by the strategies, rules and norms of the talk-in-interaction. In a way, the definition seems to be a peculiar nexus between Wittgensten and the aforementioned anthropological paradigm.

To understand the discursive turn it is important to understand the dichotomy of language and speech study. *Langue*, defined by Saussure as an object of linguistics and all the structural studies, allowed the researchers to put aside the *parole* — person as a carrier and the creator of language, his interaction within social groups, where language functions. So the linguists were preoccupied with studying the language as an idea and paid little attention to the *homo loquens*. This ontological clift, even with the quite superficial glance as mine, still seems to be a cornerstone of language studies even after the pragmatic boom of the second half of the 20th century.

Discourse analysis as a method, principle and self-sufficient discipline receptive for other knowledge spheres embodies natural inclination of the research to the multilateral studying of the complex multifaceted phenomenon of language interaction, which is in the broad sense the object of linguistic analysis in the course of the pragmalinguistic approach.

The category of *discourse* is one of the basics in communication linguistic and current social studies, as any widely used notion allows plenty of scientific interpretations and for this reason needs specification especially in its relation to the fellow terms like *speech, text, dialogue*.

Defining discourse *per se* as a category sheds light onto the ideological orientation of linguistic studies, through prioritisation of the language as a system — formalistic approach dominating the first half of the 20th century and/or the language as a communication means — functional approach that was at a rise in the second half of it.

It is also worth mentioning the differentiation between the written and the spoken discourse. Hoey {29} notices “there is a tendency... to make a hard-and-fast distinction between discourse (spoken) and text (written). This is reflected even in two of the names of the discipline(s) we study — discourse analysis and text linguistics”. The main goal of the discourse is the dialog or process, whereas the text is monological and focuses on the product. In brief the easiest way to figure out the focal point of difference is to perceive text as product and discourse as process. In discourse studies the main criterion defining it became not a *spoken word* but a *situation*.

Thompson {51} emphasises that discourse analysis is “a rapidly expanding body of material which is concerned with the study of socially situated speech... united by an interest in extended sequences of speech and a sensitivity to social context”.

Political discourse

Van Dijk {53} proposed the “easiest, and not altogether misguided” way to define *political discourse* as “identified by its actors or authors, viz., politicians”. Indeed, this is reasonable as mostly materials produced in political discourse are the texts and talks distributed by the professional politicians or political institutions.

Broader definition of politics implies “ a vast extension of the scope of the term *political discourse* if we identify such practices by all participants in the political process”. For sure, politicians are not the only actors in the political, not to mention democratic, discourse, when put into the context of the public sphere the actors’ category expands onto “the various recipients in political communicative events, such as the public, the people, citizens, the masses, and other groups or categories” are also making up the polity.

Van Dijk {53} pertinently mentions that there is a certain mutual identification dependence between the actors, products and place of the political discourse, that is in a proper sense it is political discourse when the three coincide. He puts it as follows: “text and context mutually define each other, in the sense that a session of parliament is precisely such only when elected politicians are debating (talking , arguing, etc.) in parliament buildings in an official capacity (as MPs), and during the official (officially opened) session of parliament”.

It is obvious that there is a danger and seduction for politics to penetrate literally any domain of communication on public matters, be it education or health care, which emerges whenever the entity people and common emerge, as scum on the surface of Earth. Van Dijk {4} is aware of it and notices that “such forms of discourse-with-possible-political-effects as political discourse” should not be treated as such.

Sheigal {cited by 7} notes that politics as a specific sphere of human activity is by its nature a set of speech actions. He dwells upon the field structure recurring idea in linguistics applying to political discourse, in the centre of which he defines those genres that “correspond to the maximum extent to the main purpose of political communication - the struggle for power. These are parliamentary debates, speeches of politicians, and voting.”

Interpretation of political discourse thus should not be reduced to purely linguistic moments, as the essence and purpose of it would slip away.

Understanding political discourse involves knowing the background, cultural peculiarities, expectations of the author and the audience, plot, schemes and favourite logical keys that are making up a specific structure in the given chronotope. The myths broadcasted on the particular territory is the one that in political culture is appropriate to use as a tool.

Slatcher, R. B., Chung, C. K., Pennebaker, J. W., & Stone {48} dwelling upon the methods on how to spot the individual in conventional proposes the practice of the examination of the “linguistic residue of their lives” which are the books, letters, speeches or interviews. *In the case of Joe Biden what could be analysed is his memoir Promise me, Dad.* They criticise the traditional approach of evaluating the holistic polished texts of “integrative complexity” and instead or also engage to refer to the more accurate indicators of people’s individual differences emanating themselves in “spontaneous speech samples across varied social contexts”. *Which in case of memoir is quite dubious to what extent the produced text is spontaneous.* Such spontaneous or at least less ready made samples may include press conferences, public interviews, and debates. It is obvious that they are prepared and structured but indeed the results springing out of interaction may be more unpredictable.

In his work Vorkachev {3} is examining different personality models: archetypal, where concept is seen as quite generalised but still sensitive and morphed entity carried in the unconsciousness which is incorporated into a notion meaning in its reduced form, in a form of a residue. In the invariant model, the concept is the limit of generalisation (invariant) of the plan of the content of linguistic units, covering the group of the semantic area. The former model of the formation of concepts assumes their innateness, whereas the later —their formation in the process of perceiving the language and mastering thoughts and speech by the non-linguistic subject.

Especially important we find the hypostasis properties of the concept and language personality interrelation in political discourse.

Metaphysical concepts (soul, truth, freedom, happiness, love, etc.) which are pervading political discourse are mental entities of a high or extreme degree of abstractness, they send spiritual values to the "invisible world", the meaning of which can be revealed only through a symbol — a sign that involves the use of its figurative subject content to express abstract content. This is obviously why the concepts of the latter type are relatively easily "synonymised", forming a "conceptualised area", where semantic associations are established between metaphysical meanings and phenomena of the objective world, reflected in the word, where spiritual and material cultures are conjugated. Thus, for instance, democracy is being driven by the metaphysical cloud of values, which allows the president to make people do or not do something because of the values and their own needs.

It seems that the generalisation of points of view on the concept and its definition in linguistics allows the authors to come to the following conclusion: the concept is a unit of collective knowledge/consciousness (sending to the highest spiritual values), which has a linguistic expression and is marked by ethno-cultural specificity.

The common feature in this definition and in the definitions of concepts, representations and meanings is a generic attribute - belonging to the realm of the ideal, while specific differences (the form of knowledge / consciousness - logical / rational, psychological / figurative, linguistic) are neutralised, and their place is taken by verbalization and ethno-cultural marking. In essence, the only *raison d'être* terminology of the lexeme "concept" is the need for ethno-cultural authorization of semantic units - their correlation with a linguistic personality.

In recent years, interest in the problem of studying personality as such has grown significantly. It is due to, first of all, the fact that in a global communication and free access to information, human capabilities have expanded dramatically. The evolutionary growth of personality became obvious, its significance as an object of research began to change depending on one or another scientific discipline.

As a priority object of research, the concept of "personality" can be found in psychology, philosophy, cultural studies, linguistics, literature and a number of other sciences.

In discourse personality manifests itself through the strategies they implicate to constitute it. In political discourse an enormous contribution on cognitive speech strategies used by politicians was made by van Dijk {4}, among which he outlines the following:

1. Generalisation. The move is used to blur the political responsibility especially in case of negative events, by marking it in a neutral way reinforcing a possible general opinion. This move marks the transition from model to schema. Typical expressions: "And so it always is", "You encounter this at every step", "This is repeated endlessly".

2. Give an example. Grounding decisions in the specific experience, legitimising them. Typical expressions: "Here, for example ...", "For example, last week ...", "Take our politician. He...".

3. Amendment. Is it a formulaic or rhetorical strategy, part of a "strategy of general semantic adequacy or a strategy of positive self-presentation".

4. Gain. Attention hooks to attract listener's attention ("drawing attention"), to better the structural organisation of relevant information (for example, negative predicates), and emphasise subjective macro information. Typical expressions: "It's terrible that ...", "Shame that ..."

5. Repeat. A formalist strategy aimed at strengthening: attracting attention, structuring information, emphasising subjective assessments, more significant topics, etc.

6. Shift. This move is typical of positive self-presentation. A typical example: "I don't really care, but other deputies in our faction are outraged."

The above aspects and individual application of the communicative-cognitive strategies in question, are according to van Dijk {4} “nothing more than the realisation of the intention of the speaker himself in political discourse and to a large extent characterise him as a linguistic personality”.

Thus, the theoretical base on discourse studies provided us with the further navigation in terms of investigating the linguistic concepts of personality, with the jargon needed and the deeper understanding of *political* needed for the next chapter.

1.3 Political rhetoric's peculiarities in the USA

Rhetoric is inextricably linked with the process of political power execution. It is better put that the whole political process is so to say “a say”, namely ability to do — with a different degree of success — things with words.

Also Chilton {20} mentions the detrimental role language plays in politics, quote “It is therefore not surprising that language plays a central (if not always recognized) role in politics, and that much political action is either wholly or partly, linguistic action.”.

In their critical article Ceaser, J. W., Thurow, G. E., Tulis, J. K., & Bessette, J. M. {18} dwell upon the diachronic development of the popular or mass rhetoric, which used to occur rarely now has become “one of the principal tools in attempting to govern the nation.” The described phenomenon was baptised under the name *rhetorical presidency*. Drawing on the historical examples of the American forefathers, who were not prone to routinise their communication elaborating upon the matters of the “domestic policy” to move the people, “go to the people”, they make a comparison with the current presidents, who comply with the rule “one is not effective leaders unless they constantly exhorted the public”.

The presidential speech and action affirm the doxa that speaking is governing. Speeches are created with the intention to evoke the reaction no less than “real” events themselves are evocating. This specific obligation that changed the whole rhetorical modalities of the presidents’ speech was manifested in the Kenedy’s “hour of national peril” rhetoric, which completely changed the ubiquitous patterns of communication in world politics ever since as the Founders “discouraged any idea that the President should be the leader who would stir mass opinion with rhetoric”.

The Wilsonian concept of the rhetorical presidency was based on the intersection of the two elements — fresh policy and mood. It was meant not to instil old time-proof senses but rather to infuse visions and principles established by a new presidential legislative program. The president became a forerunner, “nation’s trumpet, voice of the nation, moral leader”.

This rising rhetoric, which since then overflowing the democratic political scene seems according to the authors to be “hollow and outworn {as the} inevitable consequence of its ascendancy”.

The deflation of speech value and facilitation of the rhetorical presidency could be also attributed to the boom of mass media. Important messages are now delivered in speeches that changed the modus of the whole performance making it a visible one, so that it is the complexity and rhythm of another kind, it is no longer a text and its structure, it is a speaking person that shapes the text as it is being produced. The song becomes the primary element generating the text.

The thing is the more president engages in public campaigns, is seen or heard — making it a norm of an open society —, once stop, mean they do not exist, and the harder it is to produce a speech “that will stand by itself and continue to shape events” because of the aforementioned deflation of content.

Moreover, because of the nature of the fast consumed forms of messages, lack of concentration and other cognitive characteristics of an average consumer, speech writers are to create speeches in the according form “so that any segment can be taken to stand by itself — as a self-contained lead”. This may have given rise to the phenomenon that arguments are shaped as aphorisms, “glittering gold” in a way.

The media and the modern presidency are the two boots crossing the social in all its forms. The former finds a lucrative source of information, a focal point to be dedicated to with its “peculiarly simplistic and dramatic interpretation of events”, whereas the later finds a manipulative vehicle, accessing a hue number of potential ears, getting the rests of what is left of their attention and “the reality or pretence of enhanced power”.

The President is now obliged to respond to the claims articulated in the media, so that the politic is turned into arena, with no clashes of ideas but rather opinions, which makes it harder to present the appearance of stability – “a necessary feature of any government “ and at the same time does not leave a space for the democratic head with the ideas of progress to” allow time for it to mature”, that is morphing with the reality and not the other way around and instead responds to the moods, generated by the media.

In their magnum opus Karlyn Kohrs Campbell and Kathleen Hall Jamieson {35} *Deeds Done in Words* the authors explore political rhetorics in USA tackling its paramount element president concerning those genres in which the president acts unilaterally such as in the inaugural speech, State of the Union address, where “the president engages in the creation of meaning unconstrained by the requirements, demands of the other two branches of government...has wide latitude to define the situation”.

That suggestion of a certain autonomy allows the aforementioned genres to be considered a kind of lens for idiosyncratic analysis of the president’s linguistic personality. Here, as authors argue, we may analyse personal strategies and style tailored to the general structure of the speech acts performed, for instance, knowing the conventions we may see the deviations and compliance with them.

Indeed the personality is hard to separate from the role the person conducts and the etymology of the word persona is already hinting it (from Latin *persōna* means *mask*). The authors, aware of it, are not treating it as a disadvantage and propose to treat the *presidency* transmitted by the president rather as a “corporate entity”, as an aggregate of people constructing the *president*. “The presidency is a syndicate generating the action associated with the head of the state including those deeds done in words.”

Discourse claimed by a president, in its turn, shapes the phenomenon of presidency into a specific rhetorical entity: in its turn the discourse claimed by the presidents allows a glimpse into the broader contextual placement of the particular president within the framework of the “institution of the presidency, its rhetorical and political development, and the symbolic function fulfilled by those who occupy it.”

State of the Union address

In the genre in question the President is eligible to perform according to the constitution the role of “national historian, giving the opportunity to reconstruct the past in order to forge the future”. What is implied here is a certain need for the President to apply history as a tool for justification of the decision made, chaining them to the larger cause-result historical train, which is almost impossible to stop. For example, *forefathers* as a recurring reference for a conservative religious American society are continuing their permanent existence reincarnating each time in the form of the current American President, regardless of the year, name, or origin.

The annual message is a uniquely presidential genre in the USA that helps to maintain the role as an executive keeping the communication between the different branches of power, stipulating his power by acknowledging personal responsibility and accountability. The sense that presidents are temporary occupants of an ongoing institution is strong at the same time their mission is eternal and they are just a given embodiment of it.

During the address the president is performing public mediation — “reaffirms nation identification, bipartisanship “we are all Americans”, linking the concerns of their presidencies with those of past and future presidents.”

They also emphasise the ritualistic flavour of the occasion, with certain parts of the assessment of information and issues, policy recommendation etc.

Given the ritualistic character, the act of maintaining the presidency, the ceremonial rhetoric is considered to be in place, but as authors notice it should be balanced with deliberative rhetoric. This address is inextricably linked with the inaugural address, so that both make one “major part not only of a presidency through time, but of individual presidency, including personal strength and weaknesses”.

Inaugural address

Inaugural address in its turn is a genre of an enormous importance, whose significance is noticeable but often underestimated. “It is an inferior art form.

The platitude quotient tends to be high and the surprises few.” Its ritualistic character as an important element of the presidential myth is not rarely misunderstood: “an element in a ritual of transition in which the covenant between citizenry and their leaders is renewed”. It belongs to the epideictic discourse introduced by Aristotle — a praise-and-blame genre that invites to evaluate the speaker’s performance, keeps a ceremonial flavour with a refined dignified literary style, but carries no *brutto* value per se and just “amplifies or rehearses admitted facts, urges contemplation rather than action”. Its primary goals are:

- unification of the audience under the people umbrella
- repetition and reaffirmation of the communal values inherited from the past — in this case memories or shared recollection serves as a drive for invention and construction of argument. The past is conserved by honouring past presidents.
- outline the administrative philosophy, the principles guiding the administration
- enacts the presidential role, self-reference. Prayers or prayer-like statements in the inaugural address demonstrates its initial symbolism as a kind of the “riot of investiture”.
- epideictic rhetoric — “timelessness”, the time of eternal present, *illud tempus*

Some other general phenomena, which infuse current political discourse in the USA is political correctness and concise narratives. Political correctness appearing at the end of the 20th century in the USA, happens to be vital for further investigation in regard to the compliance or violation of this principle by the current USA President, which is a salient marker of the current American political discourse. Skillful command of the language, language inflated with euphemisms characteristic for a political figure, testifies to a self-confident politically correct linguistic personality {4}.

The structuralist optics applied in the research of Shenhav {46} opened up a new structural element or form, which frequently serves as a repeating element — concise narratives, which are the “segments of a political text that contains its entire chronological range”. The author notices and articulates the increasing value of the history component in political texts, which are linguistically marked by deixis of time, which compose the speech as the imaginary teleportation journey from the Biblical times to the eternal future.

He argues that melting specific political events in long historical stories, coordinating their interpretation in a larger moving historical machine as Benjamin wrote, becomes in a way the tool of projecting ideological perceptions and values onto the whole speech. Let's put it as an ideological tool to create a picture that mobilises more than words. In crystallised form, defleshed so to say, they offer the vantage point where “pragmatic, day-to-day politics merge with cultural-ideological perspectives. efficient way of studying the transformation and construction of ideologies and identities through political messages”.

McGee {40} added his contribution to the political study theory and its closer to linguistic discipline field rhetoric in his work “The ‘Ideograph’: A Link between Rhetoric and Ideology,”

According to him “ideology in practice is a political language”, preserved in rhetorical documents, with the capacity to dictate decision and control public belief and behaviour”. Thus political language is a graspable articulation of ideology characterised by slogans or as McGee {40} calls them “ideographs” which we erroneously perceive as the “technical terminology of political philosophy”. This is metaphorically speaking the way to paint the wind, the engine behind public motives and actions. “Such ideographic structures appear to be “diachronic” and “synchronic” patterns of political consciousness which have the capacity both to control "power" and to influence (if not determine) the shape and texture of each individual's “reality.””.

Though being words as such, politically appropriated and generated terms such as *property, religion, right of privacy, freedom of speech, rule of law, and liberty*” may be thought of as *ideographs* for, like Chinese symbols, they signify and contain a unique ideological commitment”. Under commitment, we may draw parallel with the essentially contested concepts mentioned below, which necessitates constant attachment to the meaning, manifesting the commitment as such. Ideographs serve as the basic structural elements, the building blocks, of ideology.

Ideographs function in real discourse, always negotiating with the place and time, as agents of political consciousness they are doomed to remain amorphous, which is necessary for their survival, the glueness keeps the whole political ideological *Frankenstein* together.

The structuring according to McGee {40} is “vertical” because of the element of time; as he claims the deep meaning arises only in diachronic awareness of the evolution of the concept over a period of time — “awareness of the way an ideograph can be meaningful now is controlled in large part by what it meant then” supporting the whole line about the history with its linear development penetrating most of what we call the political. “All communities take pains to record and preserve the vertical structure of their ideographs”.

In accordance with this argument, there are two visible "ideologies" existing in any specific culture at one "moment." One of them is "grammar," a horizontal historically defined structure of ideograph-meanings from the birth of the society to the given present. Another "one is "rhetoric," a vertical "situationally-defined synchronic" structure of ideograph clusters constantly reshaping its constituents to incorporate specific circumstances maintaining its fundamental coherence and wholeness. "No present ideology can be divorced from past commitments if only because the very words used to express present dislocations have a history that establishes the category of their meaning. And no diachronic ideology can be divorced from the "here-and-now" if only because its entire *raison d'être* consists in justifying the form and direction of collective behaviour".

Jennifer R. Mercieca in "The Irony of the Democratic Style" {39} dwells upon the democratic-style rhetorical performances of America's Presidents as a direct exercise of its political theory. She describes this encoding as "ironic", because of the discrepancy between the words and completely opposite practice.

She mentions the "Jackson democratic style of an empty signifier", who managed to "render democracy into an empty yet powerful term". Despite the different opinions on his not that democratic policy, he according to the author had coined a rebranded democratic style in American, thus geopolitical, fueled primarily by the American rhetorics, political discourse. "America's democratic style functions as a powerfully enticing legerdemain".

In the article "Politics as rhetoric" Burke {17} mentions: "A presidential election in America is primarily a rhetorical affair, not a technical or a philosophical one". We would argue that it is a technical rhetorical affair, so to point out the sure loss of quality in the discourse. "It is a rhetorical contest in which each side tries to overpersuade the other". It is for sure debatable whether there are still some remnants of the communication between the opposing parties and whether there is still a place and mental capacity for persuasion in the current political discourse. This is for sure the observation on the quality of the textual material.

Burke {17}, however, promptly notices that “There is nothing in the rules that says persuasion by means of the speech is preferable to persuasion by the means of the speaker”. Observing that the majority of American society is incapable of evaluating the content of the political arguments and those capable of it “are not willing to take the trouble”, what becomes the rational argument is the candidate's personality.

One of the reasons for this is the overabundance of politics in all public spheres of American society. “As a nation we have probably been exposed to more rhetorics per capita than any people in the history of the world”. This is what makes people rhetoric “weary”, which is justly not the same as rhetoric “wise”. Another repercussion of the low nutritious rhetoric is the easy manipulation on the sincerity ground. “Modern American politics is a game where the participants are trying to score the most points according to the agreed-upon rules”. The tools thus don't differ and the both parties are just amplifying each other's sides, or as Burke {17} said, gain points.

Another important peculiarity of this rhetorical engine is that the modus set makes all the participants hostage of the language they learned and then taught their voters. S. Post {49} argues about the clear moral rhetoric, ubiquitous for the United States, “which sees itself as a proponent of democratic ideals”, and thus applies moral language naturally. “The use of principled rhetoric by one side can provoke the other side to use moral language as well. Putin's continuing moral appeals might push Biden to respond in kind”. Thus the same patterns are spread far beyond America (especially in the quite receptive atmosphere of Russian political discourse).

Hofstadter {30} in “The Paranoid Style in American Politics and Other Essays” presented arguments about the “paranoid style” of American Politics in the midst of the escalating Cold War rhetoric of the 60s. One of its main features is its pejorative character, purposely exaggerated in terms of the extremes in abuses, normalising them and thus expanding the accepted norms. What is crucial to emphasise is the crucial discrepancy between the form and content, as the critique is focused on the style defined as the way “in which ideas are believed and advocated”, thus “nothing entirely prevents a sound program or a sound issue from being advocated in the paranoid style”.

It is manifested in the narrative based on the refrain “new danger to the American way of life” and what is at stake is always a once life-death situation and “conflict between absolute good and absolute evil”, argumentative pursuing good cause to a full destruction. “Nothing but complete victory will do”.

The enemy needs to be represented as a “total evil, totally unappeasable”, needed to be eroded “at least from the theatre of operations to which the paranoid directs his attention”. The “megalomaniac view of oneself” as the destined and elected one, wholly good, abominably persecuted, surrounded by evils, yet assured of ultimate triumph; “the attribution of gigantic and demonic powers to the adversary”. Taking person as its referent the action of the paranoid leader is automatically extrapolated on the world, getting to geo- level with all its repercussions.

Its waveform paranoid movement and the approaching but never reaching catastrophe suggest quite a specific broken rhythms of actions and snowballing need of pursuing the chosen strategy to ensure somehow holistic and consistent form of utterance needed as a prerequisite for the American values politics, one of which is stability.

Another important feature is a sufferer, namely a double-sufferer modus: “we are all sufferers from history, but the paranoid is a double sufferer, since he is alienated not only from the real world, with the rest of us, but also from his fantasies as well”.

The key working concepts thus were analysed, the genre specificities, irony, ideographs, concise narratives, paranoid style making the approached subject less mysterious and connecting the Biden's idiosyncratic rhetorical figures into the larger net of diachronic references and preconditions from the forefathers.

Conclusion to Chapter I

The theoretical part comprising 3 subchapters arranged to gradually specify the chosen methodological approach for the second practical part has considered the term linguistic personality and its place in the social and cognitive linguistic studies, engendered by the prevailing anthropological paradigm in humanities (1.1), proceeded with the outlined political discourse patterns and language as a constitutive element of politics and personality (1.2), concluding with a more precise observations on core elements of the American political rhetorics and inheritance mechanisms within it (1.3).

Diachronically we have traced how anthropological paradigm shaped linguistics, coining among others the term *linguistic personality*, which manifested the interjection of style, embodiments of conventions (social, cultural, psychological) so to say *Spiegel im Spiegel*, psychophysical properties articulated in one's speech activity.

The intention to trace the personal reflexive rhapsody mediated through one's speech we have proceeded with defining the core elements of discourse through which this personality manifests itself. Joe Biden satisfying the role of politician in public space, has led us to the intervention into a political discourse. Having defined discourse as a process, a word in situation, we specified the political discourse through defining its members performing political action, which is per se wholly or partly, a linguistic one, where hypostasis of the concepts is taking place.

American political rhetorics or mass rhetoric and its modifications occurring on the grounds of new communicative channels has led to the rise of the new entities such as rhetorical presidency (some of its key genres were analysed), euphemisation, concise narrative structure, irony, ideographs, concise narratives, ideographs, paranoid style. The gathered observations have brought us closer to the practical part dwelling upon the linguistic profile of Joe Biden and will let us connect Biden's idiosyncratic tropes with the larger net of diachronic references and formalised patterns.

II. Sketch of Joe Biden's linguistic persona

2.1 Rhetorical presidency manifestation in Joe Biden's speech

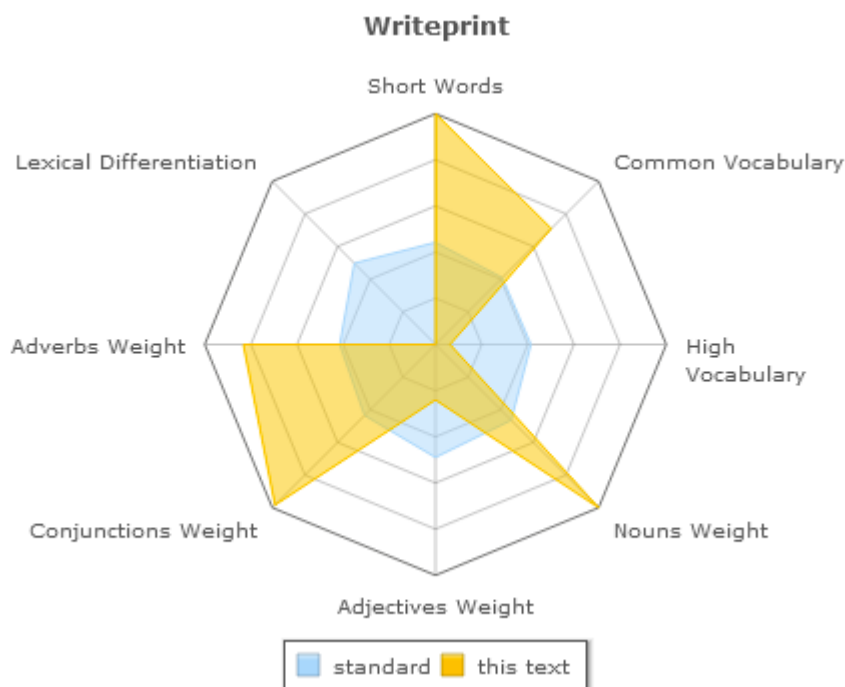
Ideologies are seldomly expressed directly in discourse and are manifested in the structure of a message, repetitions and abundance of essentially contested concepts making up the backbone of the liberal ideology, which, depending on the possible interpretation and attitudes, is presented in the current democratic discourse in this or that form.

Essentially contested concept is a term introduced by a Scottish thinker Gallie, which tries to explain the phenomenon that any common sense concept is destined to be contested. In political discourse analysis it was extended and framed by Freedman {25} as “a structure that necessitated the exercise of choice—or at least the expression of unconscious preferences—in assembling the components of a concept and endowing it with meaning”.

This allows a certain amount of vagueness and *Süßigkeit* known to all the recipients of the texts produced in political discourse. As such it allows to create an illusion of a coherent and cohesive text, that in fact is empty in the meaning. One of the possible expressions of it may be an analysis of Joe Biden's Inaugural Address below.

Some generalised observations regarding the address shall be described as follows: main element – repetition (dissected below), tense – abundance of present tense (nearly 60% of his speech was spoken in a present simple tense. It may show an element of a crisis rhetoric pattern, instead of a usual consistency line which bridges past and future through the present, a certain hole in a tissue of narrative and distance from the predecessor's action.

In terms of its readability and complexity, Biden's speech according to the Writprint analysis {23} was registered as “very difficult”. He used significantly more words than his predecessor (nearly 800 words), but tended to prefer shorter sentences (15 words vs. Trump’s 17 words per sentence). Below is succinct factual information on the structure of the speech presented in a visual form.



Stylistic analysis of the research object allows a more precise description of certain patterns common for political rhetoric in general and American one in particular.

Firstly, let’s focus on the main stylistic device repeating itself throughout the whole speech — repetition. All the possible forms of repetitions may partially support the thesis about the essentially contested concepts and their only possible way to acquire zero-meaning — through repetitions.

The repetition as we shall later notice is a common flavour of the Biden's texts in whatever pragmatic situation, form they occur. A very rough and shallow justification of it may be the fact that Biden had a speech disorder, stutter, which he mentioned in a few of his interviews. The usual cure for it is repetition in advance or singing out loud what needs to be said. It is probably something Biden learned to do and what coined his manner of a kind of "song-speech".

Let's analyse the repetitions of Biden from the linguistic point of view.¹

All stylistic devices transmit a certain shades and intensity of emotiveness. An interesting observation in terms of ideological loudness of repetitions is that scattered repetitions, or let's put it as the overabundance of the repetitive patterns "can cause even stronger emotions, as they are either "scattered" or "hidden" and the emotions arise subconsciously".

Repetition as the main rhetorical element in Joe Biden's speech may suggest the institutional structures of government encoded in a liberal democracy narrative, based on the key notion of institutions and the idea of repetitive practices, protecting, perverted cherishing and respecting through times.

¹ The definitions used for the analysis are based on a paper of Nino Kemertelidze, and Tamara Manjavidze {33}

Antithesis—set off two ideas in balanced (parallel) opposition.

Epistrophe—repetition at the end of a line, phrase or clause of the word or words that occur at the beginning of the same line, phrase or clause.

Anaphora—repeat a word or phrase at the beginning of successive phrases, clauses or sentences.

Alliteration which belongs not to syntactic stylistic devices but to phonetic stylistic devices.

The aim of alliteration is to impart a melodic effect to the utterance emotive prose

Double repetition, the most frequent in the speech, reinforces the double idea of the christian myth, antagonist, either or framework, which is evident in the political choice and the questions posed, the structure of the government.

Through a crucible for the ages America has been tested anew and America has risen to the challenge, we come together as one nation, under God, We look ahead in our uniquely American way, Few periods in our nation's history have been more challenging or difficult than the one we're in now. {12}

We can right wrongs. We can make America, once again, the leading force for good in the world. {12}

The root repetition is present in the following part:

We can right wrongs. We can put people to work in good jobs. We can teach our children in safe schools. We can overcome this deadly virus. {12}

We can reward work, rebuild the middle class, and make health care secure for all. We can deliver racial justice. We can make America, once again, the leading force for good in the world. {12}

The passage: *When he put pen to paper, the President said, "If my name ever goes down into history it will be for this act and my whole soul is in it." My whole soul is in it. Today, on this January day, my whole soul is in this {12}* is quite an illustrative example of repetitive elements in speech — repetitive 1) in terms of the diachronic/historical connectedness, succession of the forefathers narratives, 2) values and christian vocabulary with the gradation using soul 3 times, 3) stylistic use of figures of speech: anadiplosis, gradation with an echo effect making it sound like a sermon, making Biden a father-like figure, exercising the higher authority status later, we see farther ripples of the souls, so we may speak of scattered repetition:

We can do this if we open our souls instead of hardening our hearts. {12}

The abundance of allusions are reinforcing the historization and the idea of development as basic blocks of American myth. *I promise you this: as the Bible says weeping may endure for a night but joy cometh in the morning.*

Before God and all of you I give you my word our “better angels” have always prevailed.

There are some days when we need a hand. There are other days when we’re called on to lend one.

My fellow Americans, we celebrate the triumph not of a candidate, but of a cause, the cause of democracy, to carry out the peaceful transfer of power as we have for more than two centuries, I thank my predecessors of both parties for their presence here.

I have just taken the sacred oath each of these patriots took — an oath first sworn by George Washington.

Will we master this rare and difficult hour?

Will we meet our obligations and pass along a new and better world for our children?

And when we do, we will write the next chapter in the American story. But I also know they are not new.

Here we stand looking out to the great Mall where Dr. King spoke of his dream.

Don’t tell me things can’t change.

Many centuries ago, Saint Augustine, a saint of my church, wrote that a people was a multitude defined by the common objects of their love. {12}

Common is also the alliteration, adding to the melodic peculiarities and style of Biden.

I know speaking of unity can sound to some like a foolish fantasy.

I know the forces that divide us are deep and they are real. {12}

A sermon character is present not only in the direct evocations to the Biblical motives, but also in a certain rhythm assured by the alliteration. The core letter being repeated is letter p, echoing the initiation of the President, interestingly also doubled in the social media nickname of Joe Biden @POTUS, the hero myth, with the person getting a new name, with all the symbolic connotations and the echoing manipulation implied.

Van Dijk {54} proposes the idea of the Ideological Square analysis to grasp the strategy of ideological control in discourse, which he shows happens as the interjection of the “ideological pronounce” Us and Them, in-groups and out-groups manifested in the ideology schema represented through political written and oral speech.

Interestingly, Biden also utilises the us/them dichotomy but in compliance with the paranoid hypothesis, that was described above in othering the Other, Biden tries to combine the two in himself, though still if not even explicitly devaluing them.

I understand they worry about their jobs, about taking care of their families, about what comes next. I get it. We must end this uncivil war that pits red against blue, rural versus urban, conservative versus liberal. {12}

Mentioned in the theoretical part political paranoia appear also in the analysing sample, for examples:

The world is watching today. So here is my message to those beyond our borders: America has been tested and we have come out stronger for it.

We will lead not merely by the example of our power but by the power of our example. {12}

By the way, personification as another quite important prerequisite for the paranoid style of Biden’s speech, where America is often being personification, attaching some collective, ephemeral attributes to us and them, using it as the justification for the actions required to be executed by the citizens as America itself is not as an entity possessing the capabilities to act, whereas people are.

The we can is later repeated, but in this example we would like to highlight the duality and opposition patterns mentioned above.

I will give my all in your service thinking not of power, but of possibilities. Not of personal interest, but of the public good. We can see each other not as adversaries but as neighbors.{12}

The crucial point in paranoid discussion is the diffusion of singular and plural agents, where naturally personification comes in question:

Thank you, America. America has been tested and we have come out stronger for it. {12}

The “nursery rhyming”, Biden’s tendency to make his speech poetic was set at the very beginning of the Address:

This is America’s day. This is democracy’s day. A day of history and hope. Of renewal and resolve.

Much to repair. Much to restore. Much to heal. Much to build. And much to gain.

Unity. Unity. {12}

As the question concerning beginning was a bit highlighted it is crucial to proceed with the geometrical arrangement of the sense-making components further and have a look at its end.

May God bless America and may God protect our troops.

Thank you, America. {12}

The eschatological end, the eternal fight the hero is ought to fight, the divine mission of the perennial battle, the eternal mobilisation of non-localized, non-defined troops, those carrying what — values, guns..? By the way, ending the speech with blessing the troops is a recurring rhetorical device with which Biden ends his speeches or addresses. Tracing this in long durée it was a salient element of Busch and Kennedy’s war rhetoric, with a specific strategic and argumentative message.

In the article of Stahl {50} they are outlined as deflection and dissociation. Deflection is a reversed articulation of war as a means to save soldiers rather than a political tool (may be traced back to the Iraq operation). As for the second trope, it establishes a safe distance between a citizen and a soldier, but at the same time sets the opposition between the two, and makes any civil rebellion act immoral because of being an attack on the state, whose body is constituted of soldiers. Both tropes are aimed at discipline and oppression of the disobedience in war matters.

Continuing the eschatological line, let's have a look at some more examples: *This is a time of testing. We face an attack on democracy and on truth. A raging virus. Growing inequity. The sting of systemic racism. A climate in crisis. America's role in the world. Will we rise to the occasion? I believe we must and I believe we will.* {12}

Here the play with the slogan of his right one predecessor Obama is mixed together with a slogan of the "wrong predecessor" Trump making America again, but not great rather force for good. The leading force for good may be interpreted as one of the features of the paranoia in American politics, where the responsibility of the President is extended far beyond America, where the world is carrying about and depends on America. For instance here also *America's role in the world. The world is watching today.* {12}

Paternal advice:

We can treat each other with dignity and respect. We can join forces, stop the shouting, and lower the temperature. {12}

The metaphorisation used here combined with the discrepancies of what is being postulated (irony), of what is later denied even by the Address itself without even noticing it:

Politics need not be a raging fire destroying everything in its path. Every disagreement doesn't have to be a cause for total war. And, we must reject a culture in which facts themselves are manipulated and even manufactured. {12}

Here Biden speaks about communication and lowering temperature, cited above America was supposed to be a leading force for good. Then the address ended with the vow triple oath to *defend* and then *May God bless America and may God protect our troops*.

If we're willing to stand in the other person's shoes just for a moment. Because here is the thing about life: There is no accounting for what fate will deal you.

What are the common objects we love that define us as Americans? I think I know. {12}

So Biden acknowledges the need to step into other's shoes, but as for distinguishing the common unity values he finds one person, himself in ability to do so. The values are the buzzwords of any public discussion in American society. *Opportunity. Security. Liberty. Dignity. Respect. Honor. And, yes, the truth. {12}*

Truth with the definite article I find particularly expressive: as if Biden is referring to the nature of truth, the one truth, unified, shared, common. The truth makes an empty signifier formally acceptable to be processed as the discourse element while *an sich* carries no semantic value, through which the deflation of speech is being executed.

The concise narrative, or the pieces of text reflecting the basic structure of the speech in a concise form. This may be the mentioned by Biden verse from Anthem, which he calls a "*a song that means a lot to me*":

*“The work and prayers
of centuries have brought us to this day
What shall be our legacy?
What will our children say?...
Let me know in my heart
When my days are through
America
America
I gave my best to you.” {12}*

Probably because this verse repeats twice the same word *America* as Biden likes, emphasises the serving element, has *prayers* and *heart* in it.

The end, the no more/passing time we may notice running a bit forward is a recurring theme of Biden's autobiographical book. *What will our children say?...* is a strong pattern in the book too, because of Biden's personal family story.

I will always level with you. I will defend the Constitution. I will defend our democracy. I will defend America. {12}

A separate intervention is required to analyse metaphorical canva of the Inaugural Address. According to Van Dijk {54} metaphor is one of the most effective persuasion cognitive tools appearing in political discourses. What makes metaphors so effective in terms of its processing and perception is foregrounding, connecting pathos to logos, and myth making. Biden utilises them, making the whole inauguration speech into a one sewed metaphorical Frankenstein.

Drawing on the Boussaid {16} paper, where the author adopts a source-based approach to classify the metaphor, coupled with statistical analysis of the utilised ones, we would briefly state some crucial peculiarities of the American political myth-making in a diachronic paradigm.

Conceptual metaphors persuade people through emotions. As Boussaid {16} states Biden in this particular regard utilised more conceptual metaphors than Washington. This indicates the need and importance Biden attaches to persuasive rhetoric of which the use of metaphor successfully provides and attains.

The nature of conceptual metaphor in both speeches reveals the existence of diachronic differences in how metaphors were used. This metaphor variation which reflects changes in society is ascribed to the differences in ideologies and the Zeitgeist of the two eras in which the speeches took place.

Lakoff {37} highlights this point in *Don't Think of an Elephant: Why Republicans Win the Frame Battle* explaining the framing strategies (namely metaphors) conservative parties deploy to reframe political issues in their favour.

Foregrounding is a basic principle of political communication. Lau and Redlawsk {38} stated that the voting decisions are mostly based on “mental shortcuts” which make salient certain aspects of an issue while disregarding others, the whole choice is enclosed in a heuristic practise of cognition.

Connecting pathos to logos as Mio {41} argued is the basic generating mechanism of metaphor. Politics as a referent for rationality takes the material logical side of an issue connecting it with the formal incorporation of metaphors into discourse, to take advantage of an appealing power of emotions.

Last but not least, myth making as a technique frames the choices in political speech. Metaphor serves as a proper linguistic device to create and let the myths articulate in politics because it is susceptible to interpretations and allows people to reconstruct “the meanings they cast to the discourse” {19}. Beyond the power of myth that it draws from being able to consume and reinterpret the non-belonging part of its narrative, American myth is definitely one of the most prolific ones in terms of utilisation of this maxima. Charteris-Black {19} gives the example of it as a narrative that “creates a very flexible myth of an imagined ideal future that accommodates to personal desires” .

The conceptual metaphorical nucleus is in the first part of Biden's speech. Metaphorisation is more intense when Biden dwells upon America's democracy, unity and history and decreases when he tackles historic events and citizens' responsibilities. Biden is quite open to draw his conceptual metaphors from different source domains. Boussaid {16} outlined them as follows:

- Life & Journey 14%.
- Unity & Tool (13%).
- Politics/History & War (10%).
- America & Person (8%).

The frequency that generates the blurriness of these metaphors can help in tribing ideologies through particular framing of the current political agenda {19}.

Journey metaphors blend in the myth element from the hero's journey such as Odysseus. Politicians refer to such cultural matrices which are deep-rooted in myths to "present their beliefs and their policies as heroic tasks and themselves as epic heroes." {19}.

Biden's metaphor "for we have much to do in this winter of peril and possibility" alludes to the novel "Winter of Peril: The Newfoundland Diary of Sophie Loveridge" by Jan Andrews. The journey motive is here reflected in the journey of the Pilgrim Fathers who were struggling in dire conditions for the ideas, faith and opportunity.

Another literary allusion in Biden's Address is to the poem "A Nation's Strength" by Ralph Waldo Emerson "You know the resilience of our Constitution and the strength of our nation" "Uniting to fight the common foes we face". The poem presents an ideal of brave men who work hard and fosters country's strength and greatness. Alluding to this poem fosters positive associations in the addressee and ads Biden an authoritative credibility. Poetry is a tool to add more pathos into the speech as it is an easier and more profound way to frame people's attitudes.

Specific attention is required in the analysis of the war metaphoric domain, frequent in political speeches. They often merge because of the similarities shared by the two domains. In this case citizens are acting as soldiers, who are having their duty and task to perform adding the framing of urgency and emergency who need to react to the enemy's attack.

...we must end this uncivil war {12}

The refrain of the History & War is an allusion to Martin Luther's use of the conceptual metaphor "*THE HISTORIC STRUGGLE FOR FREEDOM IS A JOURNEY*" {19}.

Gibbs {28} stated that metaphors in speech are processed rather through the generalisation of meaning converted into a symbolic force of a speech, rather than perceiving partially. Deep historical connection makes Biden's speech more profound and so exert influence on people's emotions, pathos.

To summarise, the genre of Inaugural Address through detailed quantitative and qualitative analysis, namely empirical research methods: observation, comparison and verification of the theoretical categories framed in the first part: paranoid style, ideographs, hypostasis properties of the concepts and their contestedness, metaphors and all the possible stylistic repetitions and structural-semantic analysis, which helped to summarise gained results. The statistical method allowed the depiction of the quantitative characteristics of the processed material. Analysis of the inaugural address as a generic phenomenon helped to measure the idiosyncratic intention of Biden's address embedded into the formal structure characteristic for the genre as such, where any X as a political figure continues the American rhetorical tradition, giving meaning to the variable "president".

2.2 Social media profile of @POTUS

The age of algorithms we are trying to come to terms with forces politicians to digitise their means of communication with the voters, where campaigns are now per se is to a large extent a competition between the SMM managers, who are working on adjusting political strategies and manipulation tools to the screen-format. One such platform, interesting in terms of written language, is Twitter, as it poses peculiarities concerning the form of the message which allows one to observe basically the residue of one's communication manner. Politicians appropriated Twitter because of the speed of the information dissemination.

Unlike official party messages spread through official governmental channels, Tweets can be sent instantly in need of a quick reaction for global or domestic agenda. Politicians use tweets to shape public opinion as the tweets are quite persuasive because of being repeated, catchy, and working as fast food for thought. Politicians use Twitter to gain voters as Twitter plays an important role in encouraging people's participation in politics. As researchers argue, "people and politicians that have strong opinions and leadership tend to use Twitter more frequently than those who do not".

Experts argue that Twitter's high time as a political device coincided with the 2008 presidential election and to a large extent was prompted by it. Barack Obama especially relied on social media to make himself visible online, which became one of the factors that helped him win the presidency {52}.

As New York Times {43} noticed back in the 2016 presidential campaign Twitter became one of the most distinguished social media platforms that defined the election, during which they calculated about 1 billion election related tweets posted on the platform. A significant sign that Twitter really was defining is the fact that Hillary Clinton officially launched her presidential campaign on April 12, 2015 with a tweet.

Crystal {22} has made an enormous contribution in the research of internet influence on language establishing the field of Internet Linguistics. As far as his observation of Tweter is concerned he noticed that it is almost impossible to generalise the style of tweets as there is no single author producing them. He proposed to perceive tweets as messages containing two kinds of material: the message itself and optional identifiers (hashtags, at sign, URI). On analysing a bunch of tweets in order to find patterns and repeated linguistic tools Crystal {22} has come to the conclusion that the main transformation happening with the language is its being made shorter in different ways: contractions, logograms (&), abbreviations, ellipsis, omitting unnecessary words, shorter non-standard spelling (u/you, ppl/people, thx/ thanks), etc.

However, in the rush of internet communication, what is surprising is that the rules of grammar when it comes to punctuation were not violated. Different from instant messages, the sentence length and their complexity tend to be more than average, despite the symbol quantity requirement. Most tweets had one or two sentences, but what comes out often are the so-called “sentence fragments”, which make the construction of the tweet quite peculiar and reminds of media communication strategy made for advertisement. Another noticeable feature of tweets are interjections, which were much more frequently registered than in regular discourse.

Zubiaga et al. {58} claim that Twitter generates its own syntax, which is shared by most of the community and adopted by the developers.

Ott {44} in his work *The age of Twitter: Donald J. Trump and the politics of debasement* comprised the Tweeter language strategy in a formula based on three key features: simplicity, impulsivity, and incivility, all of which are manifested in Donald Trump’s Twitter profile. All of the features are the result of the communication character taking place in Twitter: Twitter demands simplicity because of its limitation on characters allowed per tweet.

So he claims in terms of grammar tweets cannot be complex, for instance, let's take the common practice of linking. "Twitter users often post links to videos, news articles, government reports, and research studies because the ideas contained in those messages are too complex to be tweeted. When clever and even smart ideas are expressed on Twitter, the form demands that they are greatly simplified."

Impulsivity according to Ott is the consequence of the ease with which the user is able to use Twitter. "Tweeting requires little forethought, reflection, or consideration of consequences ." {44}

Incivility, on the other hand, is the result of two dimensions: informality and depersonalization of interaction. The first contributes to the absence of any enforcement in terms of rules of grammar and style. The second dehumanisation, absence of physical presence eventually leads to uncivil behaviour.

In their extensive research *How the Linguistic Styles of Donald Trump and Joe Biden Reflect Different Forms of Power* Körner et al. {36} analysed Tweets of the American Presidents in question in order to spot the difference between different linguistic strategies of exercising power that is the strategy of collaborative and coercive power.

Joe Biden's approach to power as researchers argue reflects collaborative power type. They argue about it in the form of 7 hypotheses, they are trying to prove.

The first hypothesis was trying to prove the assumption that collaborative power approach is manifested in a choice of positive rather than negative emotion words, accordingly Biden should have used more positive emotion and fewer negative emotion words than Trump. This assumption was not supported by factual materials, the quotient of positive words Biden used was lower than Trump's rate, however he showed a proclivity to be more emotionally neutral than Trump.

The second hypothesis to prove was about cognitive words. It is proved that language related to cognition and expertise is a feature of collaborative rather than coercive power. The LIWC dictionaries, they were using as a tool, was set to analyse cognitive complexity of the Biden's tweets. This hypothesis was supported, Biden's language was more cognitively demanding and complex (-0.36) than Trump's.

Hypothesis number three was related to the achievement and motivation language. The frequent occurrence of achievement variables is a characteristic of a collaborative power. This was proved as Biden used twice as many achievement words than Trump.

The fourth assumption was based on the usage of the social words. Collaborative power is based on mutual relations within the society framed by the values shared by it and aimed at their maintenance. Accordingly, Biden should have used more social words than Trump as a collaborative power leader. Contrary to these expectations Trump had a higher percentage of affiliation words related to cooperation and collaboration.

Hypothesis number five was measuring moral words using both vice and virtue forms. The expectation was that Biden would rely on virtue-related words consistent with collaborative power. Biden proved to use more moral based language than his political opponent.

Moreover, two more categories were added as a referent for morality criterion: “presidentiality—of clear relevance both to power and to the specific context of our study—and honest language”.

Hypothesis 6: Presidentiality as LIWC calculates it, shows the consistency of the message with past presidential speech. As collaborative power is based on the virtue of consistency and continuity of the institutions, systems, and rhetoric, presidentiality should be visible in the speech of the collaborative manner politician, in the case of research Biden. Consistent with this hypothesis, the presidentiality quotient was indeed higher in Biden's speech.

As far as the seventh hypothesis on honest language is concerned, the vocabulary was proved based on the amount of truthful versus deceptive speech elements. Because collaborative power is represented by openness and interpersonal trust, honest language is associated with collaborative power. Surprisingly for the researchers, Biden's language was characterised by a lower honesty level than Trump's, thus this hypothesis was not proved.

Some other interesting observations that the researcher figured out during the analysis: Trump spoke on average 5,556 words, and Biden 2,049, per speech.

The natural question that arises is the correlation between Tweets and official speeches, whether some of them reflect different registers of political personality, what is the correlation between private and public, to what extent the formal and informal category is applicable for the different platforms of political public communication.

As the authors argue, "the reason for the difference between the speeches and tweets may be authorship or spontaneity". Speeches as the genre allowing preparation are often written by speechwriters, and convey the message of a president as a collective entity representing the whole institution, thus reaffirming values and official policy of the government. However, tweets are often more spontaneous and are more name related, connected with the personal brand and are more flexible in terms of the lower level of responsibility the message carries.

Thus the president, according to the researchers opinion, has an opportunity to articulate his personality and approach to power in the form he/she finds more suitable for his/her own voice. Thus, the forms of power that the researchers were trying to capture could be more pronounced in tweets, however, "a good staff will generally strive to capture a politician's own values and worldview", so speeches through different optics but do serve as a useful indicator.)

A more precise observation of particular tweets allows to trace the ubiquitous for Biden stylistic tonalities of “American guy” constituting his rhetorics in both official political addresses and personal memoirs. Peculiar for social media platform Biden adjusts his messages to the wider global audience, global meaning “involved in geopolitics”.

Sharing of personal achievement and advertisement here is executed through sharing social commitments carried by Biden, his presidential promises, trips around the world and America (predominantly covered in his Tweeter), the personal blog written from the first person of Biden himself or personification America is used for political purposes. The three following Tweets are chosen as illustrative materials for the general tonalities of Biden’s Tweets.

Today, a year after bombs began to fall, Ukraine is still independent and free. From Kherson to Kharkiv – Ukrainian fighters have reclaimed their land. And in more than half of the territory Russia held last year, the Ukrainian flag proudly waves once more. {9}

All across the nation, in big cities and small towns, Ukrainian flags fly from our homes. Over the past year, Democrats and Republicans have come together to stand for freedom. That’s who Americans are. That’s what Americans do. {10}

One year ago, the world was bracing for the fall of Kyiv. I was in Kyiv this week, and I can report: Kyiv stands strong. Kyiv stands proud. And most importantly, it stands free. {11}

In his Tweets Biden continues his political synesthesia and complies with the general observations of peculiar for American political rhetoric, personification, paranoia, social media discourse of metalanguage and Biden’s recurring “palilalia-style”.

Despite the fact the analysis itself runs the risk of turning into a kind of a palilalia, we have to admit once more that Biden remains consequent with his articulations, dual perception and parallels, repetitions, alliterations. When consumed in the uncontrolled amount certain words and phrases Biden uses create a loud nagging clang. In rhetoric we would name this epizeuxis, a device used to create a strong emotional appeal, motivate the audience.

Time or a sense of time is preserved by Biden in almost all his writing samples, tweets as well. He propels the common sense, doubleness, carried from Kant (cited by Biden in his memoir as an epigraph), paranoically refers to world, future – ubiquitous as mentioned above operational categories of American politics.

Specific for the social media communication is the absence of hashtags in Biden's tweets. There are occasional hyperlinks to some videos and Biden is a fan of photos. He refers to the @ sign to mention the other users and tends to react when tagged by the official proven channels. The followed accounts are a few government officials, the official page of the White House and its COVID-response initiative.

This may be a sign of an obvious propaganda function of the account, because though information is transmitted the necessary element of net communication, where the account is contributing to creating online heteroglosia is missing.

The status of Joe Biden's account: 46th President of the United States, husband to @FLOTUS, proud dad & pop.

The nickname @POTUS is an abbreviation of President of the United States, emphasises the dominant persona in Biden's communication, that is a political figure read value is duty followed by the value is family persona of Biden as a nucleus of family in his manifestations as husband, father and grandfather. Here Biden prefers not the neutral words, opting for the words his family members prefer.

To summarise, Biden's tweets are to be characterised by collaborative power patterns, high cognitive complexity, and formal presidential rhetoric. In his tweets Biden preserves ubiquitous for him stylistic patterns, repetitions, allusions, metaphors, personifications.

2.3 Gender dimension of Joe Biden's language style

Gender relations, construction and deconstruction of them with different studies, approaches are circling around the concept of power and its different forms. It is the concept of power in fact which is in the focus of other discourse, a political one, where its distribution is manifested through language. Rhetoric which is commonly known as the art of persuasion is a field where the two focuses overlap, creating some interesting allusions in the manner of the politician that gender may leave on the chosen communicative strategy.

Anna Knyazyan, Varduhi Hakobyan in the work "Language and Gender in Political Discourse" {34} comment on the gender aspect of rhetoric through the emotional tints politicians use as a tool for political manipulations. Politicians' task is to serve the public's need for certain emotions, desires.

Their main communicative goal is to persuade and emotions are handy for such a purpose. "The language of politicians should be viewed through a gender approach which implies making a purposeful impact on audiences by using certain characteristic features. Male and female politicians try to use different linguistic tools to preserve and defend their positions in the political discourse."

They highlight a few noticeable features of a political speech, tools different as they claim for the male and female candidates "for making abstract political issue accessible to the listener and to emphasise or soften certain issues": highlights and memorable phrases, catch words to attract the attention of people beyond the special interest group and the undecided poll of voters.

Questions: male politicians are prone to use self-dialogues in their speeches so that they interact with the audience, inviting them to the dialogue and answering the questions for them. Women on the other hand use tag questions to facilitate the conversation and express their opinion in a more open to discussion way. The expressions of inquiry are important elements of the politician's speech as they notify that idea is not the only-one-possible, but is ready to be changed in accordance with the needs of the audience.

What is noticeable for Biden is that literary interrogative sentences in Biden's speech are all rhetorical.

Would we stand for sovereignty?

Would we stand for the right of people to live free from tyranny?

Would we stand for the defense of democracy? {14}

The answer in this case is also a rhetorical one,

Yes, we would.

And yes, we did. {14}

This connection of the future and past in the answer makes it more solid through stretching the action in time, though the way the question is formulated and the affirmative answer basically carries no material value and is thus a rhetorical one.

The self-dialogue Biden is prone to execute is the answering in advance the possible questions, questions Biden is able to answer. For instance,

Junk fees may not matter to the very wealthy, but they matter to most folks in homes like the one I grew up in. They add up to hundreds of dollars a month.

They make it harder for you to pay the bills or afford that family trip.

I know how unfair it feels when a company overcharges you and gets away with it. {14}

From a strategic point of view this is a defence trick, where the possible questions are disarmed by posing them the way the speaker may answer them best.

Qualifiers: Women tend to use relative qualifiers, such as *some, occasionally, almost*. They make the speech less certain, more open for co-creation, "women's language invites input".

At the same time male speakers tend to be more decisive and assertive, creating more concluded texts, so they refer to the absolute qualifiers such as *all, never, always*. They make the speech more exact. Also men use tentative language either to infuse humour or to assault the opponent. Constructions with guess, maybe are used ironically showing the superiority of the speaker. In some cases the boundaries between masculinity and femininity are erased or manifested implicitly.

And that's always been my vision for our country.

We can never let that happen again.

Not anymore. {14}

The aforementioned characteristics are backed up by Lakoff & Lakoff {37} outline the following men's language features, who are “more assertive, focused on points, more mature in speaking, often interrupt, and tend to use the direct form”.

Specific for Joe Biden, Bagaskoro {8} has analysed the masculinity type expressed in his speech. Those forms related to the purpose of the speaker, who implicitly articulates the purpose of their utterance “without intermediaries and tends to be firm” are called direct. Men tend to use this form because of their communicative locus that prioritises effectiveness.

And work with all my heart, with the confidence of the whole people, to win the confidence of all of you. {14}

Language as an interactive tool presupposes someone producing linguistic components that indicate disagreement or rejection of a statement. When the communicative act allows two-way interaction, the interrupter has a chance to make interjections as the statements are made by the speaker.

Since speech is a one-way communication, interruptions aimed at objection, change of the topic, are almost impossible here. So the form the speaker themselves may choose to substitute it is rethinking of an expression.

Don't tell me it's not possible in the United States. It's long overdue, and we're reminded tonight of those who fought so hard for so many years to make this happen. But once again, America has bent the arc of the moral universe more toward justice. {14}

The rhetorical form of expression here allows rethinking and denial of the opinion that —it is impossible. This sentence aims to build trust and ensure opinions.

In keeping a communication within a clear corridor of information, assertiveness is the ability to articulate the thoughts in a clear and unambiguous manner. In political discourse the way to get a successful performance is through radiating the strength bringing influence to the listener. A speaker should prioritise assertiveness in expressing his opinion in public. The same thing happened in this case.

We have an opportunity to defeat despair, to build a nation of prosperity and purpose. We can do it. I know we can. {14}

In his statement on the issues that occurred in the United States. This expression conveys the assertiveness commonly used by men in speaking.

Masculinity could be manifested differently and by itself above the stereotypical representation and in its stereotypical one as well quite differently. The type of masculinity Biden is projecting is a dad-like one.

As the philosopher Kate Manne {15} put it “Mr. Biden... a “Dad-like” figure...who has vowed to be America’s protector through a dark period, with some combination of strength, empathy and compassion”. His role of a powerful protector is implicitly shown by his surrounding, powerful strong women, like his running mate Kamala Harris. He is accompanying and not dominating, as paternalistic type of masculinity implies. Being strong comes along with being compassionate and empathetic.

Mr. Biden tries to create an atmosphere of a “sensitive new-age grandfather”, who allocates time for the family. is always “there for you” as he, for instance, takes phone calls from his family members at any moment and in front of cameras — and is quite expressive with the non-verbal communication. He exemplifies men’s strength and force quite literally in advertisement campaigns, combining different American cultural symbols of masculinity and successes, driving a Corvette or challenging a voter (and his opponent) to a push-up contest.

He might get out of the gentleman role, but still tries to keep it in the given frames, he will, for example, call his political opponent, Mr. Trump, a “clown” during a debate but would later admit he regretted the language, so the form of the utterance and its consequences to his gentleman manners. An American gentleman is thus one who won’t start a fight, but would punch back when provoked as Robb Willer, a sociologist, also at Stanford, who has studied the way threats to masculinity influence men’s behaviour, put it. {15}

In many senses, the masculinity projected by Biden was determined by his intention to be an antipode of Trump, and his aggressive and stupid speech. He presents an “understated, “old school” US masculinity characterised by caution, thoughtfulness and benevolent leadership. His paternalistic masculinity emphasises traditional qualities such as trustworthiness, reliability, integrity, decency and morality” {21}.

Biden’s masculinity is based on the postulated principle of the American nation “work hard, play fair, behave honourably”: a paternalistic form of masculinity, which spreads its power and influence through claims to protect, not conquer.

What is worth mentioning is the target audience and the medium used to communicate with them. It is online communication or *communication-ersatz* that takes the lead, and as Viser {56} cited Celinda Lake, a longtime Democratic pollster who worked for his 2020 presidential campaign “There are two Joe Bidens: There’s governing Joe Biden, and there’s campaigning Joe Biden.” As numerous focus groups showed, even the followers of Biden tend to question his ability and agility to advance priorities that he has postulated to protect. “They have thought they weren’t seeing the strong fighter, the person they elected, and they attributed it to age and to weakness” said Lake.

To sum up, Biden is projecting the specific gender aspects in his roles of the president, husband, father working within the association field of: Fighter, Patriot, Ordinary person, Family man, Elected representative, Strong arm. He is projecting a paternalistic protective type of power, opts for concluding sentences and prones to control the speech act with the control of the possible reaction.

2.4 Personal residue in memoir of Joe Biden

As mentioned in the theoretical part, one of the ways to get a sense of personality characteristics, manner, and linguistic habits of a person is to resort to personal writings. In the case of famous people, especially politicians, especially American ones, it is even harder to separate the public persona and created style from the personal, but worth trying. President Biden in this sense is quite a prolific book-writer, but we would focus on his most recent autobiographical writing *Promise Me, Dad*. {13}

It is worth dwelling upon the genre peculiarities and the possible methodology to frame the focus of analysis a bit.

One may argue if there is something we call the linguistic mentality of a person (linguistic person, character) constituted out of the personal and collective experience is best and clearly is being articulated in the practise of self-reflecting writing. The possible way to research the non-fictional text as such may be the stylistic analysis of the text taking into account both linguistic (word semantics, etymology, connotations) and extra-linguistic (recollections of facts, events) layers.

The author's presence in the text, the personal could be traced through the choice of the words and their arrangement. The factual references to time and places, their description, detailing and reinterpretation used in memoir presents the non-fiction narrator in a new light, as a ubiquitous objectivity is in this case not required instead focusing on linguistic authenticity and individuality. Thus the backbone of the memoir, which is basically the row of facts, gets the flesh of personal perception, allowing a certain flexibility of the genre. Memoir-writing often turns into a therapeutic practice of the author, meditative texts also allow the glimpse into the layers of one's personality and personal aesthetic system.

In the case of the book in question we may consider the memoir to be a kind of literary nonfiction where the choices made during the construction of the characters by the author, his character, the underlying manner of communication with the reader reveals the linguostylistic peculiarities of the author. By devoting a considerable amount of attention to the factual autobiographical elements, the author determines the linguistic expression, the tonalities, and the fundamental mood of the work.

One of the cornerstones of the art of rhetoric is the personal monologue, monologues as Galstyan {27} argues are descriptive elements, thus we may conclude memoir is a specific art of description. We could name it a meditative description.

This practice of self-from-self-detachment is present in many paragraphs, where Biden is referring to the ideal entities, plays with the structures and metaphorical constructions, or alienates himself by referring to himself as a cause, dehumanising himself and thus ensuring emotional distance that ensures political actions.

I still viewed those sturdy marble structures as representatives of our ideals, our hopes, and our dreams.

I was tired and worried and a little bit angry at the Fates.

I felt I had to remind them of their higher purpose.

I felt that I had it in my power to help bend the course of history ever so slightly for the better. {13}

The goal of the description and the degree of the author's and reader's participation determines the extrapolated tonalities of the work. In memoirs, the proper full documentary elements and artistic description mediated with aesthetic, emotional elements are intertwined making the genre flexible in terms of its narration.

Constructing the external and internal features of the people making up the acting part of the memoir, is one of the ways to make a character a round one, augmented through personally perceived psychological layers belonging to this or that character and shown through personal recollections of the writer.

When Barack and I won reelection back in 2012, I had started thinking hard about stepping aside after the second term and shifting the family's focus to Beau's political future.

Duty was a word Beau Biden did not use lightly.

Beau had taken a similar path, propelled by his own steely sense of honor and duty. {13}

Translated into linguistic jargon a certain tension in the construction arises between the *content* and *expression* plan of the narration, *documentary* and *creative* language. Linguists consider them to be the articulation of the material world. "We model the flow of our sense perceptions through language norms and conventions" {31}.

Bernd Neumann {42} stated that "memoir presents a reality that has been passed through imagination and re-imagined in another, new way".

The refrain of the memoir in question is time, exact time, staccato of the mechanical clock, which makes up a big part and what Biden himself calls "the Irishness of life", diffused in Biden's American guy style.

This was the nation's Precise Time, which was generated less than a hundred yards away, by the U.S. Naval Observatory Master Clock. Precise Time—synchronized to the millisecond—had been deemed an operational imperative by the Department of Defense, which had troops and bases in locations around the globe. 5:11:50, 5:11:51, 5:11:52.

NavObs, November 30, 2014, 7:30 p.m. Just home from Nantucket. I pray we have another year together in 2015. Beau. Beau. Beau. Beau.

I set aside the diary until the flight was nearly over, then picked it up again to add one line. Just landed. 6:07. I feel so goddam lonely.

I told the boys I would buy each of them a single gift on that trip—whatever they wanted, within reason

Jill told them to take their time and make sure to get it right; there was no rush.

“Forever Wild” had finally run out of safe ground, and run out of time; it had been swept out into the Atlantic. The only thing left behind was a piece of the foundation.

Family had been an essential escape in the five-and-a-half years I had been vice president; being with them was like flying in the eye of a storm—a reminder of the natural ease and rhythms of our previous life, and of the calm to come when my time in office was done. {13}

It is striking in this particular regard the inconsistency with the quantity related expressions, their stylistic vigorous arrangement. For instance,

fifty-seven-cents-a-gallon gas

the hundred or so Ukrainian civilians {13}

The precise coined numeral for the price Biden utilises and the vague appearing number of the dead people, who died on Maidan in Ukraine in 2014.

The Guardian in their review focused on the *political as personal* and *personal as political* dimensions of Biden's memoir: "We get a handful of surprising vignettes. There is Biden looking into Vladimir Putin's eyes and saying "I don't think you have a soul", and the Russian president replying: "We understand each other.""
Kaiser {32}

I was happy to say good-bye to the house for a few days. Our departure meant that many of the naval enlisted aides who looked after us were free to spend the entire holiday with their own families.

Senior {46} puts it as "the nature of his dual existence", that Biden was in need to put on a cheering mask, entirely different from being inside "a frightened or broken one, tucked inside the guy we saw on TV". This discrepancy between projected and the real one, reason and feeling, duality is complying with the overall motives of Biden's articulated linguistic persona, be it an official communication, social media or personal memoirs.

The attention to the details and some tiny remarks that Biden uses throughout the book to make it coherent and cohesive, dialogues, and quite meticulous descriptions of places creates an impression of "backstage drama, honest, raw and rich in detail". Biden likes to dramatise, let's call it a rough dramatisation, where not that much human psychological complexity is represented as the more abstract and solid drama of life and death, fate and personal in this case is just a transmission for a greater life theatre forces. This is what is extrapolated on the political level to America as the force carrying its duty in a global order.

For sure, this memoir is also a political book, where the deeds of Biden are mentioned without the instruction to praise, quite modestly. He makes frequent forays into the convoluted foreign and domestic policy, describing his quite authoritative conversations with the Ukrainian authoritatively, where they are giving paternal advice. This as Senior put in the review “position-paper entr’actes can be awkward and artless, much like the author himself...why he’s mixing in pages of his curriculum vitae with pages about grief: To Biden, the two are intertwined. It’s almost as if he suffers from a kind of political synesthesia”.

When Beau was already ill, Biden recollects that he asked him to run for president. “This wish was at once selfless and self-protecting: Beau couldn’t bear the thought of his illness derailing his father’s political aspirations. Biden understood this”.

Being more than a human, feeling himself a cause, it to a certain extent was already noticeable for the author of the memoir himself, that it takes the form of a performance where the play plays with the actors and not the actors play the play. Biden writes: *It was as if we were all keeping up an elaborate and needful charade.* {13}

A dramatic effect is also amplified through the quick mood changes: on the same page Biden writes that he *felt buoyed and hopeful* and a few lines beneath and a few hours later he adds dramatic staccato sentences. *Just landed. 6:07. I feel so goddam lonely.* {13}

These quite sudden and plain vulnerable interventions happen everytime Biden is taking the role of a father. *Guess who was at the office today? Elton John. You remember when I used to drive you and Hunt to school? That song we would all sing together, the three of us, as loud as we could?* {13}

The end of the book was a kind of a draft for the coming 2016 presidential campaign, that Biden would never run.” It’s an unrealized story, vibrantly alive on the page but not in the world. Just like Beau. It’s all tied up with Beau” Senior {46}.

We find it quite important to mention the personal reflection of Biden on writing the book, to understand the intentions behind this, not obligatory, way of verbal activity.

Galanes: Why write this book?

Biden: For my kids. {26}

So here Biden gives a classical answer that his book is more of a message to his posterity, it is not clear to what extent kids may be applied for the future generation beyond Biden's family.

The future is one more synthetic materia for Biden, where he is trying to find a balance between the expression and content dimensions in his writing. One noticeable peculiarity is that he is trying to perform this syntheth through linguistic devices and the more density the linguistic material has the more sharp the tonality is. It is quite visible with the following oxymoron passage:

So how do I want to spend the rest of my life? I want to spend as much time as I can with my family, and I want to help change the country and the world for the better. That duty does much more than give me purpose; it gives me something to hope for. It makes me nostalgic for the future.

We Irish, I like to tell people, are the only people in the world who are actually nostalgic about the future. I have never stopped being a dreamer. I refuse to stop believing in possibilities. {13}

Interestingly Biden is softening the oxymoron with the reference to his Irish roots, where the future changes are somehow being framed into the mould of “as it was”. It is projected into political communication where Biden is the carrier of the democratic traditions, here in person gets the shape of the roots, troops dying generation after generation.

It might take a generation or more to know if the Revolution of Dignity in Ukraine had truly succeeded. Just as it would take a generation or more to know if the U.S. investment in the Northern Triangle countries of Honduras, Guatemala, and El Salvador would really transform those places into safe and secure democratic nations with expanding economies and a thriving and well-educated middle class. Just as it would be a generation or more before we knew if all the blood and treasure spent—and all the effort expended by Beau and hundreds of thousands of other American troops in Iraq—would birth an inclusive and unified democracy based on freedom and religious tolerance. {13}

Ending with an oxymoron about nostalgic future in compliance with it, we find it relevant to mention after concluding on the conclusion of the book's epigraph.

Rules for Happiness: something to do, someone to love, something to hope for. —Immanuel Kant

This Kant's maxime, the trinity based on the values Biden articulates in his linguistic emanations, connects him with the tradition of the idealism, explains duality modus, clear separation between content and expression plan.

Galanes: Let's talk about the structure of the book. You keep three narrative strands running throughout the text.

Biden: It was all about time: seconds, minutes, hours — not months or years. {26}

Here is an important remark on the general structure of the book and confirmation of the suggestion mentioned above, that time, its form and its different kinds of extensions is the main device Biden uses to structure his thoughts and his book.

Reflecting on his personal speech production, Biden with a ubiquitous for him dichotomy states the difference between him articulating his thoughts (and it seems that Biden is always articulating thoughts with language) either written or orally.

Biden: Well, there's a difference between talking and writing. When I'm talking with someone who's looking for something — for assurance or help, for me to take a position — I try to engage them. I draw them out by talking, by listening to what they're saying and what they're not saying. But in the book, I had to be disciplined to bring all those strands together. I wanted to make my points as crisply as I could. {26}

So in this remark Biden opens up as a talented speaker, who is consciously working with the addressee and letting them speak, adjusting to the said.

In a more controlled written text, because of being personally produced, taking the whole responsibility for it, Biden is more disciplined and meticulous to the details, he is a producer of a text and he is constructing a precise narrative, closed one, with as limited interpretations possible. It must be either or, totality of emotions. When Beau feels better, this optimism is carried on into the next chapter where Biden contemplates on Iraq. Biden puts it as: *I wanted to show that in the ebb and flow of life, nothing is totally separable. {26}*

We may suggest that Biden is a man of a written word. Articulated in a written form, Biden can easily adjust them to the cultural and aesthetic patterns he was born into.

And I had my diaries. I'm able to write and express emotions fairly well. And I was completely honest with myself in those diaries. {26} The practice of written self-observation says a lot about the personal Biden's connection to the lasting words, written words, that needed to be thoroughly thought through and then put into paper.

About the intention Biden attaches to his writing he mentions: *And that's why I wrote this book about Beau. I wanted people to see how honorable political life can be. Beau's ambition was to be a man who always did his duty. {26}* The choice of commemorating his son through political could reveal a certain desire of Biden to distance himself from the emotional loss through transforming it into the productive or let's put it positive emotion of duty, service, country.

Once again the natural Biden language habit of repeating — though, *quararite et invenietis* — is impregnating his personal memoirs as well.

But five days of hiking, whitewater rafting, and long, loud dinners in the Tetons had apparently not been enough for the grownups.

...was a knock on the door. It was our son Hunter. He knew Jill and I were going alone to the beach for a four-day retreat. But he wondered if maybe, because he and his wife had some free time, they might tag along. We said, Of course! Within a few minutes our other son, Beau, knocked. His in-laws had agreed to watch the children. Maybe we wouldn't mind it if he and his wife joined us at the beach on Long Island. We said, Of course!

Home base, Dad. Home base. {13}

To summarise, *Promise Me, Dad* throws light on another facet of Biden's linguistic personality and personal aesthetic system, one allowing the possible degree of freedom or the freedom to set frames for yourself. The key characteristics we have outlined are political synesthesia (also rhetorical), personal stylistic coherence (repetitions, metaphors). Considering autobiographical writing as a personal therapeutic practice we noticed the mechanism of self-distancing, high degree of self-control.

Conclusion to Chapter II

The second part of the thesis was devoted to the practical analysis of the representative samples of Joe Biden's expressions from the available for the research sources representing the rhapsody of his linguistic idiosyncratic articulation. The chosen samples were analysed in 4 subchapters: official political persona acting in one of its genre (2.1), official social media voice (2.2), dwelled upon the characteristic feature of Biden's linguistic personality salient in two preceding chapters namely gender and power aspect (2.3), concluding with a more personal reflective writing in Joe Biden's memoir (2.4).

We have stated that the ideological plain of expression is manifested in a rhetorical presidency, one of the genres of it — Inaugural Address — has served as a source to notice the recurring structures of a message, repetitions and abundance of essentially contested concepts that make up the backbone of the liberal ideology. The arrangement and selection of ideological elements Biden opted for: repetitions, parables and eschatological claims, American myth, Us and Them, political paranoia personification and megalomania deflection and dissociation, concise narrative and metaphor with the dominant source domain WAR, — have been found out.

Proceeding with a different source for political communication Twitter, we have noticed different forms of mediation engendered by the rules of the platform. We have noticed several techniques Biden refers to in order to adjust to online mediated communication preserving his voice through emanating “collaborative power leader” and “American guy” variables. His tweets are characterised by a high cognitive complexity, and formal presidential rhetoric as well as ubiquitous for him stylistic patterns, repetitions, allusions, metaphors, personifications.

The chosen and used patterns of communication Biden is projecting we have found out are all genderly marked, so we have proceeded with the analysis of the gender dimension through the concept of power and its different forms. The conclusions were as follows: paternalistic protective type of power manifested in concluding sentences and high level of control in speech act.

The meditative description, reflected in Biden’s memoir, has supported the general tendencies and linguistic habits in the preceding subchapter and threw the light on his personal aesthetic system through the analysis of the formal dimension of the book and the practice of self-distancing. The key characteristics we have noticed were political synesthesia (also rhetorical), personal stylistic coherence (repetitions, metaphors).

CONCLUSION

As a result of the systematisation of the gathered information we have silhouette the possible navigation map for the linguistic personality analysis in relation to the discourse and pragmatic situations it operates in and is shaped of. We have emphasised the nexus between politics and language, language and ideology, where language is the tissue constituting the two. Also we have traced the most ubiquitous and established patterns in American political rhetoric.

We have explored Joe Biden's linguistic personality emanated in all its manifestations through different mediums be it social media, memoirs or official genres such as Inaugural Address and State of the Union Address. The gathered and systematised scientific publications on the topic dealing with the analysis of the American political rhetorical tradition and the inductive investigation of president's Biden political residue has shown that rhetoric of the current president tends to comply with the already existing patterns of political discourse, namely with hypostasis properties of the concept, rhetorical presidency, ideographs, style of an empty signifier, paranoiac style etc. Thus Biden is saturating a variable performing a functional role in the current political discourse, through complying with long historical development of American political rhetoric.

However, complying with the genres or conventions of the chosen medium for communication, outlined in the introduction, idiosyncratic peculiarities of one of the political actors, Joe Biden in our case, were still present, preserved in his personal preferences concerning stylistic dimension of the speech, among which repetitions and metaphors are dominating. Moreover, Biden articulates acoustic texts, be it direct citations or indirect allusions, alliteration or assonance, tonalities of the speech raising a number of interesting points for further research with the focus on personal diffused in public and public engendered by private.

On studying the linguistic profile of Joe Biden we have observed how the complex mechanism of personality's formation, minted by the language and language as a primary means of ideological or political unfolding fuse and influence each other

serve as a mirror reflecting complex patterns of human existence dissolved in language. We have seen that behind the convoluted structure of one's own personal linguistic expression one can observe more complex mechanisms of emergency, where personal *becoming* is colliding with the social *being* and could be traced by the changes in the language and vice versa.

The goals and objectives introduced in the opening of the investigation in question, namely the analysis of Joe Biden's linguistic profile and its relation to the political rhetorical tradition, dissect personal expression from the repeated analogous structures as well as tangle the investigations on personality, politics have been achieved and articulated above.

We have proved that linguistic profiling of a politician is a topical subject for linguistic investigations. The analysis of it and its function of one in the canon and discourse creation allows one to observe the peculiarities of the process along with their impact on the personal style and manner of expression. We have proved the adjustment of personal to the already existing paradigm of common, which in such a way eliminates the possibility of new diluting it in the old, but in such a way secures its own survival conforming to the language cooperative principle.

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ABSTRACT

Key words: Biden, rhetorics, linguistic personality, political discourse, ideology

The thesis in question deals with the concept of linguistic personality, its manifestation in political discourse, and the tension arising from the mutual becoming together of both. It treats linguistic personality as the emergent on the nexus between the idiosyncratic linguistic facets and the rooted communicative techniques. It thus aims to reconstruct the mechanisms of the discourse genesis as in relation to the actors input, and vice versa the conventional serving as a matrix for particular pragmatic choices of one. Hence, this thesis studies the linguistic profile of Joe Biden at the personal-conventional nexuses while paying particular attention to the mechanisms that furnished their conversions.

The study opens with the exploration of the linguistic personality concept incorporated in the political. Inquiring into the tradition of American rhetoric we attempt to reestablish the uniting threads of the individual expression with established articulation patterns.

The central part of the thesis is dedicated to the different forms of expressions of the “American politician” variable, where the conversion of the aforementioned nexus is taking place. It aims through the analysis of the available genres and the distillation of different levels of expression plain to uncover the rhapsody of personal linguistic profile in the established patterns. Another important nexus is thus authenticated; it is the representation of politics as linguistic execution, setting rhetoric as a necessary ideological component legitimising the idea of political institutions.