

A CRITICAL DISCOURSE ANALYSIS OF INTENTIONALITY STANDARD IN JOE BIDEN'S INAUGURAL SPEECH

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ABSTRACT

Language, as a tool of communication, is one of the main features that distinguishes human beings from other creatures. To use this feature cooperatively in communication, people have to produce texts (written or spoken) that meet the seven standards of textuality which are "cohesion, coherence, intentionality, acceptability, informativity, situationality and intertextuality". This study investigates how Biden regards intentionality standard in his inaugural speech. It aims to show how the president pays his attention to make his text cohesive and coherent and how he employs and observes the notion of speech acts and conversational maxims. The study concludes that Biden paid his attention to make his text communicative by regarding intentionality standard. He produces text that has cohesion and coherence property with employing to speech acts notion and observing for the four conversational maxims.

Keywords: *Inaugural Speech, Gricean Maxims, Textuality, Coherence.*

INTRODUCTION

In everyday life, as human beings, people cannot live without communication among them. They communicate with each other by different modes of discourse. They can use a spoken discourse or a written one and both of them can be considered as texts. According to Widdowson (2007: 4), "a text can be defined as an actual use of language, as distinct from a sentence which is an abstract unit of linguistic analysis". He says that we identify a piece of language as a text as soon as we recognize that it has been performed for a communication purpose.

Each text, in order to be communicative, Beaugrande & Dressler (1995: 536) say that it should satisfy seven standards of textuality. If any of these standards is not met, then the text will not be a communicative piece of language. So, the non-communicative texts are considered as non-texts.

These seven standards are " cohesion, coherence, intentionality, acceptability, informativity, situationality and intertextuality". intentionality (Intent.), deals with the attitudes of the text producer in that the set of sentences should form a cohesive and coherence text instrumental in fulfilling the producer's intentions. A text must be intended to be a text and accepted as such in order to be utilized in communicative interaction, i.e., the speaker or the writer of the text should intend it to contribute towards some goal and the listener or the reader of it should accept that it is satisfying some such objective.

To create a communicative text, new elected presidents always pay attention to all the previous standard of textuality in general and for Intent. Standard in particular. In their inaugural speeches, politicians always have a number of intentions that they want to deliver for the notion citizens in order to gain their support and trust. In addition, when they

speaking, they always take in consideration that their speaking should be accepted depending on culture conventions, people needs and context.

Depending on what have been mentioned previously, this study shades light on how Joe Biden adopts Intent. standard of textuality in his inaugural speech. The model of analysis is based on Beaugrande & Dressler (1995).

LANGUAGE OF POLITICS

Language is an important means of accomplishing the functions of communication. It can be regarded as a medium for delivering ideas, values, beliefs and it is also a means for transforming habits and thoughts. It can be stated at the center for discourse which is considered as a human activity. The discourse types are mainly classified as genres and each one of these genres has its own purposes, conventions and structures that distinguish it from other genres (Smith 2009: 55).

For Fairclough (2000:66), language is an important element in politics and political speech and that is because it works to assist politicians in transforming their intentions. It can be showed as more or less prominent part at any practice that has a social nature but at the social practice of the language which has a government nature, language can be showed as a large part of action. The style of communication process that the political leader follows, the discourse which is related to a specific political party, and the way in which language is utilized in the governing process have been realized as essential objects for studying what they can uncover in the contemporary politics and the language's salience in it.

INAUGURAL SPEECH

An inaugural speech is a kind of political discourse which can be considered as a chance for the politicians to speak for a mass of citizens. It is usually created after the victory in the election and it is accomplished through a ceremony for swearing. It is produced in the environment of celebration in order to entertain the audience. This occasion provides the speaker with a chance to value his/her supporters for

their supporting and presenting his own programs and the way to accomplish them (Alexieva, 1997: 4).

For Wodak and Kendall (2007) point out that the inaugural speech is actually delivered by tradition to ease the transition of power and unite the country after an election. Additionally, they add that it is created in order to open the way for a new beginning and that is when a new president gains the responsibilities. There are some objectives and aims that the president wants to deliver for the audience such as the continuous repetition of the past values, the description of political principles that lead the new government and showing how the president appreciate all these things.

MODEL OF ANALYSIS

De Beaugrande and Dressler (2002: 3) quote that the text is "A COMMUNICATIVE OCCURRENCE which meets seven standards of TEXTUALITY". If any one of these standards of textuality is not satisfied, then the text can be considered as not communicative one. De Beaugrande and Dressler (2002:48) state that these seven textuality's standards are "cohesion, coherence, intentionality, acceptability, informativity, situationality and intertextuality". When these seven standards interact with each other they will make the process of communication efficient.

In order to imitate a cohesive and coherent text, one must follow the conformity with Gricean maxims and develops the notion of speech acts to reach the desirable fetched intention. Beaugrande & Dressler (1992: 113) introduce the notion of *intentionality* to subsume the intentions of text producers. In the most immediate sense of the term, the initiator intends the language configuration under production to be cohesive and coherent text. A text must be intended to be accepted to be utilized in communicative interaction, i.e., the author of the text should intend it to contribute towards some goal and the reader of it should accept that it is, in fact, satisfying some such objective. More specifically, Hatim & Mason (1997) define the concept of intentionality from two highly abstract and relatively concrete terms: At a fairly high level of abstraction, intentionality involves the text producer's attitude that the text in hand should

constitute a cohesive and coherent whole and that it should intertextually link up with a set of socio-textual conventions recognizable by a given community of text users. At a more concrete level of analysis, on the other hand, intentionality comprises a set of goals. These may be achieved locally by relaying intended meanings or globally by contributing to the mutual dependence of the various intentions within an overall plan of the entire text.

It is clear, in real situations, that intentionality inevitably participates in the desire of the text producer to be part of certain social institutions and processes, to be oriented towards power or solidarity, or to adopt a certain distance in relation to the addressee and the object of the description (Hatim & Mason, 1997). The notion that intentionality fully satisfies texts with a coherent and cohesive texture is not entirely verified. To achieve the desired goal, one may violate the Gricean maxims when it is appropriate to achieve or indicate the intended meaning or effect. As Beaugrande & Dressler (2002) point out: People can and do use texts which, for various motives, do not seem fully cohesive and coherent. We should therefore include the attitudes of text users among the standards of textuality. A language configuration must be intended to be a text and accepted as such in order to be utilized in communicative interaction. These attitudes involve some tolerance toward disturbances of cohesion or coherence, as long as the purposeful nature of the communication is upheld. The production and reception of texts function as discourse actions relevant to some plan or goal. In some cases, there are many highly conventional texts where format and sense clearly indicate the underlying purpose. Texts like instruction manuals, patents, and legal contracts likewise clearly indicate their underlying intentionality. At the other ends of the spectrum are difficult poetic texts whose intentions are more obscure (Neubert & Shreve 1992: 72).

DATA ANALYSIS

This section is dedicated to the analysis process of Joe Biden inaugural speech. This address has been presented in *January 2021*. It was under the title "This Is America's Day". The research will tackle

five samples from the address. These samples will be numbered from 1 to 5.

A. Sample One

"We look ahead in our uniquely America way-restless, bold, optimistic – and set our sights on the nation we know we can be and we must be. I thank my predecessors of both parties for their presence here and I thank them from the bottom of my heart. You know the resilience of our constitution and the strength of our nation"

To analyze each text's texture, there should be an analyzing for its cohesion and coherence. Dealing with this text's cohesion, the president uses a number of cohesive ties. He utilizes the grammatical cohesion of reference by using the possessive pronoun "**their**" to indicate "**my predecessor's presence**", he also uses the anaphoric reference "**them**" to refer back to the same item. There is also an intentional deletion for the words "**you know**" before the phrase "**the strength of our nation**" and that is because of the previous mentioning of them. The lexical cohesion presences here by using the synonyms "**America and nation**". Also, there is a repetition for some items such as "**nation**" to emphasis its importance. Lexico – grammatical cohesion is represented in the text by the using of the conjunction "**and**" to express the sense of addition. Speaking about the text's coherence, it can be said that the text's configurations are mutually accessible and relevance in that each sentence has a relation to the next one, so there is a sequential relation. The president presents his thanking to his predecessors in one phrase then continuous to present ideas that have relations to that sentence. Also, there is a global coherence in that all the phrases have unity and present one theme which is praising.

Generally speaking, this group of sentences presents a collection of more than one illocutionary SAs. The politician uses first an indirect expressive when he describes the "uniquely American way", then he moves to the direct expressive illocutionary act when he expressed his thanking for the previous American presidents from the both parties. He utilizes the direct way in order to make thanking more effective. Dealing with the text from another point, these sentences present a cooperative text, in that, the

speaker observes, to some extent, the four conversational maxims in expressing his ideas. It can be said that the only non-observing happened when the president describes the American way by more than one adjective, but this non-observing for the quantity maxim leads to a strength in the quality one. Concerning the two other maxims, the president observes the relation maxim by paying his attention to the both conversational goals which are the social and personal goal. He gains the social goal by observing the politeness principle in using thanking words that the previous leaders want to hear. Also, he gains the personal goal in that he will receive the support of those previous presidents. Speaking about the fourth maxim, the manner maxim, Biden uses a very clear and easy language to express his ideas and makes an ordered way in doing that.

B. Sample Two

"I ask every American to join me in this cause. Uniting to fight the common foes we face: Anger, resentment, hatred. Extremism, lawlessness, violence. Disease, joblessness, hopelessness. With unity we can do great things and important things. We can put people to work in good jobs, we can teach our children in safe schools, we can overcome this deadly virus, we can reward work, rebuild the middle class and make health care secure for all. We can deliver racial justice and We can make American, once again, the leading force for good in the world "

The speaker creates this section of his inaugural speech with more than one cohesive tie. He uses the grammatical reference, which is nominal, by utilizing the pronoun "**me**" to refer back to the pronoun "**I**" in the first line. He uses the grammatical ellipsis by beginning the second phrase with "**uniting**" instead of "**I ask you for uniting**". There is also another type of ellipsis before the words "**important things**" which can be preceded by "**with unity we can do**". By using "**this deadly virus**", "**this**" can be considered as an exophoric reference (which is demonstrative) that supposed by the speaking context. The lexical cohesion is used here by the president in the form of repeating some words such as "**things**". Also, there is a collocation by using words that have part to part relation which are "**anger, hatred, violence...**".

Lexico – grammatical is used here in using the conjunction "**and**". Speaking about this text's coherence, it can be said that the text's elements have the property of connectedness in that each phrase has a relation to the preceding and the previous one. For instance, when the president speaks about the unity, he gives a number of problems that will end with the process of uniting, on the other hand, he gives a number of good and important things that will happen as a result for unity. So, the two types of coherence which are the linear and global coherence are available in this text in addition to its connectedness, consistency and relevance.

Concerning the illocutionary SAs., this text represents a combination of direct and indirect directives. By saying "I ask every American to join me in this cause", the speaker expresses in a direct way his request to the audience to be with him in order to reach for the intended goal which is "**unity**". In the rest of the text, the president explains what the steps are to gain that goal by using indirect directives. Referring to the conversation maxims, Biden presents a lot of information more than what is required in order to make a strong effect on the audience. He states more than one sentence in the sake of expressing the causes and effects of unity on the society and in doing that he observes the maxim of quality more than that of quantity. About the maxim of relation, the president talks about things that have a big relation to what each citizen wants to gain when he elects a specific person to be a president. He utilizes the pronoun "**we**" in a big amount to express his inclusion with the audience and in doing that he gives a special attention to the social goal from the communication process that will lead to gain the personal goal which can be the persuasion of the citizens to be with the president in doing what he wants to do. Finally, Biden utilizes an orderly way in expressing the information in that he begins with the negative things that will happen if there is no unity among the citizens then he moves to the positive results for that process.

C. Sample Three

"To all those who supported our campaign I am humbled by the faith you have placed in us. To all those who did not support us, let me say this: hear me

out as we move forward. Take a measure of me and my heart, and if you still disagree, so be it "

Expressing the text's cohesion, the president utilizes a number of cohesive ties. He uses a number of grammatical references by the applying of nominal anaphoric, such as "**our, us, me**". He also uses the grammatical substitution (which is nominal) by replacing "**disagree**" with "**it**". Ellipses is used also by the intended deletion of the words "**take a measure**" before the phrase "**my heart**". the lexical cohesion is utilized in the form of repeating the phrase "**to all those**" to give the sense of importance and sameness to the people of the both sides (who support and who don't support the president). There is also a utilizing of the Lexico-grammatical conjunction when the president uses the word "**and**" to express the sense of addition. Speaking about coherence, the text has that sense and that is because of the use of conventional things that have a big touch to the audience life. For each person there are some people who support him and in contrast there are some others who do not agree with him. So, by using this comparison, Biden makes the audience feel what they hear and trace their natural schema about things. Also, there is a connectedness among the phrases that makes the listener expects what will be said later. So, there is a sequential or linear coherence and global one in the text.

Concerning the illocutionary SAs., this text has been said with a direct directive. The president addresses the people directly that he is humbling and thanking those who supported and elected him and asks the others to give him a chance in order to see what he will do for them. He asks those who do not agree with him and didn't vote for him to "take a measure" of him and if they still on the same opinion they can still on it. Dealing with the cooperative principle and its four maxims, it can be said that the speaker here presents a balanced content. He determines the both maxims of quantity and quality in that he presents a full information without any missing thing but at the same time he doesn't give more than what is required. Also, he speaks about things that can be considered as truth and have the evidence. In determining the third maxim, the relation maxim, the speaker states things that have a relation with the topic and takes in consideration the both conversational

goals. He pays attention about the politeness principle in that he thanks the both sides (the supporters and the others) and as a result this will lead to gain the personal goal which is the persuasion of the not supporters people to take a measure of the new elected president. Finally, Biden uses a very simple words and gives a consideration to the clarity principle in order to observe the manner maxim. He also presents an ordered message from general to specific. So, he presents an understood text.

D. Sample Four

"We will repair our alliance and engage with the world once again. Not to meet yesterday's challenges, but today's and tomorrow's. We will lead not merely by the example of our power but the power of our example. We will be a strong and trusted partner for peace, progress and security "

In this text, the politician utilizes a good number of cohesive ties to express the text's texture and unity. He uses a number of grammatical, nominal references such as "**we, our**". He also uses the grammatical ellipsis in more than one position in order to avoid the saying of what has been said previously. There is ellipsis before the words "**engage with the world**" which can be said as "**we will engage with the world**". Also, there is ellipses after the words "**today's and tomorrow's**" which can be stated as "**today's challenges and tomorrow's challenges**". The speaker uses two types of Lexico-grammatical conjunction which are "**but**" that gives the sense of contrast and "**and**" that expresses the sense of addition before the word "**security**". There is also a lexical cohesion by means of collocation in using the word "**peace, progress and security**" which represents part to part relation. Speaking about coherence, it can be said that the speaker talks about general things that are related to all the American not a specific group of them. All the sentences have the same idea and the text at all have the same theme which is making America a good partner for its friends in order to gain peace, progress and security. So, the text has the global coherence. In the other hand, there is also a sequential or linear coherence in that each phrase can be considered as a preface to the next one and that gives the sense of connectedness, consistency and relevance.

Dealing with the illocutionary SAs., this text has been said with a direct commissive. The president in these sentences give a promise to the audience that he will fix the old alliances with America's partner in order to resolve the challenges that face them in the present and the future. To speak about the four conversational maxims, it can be said that the president with his promises observes the two first maxims which are the quantity and the quality maxims. He gives a good range of information that are not more or less than what is required. He also observes the truthfulness principle in saying that "*we will repair our alliances and engages with the world once again*" which means that these old "*alliances*" was a good thing that led America to be engaged with the world. About the relation maxim, the president here determines the social goal more than the personal goal. He uses the pronoun "*we*" in order to express the sense of inclusion and make the people feel that the speaker one of them. Also, he speaks about things that represent something important for all the citizens. Finally, he observes the manner maxim in that he pays a consideration to present the information with an ordered way by using simple, clear and understood words.

E. Sample Five

" I will always level with you and I will defend the constitution. I will defend our democracy and I will defend America. I will give my all in your service thinking not of power but of possibilities. Not of personal interest but of public good. And together, we shall write an American story of hope, not fear. Of unity, not division, of light, not darkness. An American story of decency and dignity, of love and healing, of greatness and of goodness"

Beginning with cohesion analyzing, it can be said that the speaker uses more than one personal and possessive pronoun which are "*we, our, I and us*" to refer back to himself and the audience. This text has been constructed with a wide range of ellipses. There is a grammatical ellipsis before the words "*of possibilities*", "*not of personal interest*" and "*of the public good*" which can be stated as "*thinking of possibilities*", "*thinking of personal interest*" and "*thinking of public good*". Another positions that have

elliptic words are before the words "*fear*", "*of unity*", "*division*", "*of light*", "*darkness*", "*dignity*", "*of love*", "*of healing*", "*of greatness*" and "*of goodness*". Each word from the previous group can be preceded by the phrase "*An American story*". In the text, there are two types of lexico-grammatical cohesion which are, "*but*" that gives the sense of contrast and "*And*" that gives the sense of addition. The text also has been filled with the lexical cohesion that is represented by collocation. There is a relation of anatomy between the words "*hope, fear*", "*unity, division*" and "*light, darkness*". Dealing with coherence, it can be said that the text has the two types of coherence which are the linear and global coherence. It has the linear or sequential coherence in that the sentences have relations among them and each sentence gives some hints to the next one. For example, When the speaker speaks about the defend of constitution, so, the listener will expect that the next sentence will be about the democracy. It is something conventional in their culture. Also, the text has a global coherence in that it has the properties of connectedness, consistency and relevance. All the sentences have been created to convey the same idea and the text at all has been constructed with the same theme. The text also fills with the contrasted words, so, when the president presents a word, the listener will expect its coming anatomy.

Concerning the illocutionary SAs., it can be said that this text has been presented with direct Commissives. In that, the president presents a wide number of sentences with the auxiliary verb (*will*) which represents something that will happen in the future. So, Biden in doing that presents a number of promises that he undertakes to do in his era. Speaking about the conversational maxims, it can be said that the politician states his promises by utilizing a wide range of phrases to create a related idea. So, in doing that he observes the quality maxim more than the quantity one. About the third maxim, which is the relation maxim, Biden observes the social goal more than the personal one in that he says "*I will give me all in your service*" and "*Not of personal interest*". He determines the principle of politeness in that he gives the hearers what they need to hear from a new elected politician to be their president. Finally, Biden

observes the manner maxim by his using for a clear and understood words

CONCLUSION

The investigation for the Intent. in the current study has yielded the following conclusions. It is found that the selected American president created communicative texts in that he pays his consideration to the standard of textuality intentionality. The American president gives a special consideration to the cultural conventions in order to gain the audience acceptance. In investigating cohesion, it is found that the president used all the types of the cohesive ties in order to connect his texts' fragments. Dealing with coherence, the president paid his attention to make his speech coherent. he presented text that has unified theme and related sentences. He also gave his

consideration to make his address conforms the conventional schema of the audience and that is because he shares the audience their culture and background. Speaking about the illocutionary SAs., it is found that Biden used all the types of speech acts except the assertive SA. In investigating the president's observing for the four conversational maxims, it is found that the president in most of the times observe the quantity and quality maxims in that they give the required information with determining his accuracy and truthfulness. He observed the relation maxim in that he presented his speech by giving his consideration to the information's' relatedness to the inaugural topic and the gaining of his conversational goals. Finally, he observed the manner maxim in that he created ordered text with clear and understood words.

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