
A CRITICAL DISCOURSE ANALYSIS OF RHETORICAL DEVICES

IN JOE BIDEN INAUGURATION SPEECH 2021

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Abstract: In this study, researchers used a descriptive qualitative method to analyze data on rhetorical devices and how this was applied in the inauguration speech for the 2021 United States president. This study used theory from Jones and Peccei (2004) and the CDA approach by Van Dijk at the microstructural level. This study aims to find out how the speaker conveys the implied meaning by using rhetorical devices and also to find out how this is constructed in this speech. After data collection, the data is identified and analyzed using rhetorical devices based on the theory of Jones and Peccei 2004 coupled with critical discourse analysis which is limited to the microstructural elements of Van Dijk's theory. The researcher found that the speaker used all kinds of rhetorical devices, except for euphemisms. Those rhetorical devices are metaphor, parallelism, the rule of three, and pronouns. There are 16 devices found in the data. Based on the findings, the most dominant is parallelism, this shows that speakers like to use similar structures in explaining and conveying the contents of speech without changing the context. In addition, it can be concluded that the use of rhetorical devices and critical discourse analysis approaches in delivering speeches can contribute to making speeches more interesting and memorable.

Keywords: *Rhetorical device, Microstructure, Joe Biden.*

INTRODUCTION

Language is the core to convey communication, a vehicle for transmitting messages, and a source of potential power (Salleh as cited in Nurkhamidah et al., 2021). Language is a powerful tool for expressing one's thoughts and ideas, both in spoken and written form. In political speech, language plays an important role because it builds, forms, and strengthens relationships, expresses ideas, as well as sells programs and policies. Because of it, language has become an important issue in politics (Ayeomoni & Akinkuolere as cited in Nurkhamidah et al., 2021). In politics, language is very important because most political activities are carried out through language. They use language for campaigns, presentations, inaugurations, and policy formulation (David & Miracle as cited in Nurkhamidah et al., 2021).

Currently, rhetorics is a major concern because it is very important when presenting an argument. Abidin as cited in Ismawati, (2020) explains that rhetoric is a verbal communication skill, which is carried out by someone to several people directly face to face. Everyone takes advantage of this rhetoric in social life. In everyday life, people make use of this rhetoric spontaneously. The speaker does not need to choose language material, use reviews, and use a conceptualized speech style. To support the success of speaking the need for rhetorical means. The researcher can say that rhetoric is a technique of using language. This is the art or style of language that is persuasive, both in oratory and narrative communication. It has a doctrinal purpose for people to take action and agree with the speaker's argument. Nowadays, society needs leaders who can lead and have a good language style to influence people. For example Joe Biden the president of the United States has good speaking skills, he can invite people to listen to what he has to say by creating a good narrative, easy to understand and make sense. This is one of the reasons that leaders must create successful strengths in their leadership. King as cited in Hanafi, (2021) says that rhetoric is a persuasive art in language, which is very helpful in building an understanding of implied meaning. From this quote, it can be interpreted that rhetoric is a technique used by the language to persuade listeners to agree with an orator's argument. A persuasive language that influences listeners to believe an orator's concept will allow the orator to explain how an orator can do it, either through their speaking technique or the vocabulary that the orator can use when speaking. Therefore, an orator should consider using contextual words when speaking in front of an audience.

The speech was mostly delivered in celebrating the victory. This is an excellent opportunity for the president to persuade and share ideology with the nation. Inaugural speeches have been recognized since the presidency of the United States (Shaw as cited in Nurkhamidah et al., 2021). The communication style used by the president in the inaugural address has shifted from time to time (Stuckey as cited in Nurkhamidah et al., 2021). The study of inaugural speeches is not a new trend. Many types of research in this field have been carried out. The interest to analyze the inauguration speech of the president of the United States of America increased because the statement of the president of the United States attracted the attention of other countries in the world.

In this study, researchers explore the rhetorical devices illustrated by Jones and Peccei (2004). They provide theory in five types: metaphor, euphemism, rule of three, parallelism,

and pronouns. In this study, the researcher uses Van Dijk's critical discourse analysis approach at the microstructural level to support this research and also to further explain how rhetorical devices appear in speech. In addition to using the words produced by the speaker, researchers also need to know the concept of speech. Research uses this theory as the main analysis because this theory is shorter, but can cover all data. This study intends to get an in-depth explanation of how rhetorical devices are constructed in speech. Researchers realize that the study of rhetoric is very important to do. Knowledge of rhetoric will be useful for many aspects not only in social and political life but also in class interactions and professional careers. The results of this research are expected to provide insight to readers about how to effectively persuade, influence, or indoctrinate audiences to achieve certain goals and provide benefits to readers on how to use good rhetoric in public speeches.

LITERATURE REVIEW

A. Rhetorics

The word "rhetoric" which means public speaking developed from the ancient Greek word "rhetoric" (Zheng Lingling as cited in Li Fengjie, Ren Jia, 2016). In ancient times, rhetoric meant learning how to be a great speaker. Over time, the meaning has become diverse. Aristotle once described rhetoric in *The Art of Rhetoric* as "an instrument for exploring the full range of feasible ways of persuading the audience whatever their relation to the subject".

Keraf as cited in Ismawati, (2020) argues that rhetoric is a traditional term that refers to the technique of using language as an art based on well-organized knowledge. So one needs to know two things in rhetoric, knowledge of the language and its proper use, and secondly knowledge of certain objects to be conveyed in that language. Therefore, those who wish to make the best possible use of language for a particular purpose must study rhetoric. There are educational centers that seek to develop rhetorical principles, as well as efforts to teach and practice these principles. Rhetoric is related to talking about the basics of conducting effective discourse.

In general, rhetoric is defined as the art of speaking to be persuasive. Not only as a persuasive goal, but rhetoric can also make people interested in the topic presented, follow the speaker's way of thinking, and even do what the speaker expects. According to

Aristotle, a speaker must be able to combine ethos, pathos, and logos. Ethos is the honorable and trustworthy status a speaker should have. Pathos is the speaker's ability to touch the feelings, emotions, hopes, and thoughts of the audience. Finally, Logos is the speaker's ability to convince audiences by showing them concrete evidence or in other words what he says must be logical (Golden et al., as cited in Syarif, 2015). Golden further explained that rhetoric is the study of how a public speaker can influence others to make decisions freely (Golden et al., as cited in Syarif, 2015).

From the opinions of several experts above, it can be concluded that rhetoric is the art of oral communication carried out by one person directly to many people face to face. Rhetoric also learns about language and its proper use, and secondly about certain objects that will be conveyed in good language. Rhetoric is also a language expression that has an aesthetic effect on everyday communication. Rhetoric is also the art or science of communicating when someone is speaking.

B. Rhetorical Devices

Jones and Peccei (2004) introduced a rhetorical set consisting of five sets used to describe the relationship between taste and power in giving a speech. They classified rhetorical devices into metaphors, euphemisms, the rule of three, parallelism, and pronouns.

Metaphor

Jones and Peccei (2004) explain that one of the challenges faced by politicians is that they often have to talk about abstract concepts more concretely so that they are easier to understand and avoid listener boredom. In situations like these, metaphors play an important role in how politicians deal with their audiences. Politicians need to know how to get the most out of a particular medium. Therefore, metaphors are often used in practice to influence the masses.

Euphemism

According to Jones and Peccei (2004), euphemism is the use of soft and polite language to soften the speaker's words. Euphemism is closely related to politeness to prevent inappropriate association and maintain a sense of the other person following the norms of social behavior. This type is usually used to talk about taboo things, such as the use of the words die instead of death or rather make love instead of sexual intercourse.

The Rule of Three

Jones and Peccei (2004) say that the three-part statement is one of the most famously used in political rhetoric. This device is a very powerful concept that politicians use, even if they only have one argument. The rule of three can strengthen arguments, convince audiences, and make messages easier to memorize. From the statement expressed by an orator, this tool has an extraordinary contribution for the audience to believe the argumentation of an orator.

Parallelism

Parallelism is a device that expresses several ideas in a series of similar structures. Jones and Peccei (2004) mention a tool that expresses several ideas within a similar set of structures. These devices can serve to emphasize that ideas are equally important and can add a sense of symmetry and rhythm, which makes speeches more memorable, more engaging, and accessible for audiences to capture what the speaker means.

Pronoun

Jones and Peccei (2004) that political speakers use pronouns to refer to themselves or their audience, which can be an important part of the message. When this device is applied in communicating, especially when giving a speech, it shows the interaction between the listener and the speaker. And of course, the audience will feel what the speaker is saying and can take his position by using pronouns.

C. Critical Discourse Analysis

According to Van Dijk (1996), critical discourse analysis focuses on the strengths and inequalities created by social phenomena. Thus, critical discourse analysis is used to analyze discourse on other disciplines in the fields of politics, race, gender, hegemony, culture, and social class.

In analyzing social discourse and practice, critical discourse analysis provides an advantage over theory and method. As one of the pioneers of critical discourse analysis, Van Dijk focuses on linguistics and discourse analysis, then links language use with social practice. There are three ideological analyzes of Van Dijk's (1995) critical discourse analysis, social analysis, cognitive analysis, and discourse analysis. Van Dijk (2004) introduces socio-cognitive as a linguistic structural aspect covering text and its meaning which has the aim of analyzing discourse and social practice through communication and interaction. It contains macrostructure, microstructure, and superstructure.

Van Dijk's Micro Structure CDA

According to Van Dijk (1993), the microstructure is related to the local meaning of discourse, taking into account semantic, syntactic, stylistic, and rhetorical aspects. This element helps researcher to investigate how to text or utterances are constructed by several smaller sentence elements, paragraph sequences, and reasoning, related to words, sentences, phrases, and also expressions.

Graphic

This element appears when the speaker wants to emphasize something in his argument. Every orator has a different way of showing what is emphasized in their speech. Eriyanto as cited in Hanim (2016) states that the use of bold, italic, underline, and capitalize on each word shows that the utterance is considered an important message from the speaker. Apart from these signs, the use of graphics, pictures, or tables also conveys the meaning of the speaker's message which is significant. Several sections are shown to inform all listeners of the importance of the message.

Metaphor

A metaphor is a form of expressing messages through figures of speech or expressions. This metaphor is intended as an ornament or spice of a story. The use of metaphor is also used as a guide to understanding the meaning of a text. The use of metaphors in a discourse can be in the form of expressions, proverbs, ancestral advice, ancient words, and even expressions taken from holy verses. This is used to reinforce the main message. (Eriyanto as cited in Mukhlis et al., 2020).

METHOD

A. Research Design

This study used a qualitative descriptive research design. To describe the rhetorical devices in Joe Biden's speech at the inauguration of the President of the United States in 2021, the researcher used a qualitative descriptive study. Descriptive because this research described and how the rhetorical devices in Joe Biden's speech. Qualitative because this study aims to describe data in the form of statements in the text. According to (Hancock as cited in Hanim, 2016) qualitative research is concerned with developing social phenomena to understand people in the world. So the researcher hopes to understand it in depth. The researcher analyzed data sources from speeches delivered by Joe Biden at the

inauguration of the 2021 President of the United States have been transcribed. To understand speech, the researcher described what and how rhetorical devices appear in Joe Biden's speech based on the theory of rhetorical devices by Jones and Peccei (2004) with the Critical Discourse Analysis approach by Teun A Van Dijk.

B. Data Sources

The data source for this research is Joe Biden's first speech when he was sworn in as the 46th President of the United States. The research data is in the form of Joe Biden's speech at the inauguration of the President of the United States on January 20, 2021. The informing transcript is taken from www.washingtonpost.com website.

The researcher read the manuscript took from the www.washingtonpost.com website. In addition, the researcher prints data from the manuscript. Then, the researcher compared the script with the videos obtained from the <https://youtu.be/LGukNIEIhTU> (CCN YouTube channel).

C. Research Procedure

The first procedure that must be carried out in conducting analytical research is to determine objectives, researcher decide on specific goals to be achieved (Fraenkel et al, as cited in Widyawardani, 2016). The second procedure is to define terms. As in all research, readers are bound to experience considerable frustration except for important terms (Fraenkel et al, as cited in Widyawardani, 2016). The third is determining the unit of analysis. In this section, the researcher must decide what to analyze, whether words, sentences, phrases, or paintings (Fraenkel et al, as cited in Widyawardani, 2016).

The researcher found the purpose of this research is to find out what rhetorical devices were used by Joe Biden in his speech at the inauguration of the President of the United States, and how the microstructure of rhetorical devices was applied in Joe Biden's speech at the inauguration of the President of the United States. The researcher also completed the next step, namely finding terms, and determining analysis. Finding terms helps researcher create guides that have an important role to help researcher classified data according to categories. Henceforth, the researcher also decided that he analyzed the sentences in the inauguration speech. The results of the analysis of the rhetorical devices used by Joe Biden during his inaugural speech in the next chapter.

D. Technique of Data Collection

Researcher took several steps in collecting data, there were 4 steps taken by researcher in collecting data. the first the researcher classified the main subject of the speech. Secondly, the researcher classified utterances related to rhetorical devices which are divided into five types such as metaphor, euphemism, rule of three, parallelism, and pronouns. Third, the researcher discussed how the main subject applies the concept of this rhetorical device related to the critical discourse analysis approach. And the last step is the researcher concluded the findings of facts related to the research problem.

E. Technique of Data Analysis

The researcher uses several steps in analyzing data based on research questions. The first steps are classifying the data, after collected data from speech, the data analyzed. Then the researcher analyzed the data. The context of selected utterances in the speech of the orator contains rhetorical devices. The data determined based on the type of rhetorical device. In addition, the data classified into metaphors, euphemisms, the rule of three, pronouns, and parallelism. This step used to answer the first research question. The second step is to describe the microstructural theory, after classified the data used the theory of rhetorical devices, the researcher will continue to answer the second research question. Used Van Dijk's microstructural theory to analyzed the speech themes used by the orator. The results of the first research question help the researcher to interpreted the theme. Theme analysis makes it easy for the reader to understood the speech. And the third step is making conclusions, the researcher concluded the findings of this study with a clear explanation based on theory and based on the researcher's interpretation.

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the research steps that have been described previously. In this chapter, data analysis aims to answer the research questions that have been formulated in the previous chapter, which consists of two problem formulations. The first problem is what rhetorical device used by Joe Biden in his speech at the inauguration of the 2021 United States president, and the second problem is what the microstructure of the rhetorical device is applied in Joe Biden's speech at the inauguration of the United States president.

A. Findings

1. Rhetorical Devices In Joe Biden Inauguration Speech 2021

a. Metaphor

Data	Utterance	Rhetorical devices
(2.1)	<i>"Yet hear me clearly: Disagreement must not lead to disunion.</i>	Metaphor

The word "Disagreement" in this speech means Americans who do not support Joe Biden or Americans who are against Joe Biden's victory. And the word "Disunion" in this speech means commotion or civil war in the country because of leaders who are unwanted or who are not in one party. As usual, in a country, there must be several groups or parties, here Joe Biden understands that not all citizens of the United States agree with Joe Biden becoming president, so Joe Biden reassures them with words like that. The speaker used a metaphor in that remark to express concern for the American people. Very good choice of words. Align with events that often occur, and do not seem excessive in conveying the message.

b. Parallelism

Data	Utterance	Rhetorical devices
(3.1)	<i>"We've learned again that democracy is precious. Democracy is fragile. At this hour, my friends, democracy has prevailed."</i>	Parallelism

The United States has had a change of president, so this discussion on democracy was delivered by Biden. The phrase "**Democracy**" will emphasize to the audience that democracy in America still exists. This sentence repeatedly shows that President Biden's victory was carried out democratically, by the people's choice, by the people's will to vote for Biden. This sentence is very interesting because it is also a way of expressing the attitude to the people that Joe Biden's victory was democratic, honest, and not fraudulent, even though not all Americans are supporters of Biden.

c. The Rule of Three

Data	Utterance	Rhetorical devices
(11.1)	“My whole soul was in it today. On this January day, my whole soul is in this: Bringing America together, uniting our people, uniting our nation. And I ask every American to join me in this cause.”	The Rule of Three

Based on the data above, the use of the rule of three is found in speech. Speakers use it to convey important messages in their speeches. When delivering a statement, President Biden, as the speaker, used high intonation and stressed it rhetorically. This indicates that the speaker is very confident in leading the United States. Here the speaker talks about the future of America, namely "**Bringing America together, uniting our people, uniting our nation**". He used it to emphasize to the people that President Biden will fight a division between brothers, giving the best for the unity of the United States of America. And of course this speech is used to indoctrinate the American people so that they support or escort President Biden in advancing the nation, because not all people know or support President Biden.

d. Pronoun

Data	Utterance	Rhetorical devices
(15.1)	<i>“This is our historic moment of crisis and challenge. And unity is the path forward. And we must meet this moment as the United States of America. If we do that, I guarantee you we will not fail. We have never, ever, ever, ever failed in America when we’ve acted together.”</i>	Pronoun

The pronoun "**we**" has a meaning based on the speech above. The meaning of the pronoun "**we**" refers to all citizens of the United States of America. As previously explained, the pronoun "we" in the sentence above is the government and all American citizens which describes unity as the path that America must take. With unity and all American citizens doing that, America will never fail in advancing its nation, a prosperous nation, a developed nation and a peaceful nation.

2. Microstructure Of Rhetorical Devices In Joe Biden Inauguration Speech 2021

a. Graphic

Data	Utterance	Microstructure
(17.1)	<i>“Here we stand across the Potomac from Arlington Cemetery, where heroes who gave the last full measure of devotion rest in eternal peace. And here we stand just days after a riotous mob thought they could use violence to silence the will of the people, to stop the work of our democracy, to drive us from this sacred ground. It did not happen. It will never happen. Not today, not tomorrow, not ever. Not ever..”</i>	Graphic

The researcher saw a live video of President Joe Biden's speech, and in this section, Biden uses high intonation and which indicates that Biden wants to convey to the audience that he is emphasizing something in the sentence. These expressions received reactions from the audience such as applause in terms of the audience's appreciation for President Biden.

Data	Utterance	Microstructure
(18.1)	<i>“Yet hear me clearly: Disagreement must not lead to disunion. And I pledge this to you: I will be a president for all Americans. All Americans. And I promise you I will fight as hard for those who did not support me as for those who did.”</i>	Graphic

The researcher saw a live video of President Joe Biden's speech, and in this section, Biden used a low intonation and which indicated that President Biden created a serious atmosphere and conveyed an important message, these expressions made the audience listen to his speech seriously.

a. Metaphor

From these data, the researcher found that the speaker described an overview of the main important topics of Biden's speech. In this case, the researcher finds that one of the

rhetorical devices succeeds in providing an image that reflects the main purpose of the speech by showing a metaphorical expression in the word "Disagreement", his speech which says: "Yet hear me clearly: Disagreement must not lead to disunion. And I pledge this to you: I will be a president for all Americans. All Americans. And I promise you I will fight as hard for those who did not support me as for those who did." Biden took this phrase when he wanted to illustrate the purpose of his speech by sharing the story of St. Augustine. In this story, St. Augustine writes that a people is a multitude determined by the common object of their love. Defined by the common object of their love. What are the common objects that we as Americans like, that define us as Americans? I think we do. Opportunity, security, freedom, dignity, respect, honor and, yes, truth. The researcher saw a live video of President Joe Biden's speech, and in this section, Biden used a low intonation and which indicated that President Biden created a serious atmosphere and conveyed an important message, these expressions made the audience listen to his speech seriously.

B. Discussion

In this section, the researcher discusses data analysis to better understand how the results are expressed. Referring to the description of the data and the interpretation of the rhetorical devices found in the data above compared to Van Dijk's theory of social cognition, this research finds that the character of Joe Biden's speech uses rhetorical devices such as metaphors, parallelism, the rule of three and pronouns as a strategy to show that in his utterances contains power, ideology and can persuade the minds of the audience. The tools are used and supported together because the use of rhetorical devices by Jones and Peccei (2004) is connected with context and includes all data, they are used and supported together.

As the theory suggests, the use of euphemism is one way President Biden demonstrates the government's idea of rhetorically using polite words. But researcher did not find these devices in the data. The use and selection of good words and delivery of speech are some data, so there is no need for a stage to replace them. President Biden is extraordinary in this context. Without using this device, he can convey the content of his speech. Besides euphemism, metaphor, parallelism, the rule of three and pronouns play an important role in conveying speech.

The use of pronouns here such as I, You, and We helps President Biden demonstrate his strength, care, unity, and respect. It is also important to use and modify pronouns to

convince the audience which components are most important to consider as their beliefs. There are 4 pronouns found in the speech. Other rhetorical devices also appear in speech such as metaphor. There are 2 data included in the metaphor. It is also the case when the rule of three is applied in speech. There are 2 data from the the rule of three. Then, another rhetorical device is parallelism. There are 8 data from parallelism devices. This device is the most dominant used by the speaker when giving a speech.

Overall discussion, the device is mainly used to attract people in increasing people's motivation to be influenced and believe in the speaker's idea. Thus, it also helps the speaker, to persuade and establish closer communication with other audiences in controlling the minds of the audience to agree with what he is saying and what he is trying to attract the masses. By using the theory of Jones and Peccei (2004), the researcher finds that this speech has the power to control the minds of the audience, building trust to agree with President Biden's statement. Van Dijk's microstructure also helps researcher to understand how rhetorical devices are built into speech and how rhetorical devices develop rhetorically by means of speakers persuading and influencing the audience.

Microstructural analysis such as graphics shows that the use of different intonations has different reactions from the audience. Eriyanto (2001) states that in the form of speech, this expression can be formed from the intonation produced by the speaker which can indoctrinate them to concentrate more on which part is most important. This microstructure graph in spoken speech can be seen from the expression that the intonation can highlight the important message conveyed by the speaker. High intonation and giving strong emphasis on each rhetorical device reflects the strong argumentation of the speaker. This way attracts the audience and creates a reaction from them. Applause is one of the reactions from the audience. That is, the audience listens to his speech purposefully. Then, they respond if they agree with the statement that Biden made. As the speaker addressed this section of the speech, *“Here we stand across the Potomac from Arlington Cemetery, where heroes who gave the last full measure of devotion rest in eternal peace. And here we stand just days after a riotous mob thought they could use violence to silence the will of the people, to stop the work of our democracy, to drive us from this sacred ground. It did not happen. It will never happen. Not today, not tomorrow, not ever. Not ever.” (17.1)*. The researcher saw a live video of President Joe Biden's speech, and in this section, Biden uses high intonation and it indicates that Biden wants to convey to the audience that he is

emphasizing something in the sentence. These expressions received reactions from the audience such as applause in terms of the audience's appreciation for President Biden.

This also applies to other speaker intonations such as low intonation. when the speaker uses low intonation it creates a serious and calm situation. Both of these ways finally reflect that the speaker can control the thoughts and atmosphere of the audience, not only for the audience but also for anyone who listens to his speech. . As when the speaker delivered this passage speech, *“Yet hear me clearly: Disagreement must not lead to disunion. And I pledge this to you: I will be a president for all Americans. All Americans. And I promise you I will fight as hard for those who did not support me as for those who did”* (18 .1). The researcher saw a live video of President Joe Biden's speech, and in this section, Biden used a low intonation and it indicated that President Biden created a serious atmosphere and conveyed an important message, these expressions made the audience listen to his speech seriously.

Another microstructure that researcher found in Biden's speech is metaphor. Eriyanto (2001) states that in the form of speech expression can be formed by the speaker's intonation, which can make him focus more on which part is most important. In this case, the writer finds the main objective or main message in Biden's speech which is represented by the metaphors applied in his speech. Researcher found one underlined phrase as the main purpose of Biden's speech; it comes from the phrase "Disagreement". As in his speech, *Yet hear me clearly: Disagreement must not lead to disunion. And I pledge this to you: I will be a president for all Americans. All Americans. And I promise you I will fight as hard for those who did not support me as for those who did.”* The way the speaker illustrates what the main purpose of his speech is by showing illustrations of disagreements that have a very deep message for society. It represents the best opportunity to live in community by not turning differences or disagreements into divisions, with unity is the future rise of America.

In this study, the researcher has answered research questions related to the types of rhetorical devices in Joe Biden's speech. The researcher found 16 types of rhetorical devices, 2 pronouns, 2 metaphors, 2 rules of three and 8 parallelisms. The most dominant in this study is parallelism with 8 data found. Dominant because the speaker uses this device to make the speech more memorable and memorable, even able to interact with the

audience without changing the content of the speech, this is one of the methods or concepts to influence the masses. According to Jones and Peccei (2004), when politicians talk about important concepts of matter, they must use parallelism to make the speech easier to understand and not bore the audience.

For the discussion above, Van Dijk's rhetorical devices and microstructure are used in Joe Biden's speech. Reflecting on what happened in the United States, the speaker provided support, arguments, statements, and ideas to build and show self-confidence and motivation in starting his leadership as president, dealing with problems, and becoming a better country. Of the various ways that President Biden produced in his speech, he succeeded in using these devices and microstructures in constructing speeches to control the minds of the audience with his speeches. In conclusion, Biden succeeded in controlling the audience's minds with the rhetorical devices used in his speech.

CONCLUSION AND SUGGESTION

Conclusion

After describing, analyzing, and discussing the data, the researcher finds a brief explanation to answer the research question. First of all, the researcher found four types of rhetorical devices in Joe Biden's speech. Those types are metaphor, parallelism, the rule of three, and pronouns. The five rhetorical devices of Jones and Peccei's (2004) theory are all found in Joe Biden's speech except for euphemisms. Based on the findings, the most dominant is parallelism. This shows that Biden likes to use a similar structure in explaining and conveying the contents of speeches without changing the context. The second objective of this research is about the microstructure built by Joe Biden. The first microstructure is graphics, how the speaker pronounces the rhetorical device also affects the reaction of the audience. The use of high intonation and low intonation shows the speaker's emotions appear when delivering a speech. The second microstructure is a metaphor, Joe Biden uses this method to implicitly convey his main goal. In this phase, the audience must think hard to look in and out of the context of every utterance produced by the speaker whether it happened today, yesterday or tomorrow.

Suggestion

From this conclusion, the results of this study are useful for discussion because they provide more understanding to people who are interested in the field of linguistics.

Rhetorical studies provide more reflection on how to communicate not only to persuade the audience to agree with our argument but also the meaning and message conveyed must be innovative and creative. Therefore, we can observe the next researcher in analyzing and can provide each different paradigm, so that it has the potential to provide good data for analysis. Research only focuses on the context of political speech. It is recommended for future researchers who will conduct research, should do other research such as comparing with two different types of languages, such as economics and education. So that research does not only focus on the context of political speech and during research, the analysis is only taken from the context of political speech. It is hoped that people who research political speeches, debates or compare the two speeches will understand and learn more about them.

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