Persuasion in a Political Speech: An Analysis of Joe Biden's Speech "Remarks on School Shooting in Uvalde, Texas"

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ABSTRACT

Political speeches have long been recognized as a powerful means of communication employed by political leaders to influence public opinion and garner support for their agendas. In line with this statement, this study examines the persuasive language used in political speeches with a focus on personification, self-disclosure, and conversational style. Electronic Eloquence Model is used to identify the persuading techniques employed by political speakers and their effects on participation and perception. Joe Biden's speech transcript was analysed to find examples of the three convincing factors. The results shed light on the role of personification, self-disclosure, and conversational style in capturing the audience's attention and creating a sense of connection. In depth understanding of how these techniques were used in political communication were evident. The importance of persuasive language in political discourse was underlined, along with any possible implications for effective public participation and communication. Overall, this study advances the field of linguistics and provides insightful information about the dynamics of persuasion in political speeches, opening the door to more investigation in this field of research.

Keywords: Persuasion, persuading techniques, political speech, Electronic Eloquence Model, linguistics

INTRODUCTION

The use of persuasive language and rhetorical techniques plays a vital role in capturing the attention of the audience and effectively conveying political messages (David, 2018). Furthermore, the advent of modern media platforms, including social media, has revolutionised the landscape of political communication. Politicians now have access to a broader audience and are able to utilise various media channels to disseminate their speeches and engage with the public (Bennini, 2019).

The Electronic Eloquence Model, developed by Jamieson (1990), offers valuable insights into the art of persuasion and effective communication, particularly in the realm of politics. This model highlights the significance of establishing strong connections with the audience and adapting persuasive strategies to the evolving media landscape (Norrabiyah Ithnin et al., 2020). It identifies five key characteristics of electronic eloquence namely personalization, self-disclosure, conversational style, verbal distillation, and visual dramatization. These elements serve as powerful tools for politicians to engage with their audiences and shape their discourse.

In the context of political speeches, politicians have been observed incorporating the elements of persuasion from the Electronic Eloquence Model to effectively communicate their messages and garner support (Norrabiyah Ithnin et al., 2020). Notably, personification, self-disclosure, and conversational style have emerged as prominent features of persuasive language employed by politicians.

Some studies have shown the use of linguistic elements by politicians when giving out their political speeches. Politicians tend to create an ideology and have the public willingly accept the ideas as their own, without any

further explanation (David, 2018). According to a study by David (2018), the wide range of potential linguistic choices that a politician can make to increase their discourse may have a major effect in creating an ideology that could lead the people to easily accept their arguments. The politicians often play with the audience's presuppositions by selecting and evading certain linguistic choices to increase the credibility of their assertions and words. This is to create and diffuse a certain type of ideology. The absence of studies on Joe Biden's speech, "Remarks on School Shooting in Uvalde, Texas" in relation to the Electronic Eloquence Model, as explored in this research, highlights a significant gap in the literature that this study aims to address.

Undeniably, persuasive language is used in a variety of settings, including in advertisements and newspapers. This includes numerous forms of persuasive speeches like factual persuasive speeches, value persuasive speeches and policy persuasive speeches (Peters & Hoetjes, 2017). However, this study focused solely on the analysis of persuasive language in political speeches, specifically Joe Biden's. Therefore, the study's findings and recommendations are specific to the field of political disclosure and cannot be applied to other settings. It is also vital to acknowledge the inherent limitations pertaining to the subjective nature of linguistic analysis (Saldanha & O'Brien, 2014). Linguistic interpretation can very significantly among researchers due to personal biases. This subjectivity may influence the findings and interpretations presented in this study.

The purpose of this study is to analyse the persuasive language used by Joe Biden in his speech titled "Remarks on School Shooting in Uvalde, Texas." The analysis focused specifically on how Joe Biden employed the elements of personification, self-disclosure, and conversational style, utilising the framework provided by the Electronic Eloquence Model. To achieve this objective, a comprehensive examination of Joe Biden's speech was conducted, applying the lens of the Electronic Eloquence Model.

LITERATURE REVIEW

Persuasive Language

The goal of a persuasive speech is to persuade the listener to agree with a particular idea, assertion, or point of view. Politics, advertising, education, activism, and any other field where the ultimate objective is to change someone's thinking place a high value on it (Yasser et al., 2020). Factual persuasive speeches, value persuasive speeches, and policy persuasive speeches are the three different categories of persuasive speeches (Cathy, 2018). A claim's truthfulness is discussed in factual persuasive speeches to support the argument being made. Value-based persuasive speeches raise the issue of what is morally right or wrong and if those distinctions can be supported by evidence. To persuade an audience to accept or reject a policy, candidate, or rule, policy persuasive speeches are made. It demands a particular action, whether it should be taken or not. One goal of persuasive speeches is for the speaker to develop a relationship with the audience, as being well-understood by the audience promotes trust in a speaker (Alissa, 2018). Another goal of persuasive speeches is to evoke emotional responses from the audience, as emotions can be powerful motivators in influencing their beliefs and actions. Rocklage (2018) stated that when speakers use persuasive language to tap into the audience's emotions, they can create a stronger connection and engage them on a deeper level. Therefore, these goals are in line with the frame of this study, in analysing the persuasiveness of a speech in the aspects of language usage, specifically on the elements of personification, self-disclosure and conversational style, as suggested by Jamieson (1990).

Theoretical Background

In analysing the intricacies of persuasive language in political speeches, this study delved into the theoretical framework provided by the Electronic Eloquence Model, as developed by Jamieson (1990). Jamieson (1990) created the Electronic Eloquence Model, which has important value for comprehending the dynamics of persuasion in today's world. This model offers useful insights into the persuasive tactics used in online settings, making it particularly pertinent to the analysis carried out in this study, as emphasised by Wan Hanafi and Ab. Rashid (2017, as cited in Norrabiyah Ithnin et al., 2020).

The developing trends in persuasion in the media age were what inspired Jamieson to create the Electronic Eloquence Model (Norrabiyah Ithnin et al., 2020). The Electronic Eloquence Model encompasses several key characteristics that contribute to effective persuasion. Firstly, personification plays a crucial role in establishing a connection between the speaker and the audience. By tailoring the message to resonate with the audience's individual experiences and concerns, speakers can enhance their persuasive impact. Additionally, self-disclosure involves the sharing of personal thoughts, feelings, and experiences, allowing speakers to establish credibility and authenticity.

Conversational style is another vital aspect of the Electronic Eloquence Model, emphasising the use of informal language, engaging transitions, and a more relaxed tone. This approach fosters a sense of familiarity and encourages a deeper connection with the audience.

Moreover, verbal distillation refers to the art of condensing complex ideas into succinct and accessible language, making the message more digestible and memorable for the audience.

Visual dramatisation, as a component of the Electronic Eloquence Model, highlights the use of visual aids and storytelling techniques to enhance the persuasive impact. Incorporating vivid and compelling visuals can captivate the audience's attention, evoke emotions, and reinforce the speaker's message.

In-depth explanation of the elements persist in Joe Biden's speech are explored by utilising the Electronic Eloquence Model. The specific persuasive strategies employed are:

A. Personification

Personification, as described by Borchers (2013, as cited in Norrabiyah Ithnin et al., 2020), involves the act of presenting ideas or concepts using vivid visual representations. It is a technique used by persuaders to engage the audience's imagination and evoke a strong visual response. By assigning human qualities or characteristics to abstract ideas or inanimate objects, persuaders create a relatable and tangible representation of their message.

For instance, in a political speech addressing the need for unity, a persuader may personify the concept of "unity" by describing it as a powerful force that brings people together, using vivid language and imagery to evoke a sense of togetherness and shared purpose (McKeague et al., 2009). This personification allows the audience to mentally visualise and connect with the idea of unity, making it more compelling and impactful.

Through the use of personification, persuaders bring their ideas to life in the minds of the audience, making their message more engaging and memorable. The visual and emotional impact of personification enhances the persuasive power of the communication, allowing the audience to connect with the message on a deeper level.

B. Self-Disclosure

Self-disclosure, as described by Chen (2017), involves the act of sharing personal experiences and narratives by persuaders. It is a persuasive technique that aims to establish trust, foster relationships, and promote mutual understanding between the persuader and the audience. By revealing personal insights, convictions, or emotions, persuaders create a sense of authenticity and transparency, strengthening the connection with their audience.

For example, in a political speech advocating for healthcare reform, a persuader may share a personal story about a family member who struggled to access necessary medical treatment. By disclosing this personal experience, the persuader not only demonstrates their commitment to the cause but also invites the audience to empathise and relate to the issue on a more personal level. The self-disclosure creates a bond of shared experience and reinforces the persuader's credibility.

Through self-disclosure, persuaders tap into the power of personal narratives to engage the audience emotionally and establish a sense of shared understanding (Spence et al., 2020). By sharing their own experiences, they create a relatable and empathetic connection that strengthens the persuasive impact of their message.

C. Conversational Style

Conversational style, as described by Norrabiyah Ithnin et al. (2020), involves the use of informal language and a more approachable tone in persuasive communication. Rather than relying on complex vocabulary or technical jargon, persuaders employ simple and relatable language to engage their audience. The aim is to establish a sense of closeness and intimacy, ensuring that the message is easily understood and effectively conveyed.

For example, in a persuasive speech advocating for environmental conservation, a persuader using a conversational style may opt for everyday language and avoid technical terms or complicated scientific explanations. By speaking in a manner that resembles a friendly conversation, the persuader connects with the audience on a personal level, making the topic more accessible and relatable. This conversational approach creates a sense of familiarity and encourages active engagement from the audience (Radzuwan Ab Rashid et al., 2016).

Conversational style in persuasive communication involves the use of informal and accessible language to establish rapport and enhance audience engagement. By adopting a conversational tone and avoiding complex vocabulary, persuaders can effectively connect with their audience, foster understanding, and encourage active participation in the persuasive process.

D. Verbal Distillation

Verbal distillation, as identified by Jamieson (1990), involves the skillful summarization of a main narrative or idea using concise and impactful language (Ni et al., 2023). In persuasive communication, eloquent persuaders possess the ability to distil complex subjects or messages into a few powerful and emotionally resonant words or phrases.

For instance, in a marketing campaign promoting a new product, a persuader employing verbal distillation may capture the essence of the product's benefits in a succinct slogan or tagline. By condensing the message into a few carefully chosen words, the persuader aims to create a memorable and impactful impression on the audience. This concise expression effectively communicates the essence of the product without overwhelming the audience with lengthy explanations or technical terminology.

E. Visual Dramatisation

Visual dramatisation, as emphasised by Norrabiyah Ithnin et al. (2020), plays a significant role in enhancing the credibility and impact of persuasive communication. By incorporating visual elements such as photographs, persuaders create compelling and memorable scenes that resonate with the audience.

For example, in a political speech, a persuader may include photographs that depict the real-life consequences of a particular issue. By presenting images of individuals affected by a social problem, such as poverty or environmental degradation, the persuader elicits emotional responses from the audience and strengthens the impact of their message. The visual dramatisation of these moments helps the audience form vivid and lasting impressions, fostering a deeper connection and understanding of the persuasive content (Radzuwan Ab Rashid et al., 2016).

However, for the purpose of this study, the focus will be solely on three elements of the Electronic Eloquence Model: personification, self-disclosure, and conversational style. These specific elements will be examined in

Joe Biden's speech, "Remarks on School Shooting in Uvalde, Texas." By analysing these elements, we can gain insights into the persuasive language strategies employed by Joe Biden in this particular speech.

Previous Research

A. The use of Personification

Personification can make a message come alive in a person's mind (Norribiyah Ithnin et al., 2020). This happens as personification gives human emotions to inanimate objects. Persuaders tend to use their emotions when persuading or giving a speech to strengthen their story and make it more appealing to their listeners. Politicians mostly use this characteristic and include real life experiences in their speeches to identify and establish rapport with the audience (Norribiyah Ithnin et al., 2020). This can also aid in building intimacy with the audience as persuaders will tell stories and create images that could capture the audience's feelings.

In personification, persuaders often use casual, general or representative ways when talking to an audience. This study delved into Joe Biden's speech in terms of how he uses personification, whether it is used casually, generally or representatively. A study by Zhang (2021) states that people say or use casual words to portray personification. In this study, Joe Biden's casual way of making his speech was analysed. Casual refers to the way persuaders talk when persuading. Using words like "*hey*" or "*ya know*" indicates casualness between the persuader and the audience. Other than that, the author also explains that persuaders use a general way of talking so that their listeners can create images in their minds. This will help them imagine things and understand them better. Persuaders often use this to deliver a more vivid image of a subject they are referring to by the addition of human qualities and emotions (Ichar & Johannesen, 2017). Furthermore, personification is also seen to be a visible representation of something abstract (Delbaere et al., 2011). People use representative ways of talking to explain their thoughts clearer so that their audience can get a better picture of what they are saying.

A study by Norrabiyah Ithnin et al. (2020) explained that influencers often use personification through their writings on social media. One of the respondents that was analysed in the study is Asma Nasaruddin; a full-time lifestyle content creator and entrepreneur (Nasa Maria Entaban, 2023). It is seen that she likes to design her writing in a way that requires the readers to interpret the message pragmatically. This happens while taking into consideration the context of what Asma is trying to convey. Asma's writing prompts her readers to use their imagination to picture the message she tries to express. An example from what Asma shared on her social media, Instagram is a picture of Wisteria flowers with a caption about the good qualities of a human being. She managed to include the imagery element in her posting which is figuratively expressed through the representation of fully blossomed Wisteria flowers. This study showed the use of personification, self-disclosure and conversational style by influencers in their postings on social media.

B. The use of Self-Disclosure

Self-disclosure seeks to develop trust and foster relationships that could result in improved understanding between the two parties by having persuaders and their audience participate in a reciprocal process (Radzuwan Ab Rashid et al., 2016). This component helps the persuasive process since the persuaders provide the background of their convictions. Self-disclosure may range from sharing personal thoughts to sharing feelings and showcasing your experiences that an audience is unlikely to learn from someone else (Spence et al., 2020). The author then explains more that the exposure of intimate things allows audiences to understand a persuader better and attributes it to their behaviours. This will somehow strengthen the relationship between an audience and its persuader. Other than that, persuaders utilise narrative and storytelling about the persuaders' own experiences to aid in persuading as the persuaders give the background of their own beliefs.

This study has unravelled the ways Joe Biden uses self-disclosure by giving his personal thoughts, expressing feelings and sharing experiences in his speech. Personal thoughts refer to a persuader's own opinion towards a topic. Personal thoughts are said to be a way to strengthen the bond between a persuader and their audience as a persuader would tell things that have never been heard before (Radzuwan Ab Rashid et al., 2016). In

addition, expressing one's feelings also shows self-disclosure. This is because a persuader will be telling their audience personal information about themselves. This will make the audience believe what a persuader is saying even more as they can see how real their emotions can be while talking about a topic or subject (Spence et al., 2020). Other than that, persuaders also tend to talk about their experiences while talking or writing. Experience, in this sense, refers to what the persuader went through or how they encounter an event in their lives. Sharing stories about our experiences will grab the audience's attention and make them remember how we dealt with a certain subject.

Another study by Radzuwan Ab Rashid et al. (2016) which analysed websites promoting fitness programmes, showed the use of self-disclosure in their postings. In a paragraph, the author showed one of the postings from the website, stating that a family member has an autoimmune disease that hinders them from losing weight. This is an attempt made by the persuader, or in this case, the writer of the website to develop intimacy and gain trust from the readers in selling fitness books. This study also showed the use of personification, self-disclosure and conversational style in a different setting, which are websites that promote fitness programmes. It uses a different approach but has the same impact on its readers.

C. The use of Conversational Style

Radzuwan Ab Rashid et al. (2016) cited Borchers (2013) declaring that "*how the words in speech are employed as well as the way those words are presented to the audience*" is what is meant by conversational style. By using straightforward language and minimising the use of jargon or other pompous terms, this strategy also aims to establish closeness with the audience and prevent confusing or misleading them, which will detract from their interest and attention. The author also stated that contractions, informal transitions and incomplete sentences are commonly found in conversational style. This study deciphered the ways Joe Biden used contractions, informal transitions and incomplete sentences in his conversational style when giving a speech.

The first element of conversational style utilised in this study is the use of contractions. The usage of contractions like 'I've' and 'don't' create a sense of personal meaning in stories (Norrabiyah Ithnin et al., 2020). The persuader becomes informal and engaging by using a conversational approach, which creates a space for the audience to identify with the persuader.

Another element of conversational style, informal transitions, refer to words like "then" or "so" when jumping from one topic to another. Persuaders use informal transitions to create a close bond between them and the audience. This makes their audience feel like they are approachable and make them feel interested to learn more about what is being said.

Other than that, the use of incomplete sentences shows a casual way of talking. A persuader who commonly uses a conversational style will tend to break a few grammar rules by saying or writing incomplete sentences (Radzuwan Ab Rashid et al., 2016). By using incomplete sentences, persuaders seem to be more "clear spoken" as opposed to being overly formal, which could further alienate the audience from the persuader.

Apart from analysing self-disclosure, the study by Radzuwan Ab Rashid et al. (2016) which analysed websites promoting fitness programmes also studied the conversational style used in these websites. A posting was analysed and it is seen that persuaders tend to introduce themselves in a casual and approachable manner, using the contraction 'I'm'. In addition, the word "come on," which is typically used in chats between close friends, is purposefully employed in the language to build a personal connection between the persuader and the readers. Simple and informal vocabulary is employed to prevent ambiguity and to keep readers' interest in the text because they are geographically dispersed and may not be fluent in English (Radzuwan Ab Rashid et al., 2016).

METHODOLOGY

The study used the Electronic Eloquence Model in particular as a framework to examine and understand the speeches' persuasive components. This model provides insightful information about how people use

persuasion tactics in online settings. The qualitative research design offers the most suitable framework for this investigation, considering the study's objectives and its nature.

The primary research source for this study is an analysis of Joe Biden's political speech titled "Remarks on School Shooting in Uvalde, Texas". This speech was selected due to its contemporary relevance, facilitating a more straightforward analysis. The Miller Centre website (https://millercenter.org/the-presidency/presidential-speeches), which houses presidential speeches from George Washington to the current president of the United States, Joe Biden, is where the speech's transcript was found. Sentences from the transcript were thoroughly scrutinised one at a time to guarantee a complete study of the persuasive language used.

The selected excerpts were analysed line by line. Thematic analysis was done to identify and interpret patterns and themes related to personification, self-disclosure, and conversational style within the analysed excerpts. The results were presented and organised in tables according to each element of the Electronic Eloquence Model. For instance, there is a table for the element of personification, that was categorised into three, casual, general, and descriptive manner. It is similar for the other elements, self-disclosure and conversational style. This will make it easier to understand the analysis conducted on Joe Biden's speech and will make the research more organised.

FINDINGS

A. Personification used by Joe Biden in his "Remarks on School Shooting in Uvalde, Texas" speech

Table 1: The personification used in the speech

Elements	Excerpts	Explanation
Casual	*"Deer aren't running through the forest with Kevlar vests on, for God's sake."*	This excerpt personifies deer to emphasise the absurdity of the idea that assault weapons are necessary for self-defence, adding a casual and informal tone to the statement.
General	*"There's a hollowness in your chest, and you feel like you're being sucked into it and never going to be able to get out."*	This excerpt personifies the feeling of loss and grief, describing it as a physical sensation to evoke a general sense of empathy and understanding.
Representative	*"Beautiful, innocent second, third, fourth graders."*	Here, the speaker personifies the elementary school children by highlighting their innocence and beauty, representing the entire group of young children affected by the tragedy.

Table 1 shows the personification used in the speech- providing a systematic overview of the identified persuasive elements of personification, focusing on casual, general and representative ways of communicating, along with their corresponding examples within the speech.

Under the findings related to personification, a careful analysis of the selected excerpts from Joe Biden's speech revealed the skilful use of casual personification, which humanised abstract concepts and made them more relatable to the audience. The general personification employed by Biden invoked collective experiences and emotions, creating a sense of unity and shared understanding. Additionally, representative personification was strategically employed to give voices to specific groups or individuals, amplifying their perspectives and generating empathy among the listeners. These observations indicate the persuasive power of personification in political communication, as it enhances the audience's emotional connection and reinforces the speaker's message.

B. Self-disclosure used by Joe Biden in his "Remarks on School Shooting in Uvalde, Texas" speech

Table 2 addresses self-disclosure element persisted in the speech, focusing on conveying personal thoughts, feelings and experience when communicating, along with their corresponding examples within the speech.

Table 2: The self-disclosure used in the speech

Elements	Excerpts	Explanation
Personal thoughts	*"To lose a child is like having a piece of your soul ripped away."*	This excerpt reveals the speaker's personal perspective and deep emotional connection by comparing the loss of a child to a profound and soul-impacting experience.
Feelings	*"I am sick and tired of it. We have to act."*	Here, the speaker openly expresses their frustration and weariness regarding the recurring incidents of gun violence, revealing their personal feelings and a call to take action.
Experience	*"And it's a feeling shared by the siblings, and the grandparents, and their family members, and the community that's left behind."*	This excerpt acknowledges the shared experience of grief and loss among various individuals affected by the tragedy, highlighting the speaker's understanding of the broader impact.

In terms of self-disclosure, the examination of Joe Biden's speech excerpts uncovered the profound impact of personal thoughts, feelings, and experiences shared by the speaker. Biden's candid and authentic self-disclosure allowed the audience to glimpse his genuine emotions and convictions, fostering a sense of trust and authenticity. By sharing relatable anecdotes and personal narratives, Biden established a connection with the audience, making his message more relatable and compelling. This observation highlights the significance of self-disclosure as a persuasive element, as it enables speakers to establish rapport and credibility with their audience, ultimately influencing their attitudes and behaviours.

C. Conversational style used by Joe Biden in his "Remarks on School Shooting in Uvalde, Texas" speech

Table 3: The conversational style used in the speech

Elements	Excerpts	Explanation
Contractions	*"And how many scores of little children who witnessed what happened see their friends die as if they're on a battlefield, for God's sake."*	The contraction "*They're*" is used instead of "They are." The use of contractions adds a conversational and informal tone to the speech that enhances its emotional impact, allowing the audience to better connect with the sentiments expressed by the speaker.
Informal transitions	*"And don't tell me we can't have an impact on this carnage."*	The use of the phrase *"don't tell me"* introduces an informal transition, indicating the speaker's direct and assertive tone while dismissing potential objections.
Incomplete sentences	*"Why? They have mental health problems. They have domestic disputes in other countries. They have people who are lost."*	These fragmented sentences reflect the speaker's thought process and conversational style, emphasising the rhetorical questions and providing concise statements to address potential counterarguments.

Table 3 presents the conversational style used by Joe Biden in his speech. The persuasive elements of conversational style identified are in using contractions, informal transitions and incomplete sentences when giving out his speech, along with the corresponding examples within the speech.

Regarding conversational style, the analysis of Joe Biden's speech excerpts revealed the deliberate use of contractions, informal transitions, and incomplete sentences to create a conversational tone. This style

mimicked everyday language and facilitated a sense of familiarity and approachability. By employing contractions and informal transitions, Biden engaged the audience in a more relaxed and informal manner, establishing a sense of camaraderie. The use of incomplete sentences added a conversational rhythm and emphasised key ideas, capturing the audience's attention and reinforcing the persuasive impact of the speech. These findings underscore the significance of conversational style in political communication, as it enhances audience engagement and receptivity to the speaker's message.

DISCUSSION AND CONCLUSION

The findings of this study provide valuable insights into the persuasive language techniques used in political speeches, specifically focusing on the elements of personification, self-disclosure, and conversational style. The analysis of Joe Biden's speech "Remarks on School Shooting in Uvalde, Texas" revealed the deliberate use of these persuasive elements to engage the audience and enhance the effectiveness of the speech.

Firstly, the implementation of personification was evident in Biden's speech, as he employed vivid and imaginative language to give life to abstract concepts and ideas. By attributing human qualities to non-human entities, such as using phrases like *"children witness their friends die as if they're on a battlefield"*, Biden aimed to evoke strong emotions and create a sense of urgency and empathy among the audience. David (2018) stated that this personification technique effectively conveyed the gravity of the situation and appealed to the audience's emotions. This is also aligned with a study conducted by Alemi et al. (2018) where they found that Barack Obama also used personification when giving his speech, to make his words seem more alive. Hilda Yumnawati Nurrosyidah (2016) also conducted a study and realised that in a speech by Joko Widodo, personification is one of the most used persuasion elements. Hence, this proves that personification is a persuasive technique that is widely used in political speeches around the world.

Secondly, the strategic use of self-disclosure allowed Biden to establish a personal connection with the audience. Through sharing his own experiences, thoughts, and feelings, Biden aimed to build trust and rapport. For instance, when he spoke about the loss of a child and the profound impact it has on a person, he tapped into a shared human experience, making the speech relatable and resonant with the audience. The use of self-disclosure can also be seen in a research by Adam and Veselá (2021) where they analysed Donald Trump's persuasive language and learned that he shares a lot of his thoughts in order to gain the trust of his audience. In addition, Former Algerian Prime Minister, Ahmed Ouyahia, was also seen using self-disclosure when giving his presidential speech in the Arabic language and in the French language (Elhai, 2020). Radzuwan Ab Rashid et al. (2016) stated that the self-disclosure technique enhanced the authenticity and credibility of one's message, fostering a deeper connection with the listeners. Therefore, it is clear that self-disclosure is a common element used in persuading people during political speeches.

Lastly, the adoption of a conversational style was evident in Biden's speech, characterised by the use of contractions, informal transitions, and incomplete sentences. By using simple and accessible language, Biden sought to bridge the gap between the speaker and the audience, facilitating better understanding and receptiveness to his message. According to Spence et al. (2020), this informal tone and language choice aimed to create a sense of familiarity and approachability, making the speech more engaging and relatable to the audience. Thi and Thanh (2022) agree to this as their research on Hillary Clinton's 2016 presidential election speech also shows the use of conversational style. This validates that conversational style is an important strategy used by politicians to persuade their audience.

RECOMMENDATIONS

Based on the findings and implications of this study, several recommendations can be made for future research in the field of persuasive language and political speeches.

Firstly, it is suggested that future studies explore the effectiveness of different persuasive techniques in political speeches across diverse cultural and linguistic contexts. This could involve comparing speeches

delivered by politicians from various countries and analysing how cultural factors influence the use and impact of persuasive language. Additionally, further investigation into the role of nonverbal communication, such as gestures and facial expressions, in political speeches could provide valuable insights into the nature of persuasion.

Furthermore, future research could delve deeper into the impact of persuasive language in different political contexts, such as electoral campaigns or public policy debates, to understand how persuasive strategies vary based on the specific goals and audiences involved. By addressing these research gaps, researchers can contribute to a more comprehensive understanding of persuasive language in political communication and its implications to the public.

*Disclaimer: This study is conducted solely for the purpose of analysing linguistic elements and language use in the speech. It is not intended to provoke or convey any negative sentiments toward the president or any associated parties.

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