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A CRITICAL DISCOURSE ANALYSIS OF BORIS JOHNSON AND JOE BIDEN'S SELECTED PRE-ELECTION SPEECHES

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ABSTRACT
The present study emphasizes the importance of language used by Joe Biden and Boris Johnson in their selected pre-election speeches. The speeches were delivered by both politicians in their respective countries to win the general election, held in 2019 and 2020 in the UK and the USA respectively. The present research study has analyzed the two speeches; one of each politician. In this regard, the researcher has used Norman Fairclough's Three-dimensional Model (1989) of Critical Discourse Analysis. The stages in this model consist on text, discursive practices and social practices. These are also known as description, interpretation and explanation stages. The findings of the study show that Mr Joe Biden used first person pronoun 'I' too many times than second and third person pronouns (i.e., you and we). Apart from this, Mr Boris Johnson has used second person pronoun 'we' too many times than other two pronouns (i.e., you and I). Moreover, Mr Joe Biden has used personal pronoun 'I' more than the use of Mr Boris Johnson in his speech.

INTRODUCTION

The current study aims to critically analyze the pre-election speeches of two politicians; Mr Joe Biden and Mr Boris Johnson. The former is the politician in the USA, and the latter is the politician in the UK. This study is mainly based on the linguistic analysis of discourses used by both politicians to persuade the masses in pre-election speeches.

According to Jorgensen and Philips (2002) language is not only a channel through which information is communicated on the background of mental states

and behavior, however, it is commonly known as machine, while using to constitute result for the social world. Hence, due to changes of discourse social world is also changed. Discursive level takes part in changing, reproducing and maintaining social realities (Jorgensen and Philips, 2002).

Speech is the form of language, which is a tool to represent someone, is front of masses. Fairclough (1989) explains that speech is a verbal form of words which is uttered by people, more specifically by politicians to convey their views in front of others for getting their support. It is not be only a political activity, however, any verbal form is known as speech (Nusrat, 2020).

Ayyaz (2018) expresses that discourse is merely used to shape and reshape the opinions of the masses. Furthermore, Fairclough (2001) mentions that power structures are main abilities to shape and reshape public opinions. Moreover, the media plays a vital role in political discourse to shape and reshape public opinions. Nowadays, talk shows, newspapers and social media networks are used by politicians to convey their ideas. Political discourse is used to transfer ideology and winning consent (Nusrat, 2020).

Chimbarange, Takavarasha and Kombe (2013) explain that the rationality of masses' political rights is molded by politicians through opinion sharing. Therefore, it is a significant tool for politicians to change political philosophies as per their requirements and benefits of the agenda provide by political parties. Furthermore, text is used to describe, interpret, analyze and criticize social life through the help of CDA (Baryam, 2010).

Blommaert (2005) and Jorgensen (2002) explain that CDA is specifically used as a wider and broader term to analyze the interrelation of language within society and explores its impacts on discourse. In the prima facie the word, critical is used in the analysis of language through political, social and economic perspectives (Ruth Wodak, 2001 & Meyer, 2001).

Most importantly, Fairclough's Three-Dimensional (3D) model of CDA has been used for this study. Fairclough's (1989) 3D model is based on an interdisciplinary approach. According to Fairclough (1989) these three dimensions are based on 'text', 'discursive practice', and 'social practice' which are also known as description stage, an interpretation stage and an explanation stage; respectively. The first dimension 'text' is the actual form of speech or written material (i.e. verbal or oral form of text). The second dimension in the 3D model is 'discursive practice', which means that production and reception of text. Text is based on a particular context, however, the text mainly based on situational as well as intertextual context. On the one hand, situational context means that time and place of text production, however, on the other hand, intertextual context means that it is related with producers and receivers' discourses. Moreover, the final dimension (third stage) is social practice, it is also known as the power behind discourse. It governs the power relation of the discourse in society. This study importantly will look into the thematic analysis for knowing the hidden agenda of politicians.

Objective: To find out content words, personal pronouns and collocations used by Joe Biden and Boris Johnson in their selected pre-election speeches

Rationale of the Study

This study is important in highlighting how politicians build their discourses which are embedded in their social context to impress the masses. This study will underpin the contents that get popular with both countries' public. The researcher has selected two politicians, Mr Boris Johnson and Mr Joe Biden on the pretext that both are politicians of advanced countries; however only their language use has been selected for the study.

Research Question. What content words, personal pronouns and collocations are used by Joe Biden and Boris Johnson in their selected pre-election speeches?

LITERATRE REVIEW

Introduction

This study is based on critical discourse analysis of the political speeches of politicians of two advanced countries. It is worth important to mention previous studies, already conducted on the same topic or using the same model on the analysis of speeches, however, before going to critically mentioning these studies is to evaluate the background of CDA as well as other linked terms. Meyerhoff (2006) expressed that language is also differentiated on the basis that who is using the language with whom, what is the purpose and the link between power and social status. Ghani and Hussain (2021) explain that speech is remained available in written and spoken form and it is delivered for any specific purposes. Significantly, it is used by politicians to express their ideologies and powers for planned purposes (Zhu & Wang, 2020). Speech is the amalgamation of actions based on combinations of words, sentences and paragraphs (Austin, 1962).

The first term is election speech, speech is uttered to convey ideas, thoughts and plans with others, but political speech is specifically designed to express politicians' hidden motives in front of the public. As far as, two terms i.e., election speech and political speech are used; there is no difference between them (Ghani & Hussain, 2021). Both speeches have the same agenda to win the hearts of the audience and make plans successful.

Ghani and Hussain (2021) express that discourse is specifically deals with language use, social forums, and interaction of people in political gathering as well as for daily practices. Discourse can be defined as it is based on the sets of specified words, statements and written or spoken material to convey the position of the subject and construct any object (Parker, 1994).

As other researchers have explained the term discourse, here Bayram (2010), explains that discourse is not a narrow term, however, it is a very broad term which has various meanings and definitions to explain large area of Linguistics through the help of different disciplines; Sociology, Anthropology, Psychology,

Philosophy and many more.

Woods (2006) explains that discourse analysis is used to know about the concealed meanings, ideas and connections between script and people. Ghani and Hussain (2021) express that it is used to discover the power within discourse and power behind discourse (Faircough, 1992). Discourse analysis is a multifaceted phenomenon based on huge varieties (Brown & Yule, 1983). Moreover, Sharififar and Rahimi (2015) mention that it is a broad field analysis of language which is based on the language (text) perspectives.

Text is encoded both on social and personal processes. Most importantly, Sharififar and Rahimi (2015) explain that text is produced and analyzed on its actual presence. The message of any text remains in the background of actual discourse as the main idea of power within discourse and power behind discourse is presented only through language perspectives. In this stance, Halliday (1978) expressed that discourse analysis is based on micro and macro levels of communications.

Zafran, Afzal, Iqbal, Shahzed and Niaz (2021) mention in their study that CDA is used to dig out the inequality process, maintaining power and dominating the status of other bodies as well as creating and misusing of power through the usage of language.

CDA is a form of analysis in social background of speaker's context where the discourse occurred and presented in front of audience (Fairclough, 2006). Talib and Fitzgerald (2018) present that the core objection of CDA is to discover the diverse use of language in a social setting.

Ghani and Hussain (2021) explain that CDA analyze a text in its chunks and also describes text in social situations i.e., called context. According to Van Dijk (1998) it is a process to analyze written as well as spoken forms of discourse to reveal hidden power, dominance, biases, inequality and misuse of power by speaker. Moreover, Kendall (2007) signifies that CDA is a bridge between sociopolitical issues and society. Critical does not mean the negative side of the work; however, it is critical study of unknown connections and sources among language, ideology and power, which can only be analyzed through CDA (Kendall, 2007). Van Dijk (2001) mentions that CDA points out issues of society and politics to analyze its forms of power, interpret language differently and explains that how the discourse affects the society, whether it plays positive or negative role.

Sharififar and Rahimi (2015) express that Fairclough presented his model 3D model of CDA in 1989. This model is based on three stages, as indicated through its name; text, discursive practices and social practices. Text means the analysis of actual text uttered or presented by the speaker, discursive practice means the process of text production, distribution and consumption. The last stage of this model is social practice, which means the relation between text and discursive practices with society (Fairclough, 1992). Fairclough's model (1989) is the part of this research; therefore, the researcher will correlate it in later stage.

Fairclough (2001) explains that not everyone can shape and reshape the ideology of the text; however, these are the politicians and heads of state, who can use the power to reshape the opinion of the general public. Parliamentary debates, political speeches, media shows and interviews and any advertisement in print media (nowadays social media) are the important features of political discourses (Van Dijk, 1997).

The objective of this research study is based on the identification of the use of personal pronouns, content words (i.e. adjectives and adverbs) and collocation.

Personal Pronouns

Pronoun is a term which is used in its place of a noun. This is usually used for referring to persons or things already mentioned or said before in paragraph (Wren & Martin,. 2000).

Content Words

Content words are used which contribute to the meanings of a sentence in which they occur. The researcher has selected only two types of content words (i.e., adjectives and adverbs) for this research study. Details of both terms are given in the proceeding paragraphs. An adjective is appropriately used with a verb when certain value of the subject, rather than of the action of the verb, is to be expressed (Wren & Martin, 2000). An adverb is a term which changes the meaning of a Verb, an adjective or another adverb (Wren & Martin, 2000).

Collocations

Collocations are a vocabulary occurrence that has language position. These are covered word pairs and phrases that are normally used in language however no universal syntactic or semantic rules relate (McKeown, & Radev 2000).

Fairclough 3D Model of CDA

The researcher has followed Fairclough's 3D model (1989) of CDA for data analysis for this research study. Hence, details about this model are given here for correlating the theory. The model explains that every discourse has three elements; a text (spoken, written, images and symbols), a discursive practice (the production of text, distribution and consumption and social practice which takes place in society and maintains link between text and discursive practice as well.

Text

Text is based on grammar, vocabulary syntax and sentence coherence, i.e., the formal features of language from which discourse is understood (Fairclough, 1989). Eagleton (1991) highlights that it is the stage when words go beyond a medium for expressing consciousness, and they become a dominant force in determining social practice; here comes the theory of power.

Discursive Practice

Fairclough (1989) argued that discursive practices emphasis on processes of text production, its distribution, and consumption. This segment of the model mainly focuses on how texts are interpreted, used, and reproduced, i.e., initiation of discourse from the beginning point 'creation' to the last understanding level 'interpretation'.

Discursive practice requires speech data to identify, for examples; where (a) the speakers are taking their position on certain topics of public interest (e.g., making America great again) i.e., how the discourse was produced by people, distributed among them, and consumed in the society (the speakers' interpretation) (b) how they contributed to the discourse production, distribution and consumption (their actions and researcher's explanations).

Social Practices

Final stage is social practice of the model. This stage is considered the explanatory segment because it allows researchers to draw conclusions about this stage. Importantly, texts are made and re-made by social practices. Janks (1997) notes that this segment of analysis allows the analysts to investigate how the text is placed, served and negated; moreover, it helps in highlighting the consequences of this positioning.

In the American context, various related pieces of researches were conducted on Joe Biden's inauguration speech (Renaldo & Arifin, 2021, & Pramadya & Rahmanhadi, 2021). The objectives of one research were to reveal the speaker's thoughts and the new US perspective on the present World's socio-political and pandemic viewpoint and to find out his ideology manifested in the speech. The study's findings revealed that Joe Biden made intentional choices to convey his ideas and used three types of presupposition, which are lexical, factive and existential. Moreover, he used positive words and phrases to show his positive stance on other nations regarding global, political, economic, and military issues. This research was only related to reveal the ideologies implied in the study and the perspectives regarding pandemic (Covid-19). This research was also limited on some perspectives and researchers mentioned that future researches can be done on themes, comparison with other US presidents.

Bello (2013) conducted his research on personal pronouns used by the president Jonathan in his presidential declaration speech. The researcher showed that how pronouns were significantly used by the speaker to construct different identities to get the sympathies of the masses. While using these terms he got the sympathies of Nigerian people. Outcome of the data was carried out through the use of Fairclough's 3D model of practical framework. Findings of the study revealed that the researcher focused on two things; class appeal and appeal to religion. The study revealed that pronoun 'we' was used by the speaker to show 'belongings' and 'communal classlessness' of African traditions. CDA is mainly focused on what is not said instead of what is said through speech. Hence, in President Jonathan's speech unsaid things were identified by the researcher and his real class struggle of interests remained covert. This study

does not give too much information regarding the use of content words and collocations.

In addition, other research was carried out in American context on Joe Biden's victory speech by Ghani and Hussain (2021). The researchers used Fairclough 3D model as a research model. They conducted research to reveal his ideologies and new vision regarding pandemic and social political perspective and perception of audience through national and internal persona. Finding of the study revealed that intentional choices were made by the speaker to use words and pronouns as well as repetition of the words to express his ideologies in front of the masses. Moreover, through his speech he negated political, racial and economic discrimination and showed seriousness for pandemic crisis. In addition, he expressed his balanced views towards other nations in general. Consequently, textual analysis in this research showed that how ideologies are constructed through discourse. The said research only focused on the perspectives that how expressively the speaker impressed the masses.

Significantly from Pakistani context, a research was conducted by Zafran, Afzal, Iqbal, Shahzad and Niaz (2021) on Imran Khan's speeches regarding COVID-19 fundraising. Objectives of the study were to explore rhetorical language persuade the public to donate more as well as to analyze his speech and also to find out the repetition of words. Findings of the study revealed that he used well cohesive words which immediately motivated the local non-profit organizations and different stake holders to help others during the pandemic. Khan quoted Islamic references, used pronouns 'I' to show power and 'we' to show unity and harmony. He also made difference between his country and other countries using different linguistic tools. The researchers mentioned that they left the pragmatic functions of the text from critical discourse analysis point of view, his speaking style and the sentence structure of the speech.

Furthermore, numbers of other researches have been conducted on the Pakistani perspective, which were carried out on speeches of Imran Khan (Nusrat & Shahzadi., 2020, Tahsin., 2019, Noreen & Shah., 2018) as well as of Pakistani Foreign Minister Qureshi's Speech at UN in 2021 (Syed, Junaid, Haider, Hashim & Khan. 2021). Moreover, another research was carried out by Shahzadi, Hanif and Nusrat (2019) on the analysis of Dr Tahir-ul-Qadri's Dharna Speeches of 2014. Objectives of this study were to find out the display of power at textual, discursive and social levels of Dr. Tahir-ul-Qadri's speech. Findings of their study revealed that Dr Qadri used the pronouns 'I' to show his power, 'we' for gaining support of the public, however, 'your' for opponents. The pronoun 'you' showed the negative image of rulers. Moreover, the speaker used selective modal verbs, vocabulary, transitivity, and inter-discourse for a better influence on the audience. Analysis of his speech showed that he much used personal pronoun 'I' for showing his personality in front of the public. The researcher stated that the speaker gave solid references from the Islamic, Western and Constitutional history, showed the perspective of power behind discourse.

Tahsin (2019) conducted research studies on "Discourse Analysis of PM Imran Khan's Speeches during Foreign Visits for Economic Recovery of Pakistan".

The objective of the research was to investigate the discursive practices used by the speaker to construct the discourse of economic recovery for Pakistan. Findings of the study revealed that he successfully established his stance in front of three countries through the usage of a variety of discursive practices like as active voice, repetition, figurative expressions, self-impression, allusion and cohesiveness for attracting the foreign investors and giving hope of better future to the Pakistanis.

Apart from the above, Khan & Shehzadi (2020) conducted a research on Imran Khan's Dharna speeches which were delivered in 2014. The objective of the study was to explore and uncover power play in the speeches of Imran Khan. Two dimensions of Fairclough's theoretical perspective of power were used, power in discourse and power behind discourse. Findings of the study revealed that the speaker used the pronoun 'I' than 'we' to gain the support of the audience that how much he remained supportive for them. Different devices were used by the speaker very consciously to explain the unjust rules of the government through using various linguistic tools i.e., vocabulary items, modal verbs, inter discourse and transitivity etc. Furthermore, the researcher found that the power behind discourse includes the power of Islam and intertextuality from the West.

The above-mentioned studies were based on ideology, personal pronouns, three part list, fillers, interruptions, intertextuality, modality, metaphors, power in discourse and power behind discourse, discourse practices, political maturity, model verbs, vocabulary, inter-discourse, the use of language and the significance of perspectives and rhetorical devices. After reviewing the literature available on the speeches, the current study takes a step further by expanding the investigation to Boris Johnson and Joe Biden's selected pre-election speeches. This research study will find out personal pronouns (I, we and you), content words (adjectives and adverbs) and collocations.

Research Gap

Fairclough's 3D model of CDA is based on three stages i.e., text, discursive practice and social practice. The present study focuses on Joe Biden and Boris Johnson's selected pre-election speeches, how they impressed the masses for winning the election. The nature of the research is mixed method, which is based on quantitative and qualitative. The theoretical framework is a vital tool for the analysis of election speeches from language perspective. A huge literature is available on the election speeches of popular politicians; however, to the best of the researcher's knowledge, no research on the comparative analysis of selected pre-election speeches of Mr Joe Biden and Mr Boris Johnson has been conducted so far. Both politicians are from the advanced countries; the USA and the UK. This is a gap which requires the researcher's attention to be filled out.

RESEARCH DESIGN AND METHODOLOGY

Research Design

This research is based on quantitative research study, hence, the data have also been collected in numerical form.

Theoretical Framework

The present study used Fairclough's 3D model of CDA (Fairclough, 1989). This model explains that every discourse has three elements; a text (spoken, written, images and symbols), a discursive practice (the production of text, distribution and consumption), and the social practice (the activities take place in the society) which the discourse represents, reflects, mirrors and shapes.

Text

The analysis of text focuses on the vocabulary, syntax, and grammar and sentence coherence, i.e., the formal features of language from which discourse is understood. In this research study, the researcher has practically looked at the linguistic features of the spoken text (the speeches' data), content words, personal pronouns and collocations.

Discursive Practice

Fairclough (1992) argued that discursive practice focuses on the processes of text production, its distribution as well as consumption. It mainly focuses on how texts are interpreted, used, and reproduced, i.e., initiation of discourse from the beginning point 'creation' to the last understanding level 'interpretation'. Fairclough considered this stage critical because it plays the role of a bridge between the social practice and the text. Significantly, this stage discursive practice represented the main work of this research study.

Social Practices

Social practice is the final segment of Fairclough's 3D model of CDA. This stage is considered the explanatory segment because it allows researchers to draw conclusions about this stage. Importantly, texts are shaped and re-shaped by social practices.

Limitations and Delimitation

This research study critically analyzed the speeches of two politicians; Mr Joe Biden and Mr Boris Johnson. The study is limited to cover the speeches of the politicians of the UK and the USA. This study is delimited to two pre-election speeches (one of each) delivered by both politicians.

DATA ANALYSIS

Analysis of research questions (RQ) was made very carefully. The researcher found content words, personal pronouns and collocations used by Joe Biden and

Boris Johnson in their selected pre-election speeches. Quantitative measures of data analysis were generated in tabular as well as graphic and figurative forms to show the clarity for the reader vis-à-vis for future researchers.

Fairclough's (1989) 3D model of CDA has been applied to analyze the discourse. This model suggested that every discourse has three elements; a text, a discursive practice and social practice. Following this model, the text was available in spoken form in the speeches, the discursive practice, especially the distribution and consumption was analyzed by looking at content words, collocations and pronouns. Final is the social practice, which made linked among text, discursive practice and society.

First dimension is text; under this stage personal pronouns, collocations and content words (i.e. adjective and adverb) have been identified which were used by both politicians in their selected pre-election speeches. Here the main thing is to mention personal pronouns (i.e., I, we and you), collocations and content words (i.e., adjective and adverbs) used in the speeches of both politicians. Mr Joe Biden has used pronouns for one hundred and twenty four times in his speech, personal pronoun 'I' for fifty six times, 'we' for forty six times and 'you' for twenty two times. However, Mr Boris Johnson used pronouns for one hundred and eighteen times in his speech; personal pronoun 'I' twenty three times, 'we' sixty seven times and 'you' twenty eight times. Furthermore, Mr Joe Biden used content words approximately for eighty five times in his speech; adjective for fifty times and adverbs for twenty nine times. However, Mr Boris Johnson used fifty three content words in his speech; adjectives thirty times and adverbs twenty three times. Moreover, Mr Joe Biden used collocations for forty two times and Mr Boris Johnson used eighteen times in their respective speeches. Following graph figured out the details in numbers.

Graph 1 The percentage of the use of pronoun, content words & collocation in the speeches of both politicians.
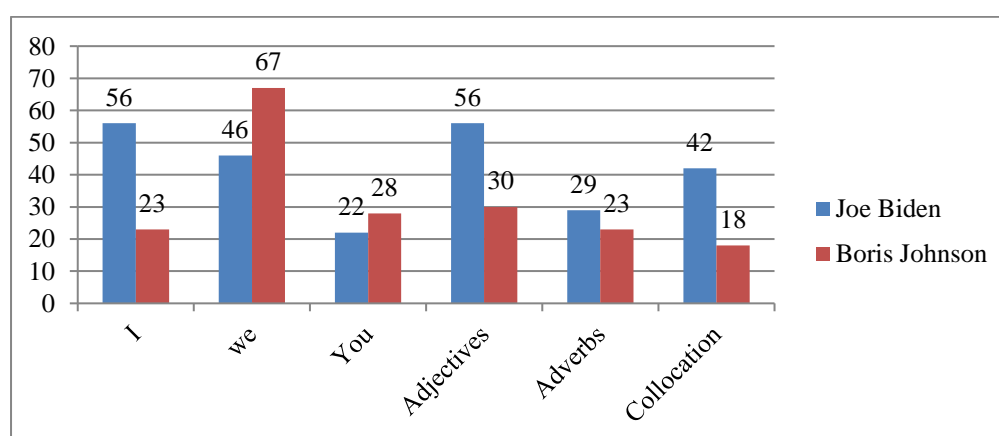

Second dimension is discursive practice, in which production and reception of the text has been analyzed. Production has been done by the politicians; however, reception of the text was done by the masses. Through the help of using different vocabulary items, politician's uses different themes to convey their agenda. Moreover, it is important stage in which meanings are understood,

interpreted and analyzed accordingly. In the second stage of Fairclough's 3D Model, the interpretation stage, the researcher has mentioned the process of production with the help of some questions given in Fairclough's Model. First question is how discourse is produced. Political speeches here in this research study has been analyzed as discourse. One political speech of each politician was selected for analysis. Therefore, verbal talk was selected, and then the researcher made it in written form for the research analysis accordingly. Second question is that who produced it. Two politicians (Mr Joe Biden and Mr Boris Johnson) have been selected for the comparative analysis of the study. Third question is who the consumers of discourse are. Primary consumers are the masses of the both countries i.e. the USA and the UK; however, secondary consumers are the media of whole the World. The messages are not only delivered for the specified kind of their respective countries, but also for the whole World to know the agenda of new contestants regarding the approach and policy to tackle the problems in upcoming times. Fourth question is how they are consuming it. These both speeches were uttered during pre-election contest in the US and the UK. The masses heard these speeches through direct interaction as well as print and electronic media. Fifth question what were the objectives of discourse. The main objective of the discourse was to win the general election in both politicians' respective countries. However, the research has analyzed that their secondary purpose could be to deliver the message to the whole World by using the specified kind of agenda that how they will deal them after winning the election. Sixth question is for whom discourse is specially produced in a specific context. Here, in this research study, the researcher has analyzed that the discourse was specially produced for winning the election through impressing the masses of both countries; the USA and the UK. Furthermore, to compare and contrast in the discourses in both speeches, the current study uses Fairclough's (1989) third dimension i.e., social practice.

The analysis of Joe Biden's Speech

Here are the details of content words, pronoun and collocations used by Joe Biden in his pre-election speech.

Figure 1 The percentage of the use of pronoun, content words & collocation in the Joe Biden's speech.
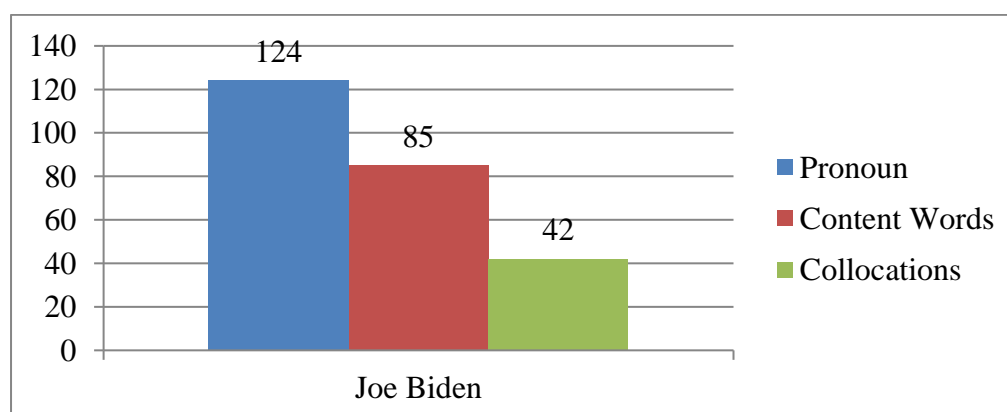
Here, the above-mentioned figure indicated the use of pronouns, content words

and collocations that Mr Joe Biden used in his speech. However, more specifically, the in depth analysis of each sub-category is mentioned in upcoming paragraphs.

Personal Pronoun

Personal pronouns used by Joe Biden in his speech have been analyzed in this research study. Joe Biden used personal pronoun 'I' for 56 times, 'we' for 46 times and 'you' for 22 times throughout his speech. However, some evidences are mentioned below:-

(I)   I will draw on the best of us not the worst.I will be an ally of the light not of the darkness (Joe Biden's speech).

Here in the above-mentioned line, Mr Joe Biden has used the pronoun 'I', not only for one time but for two times. 'I' pronoun is used to indicate the importance of oneself in front of masses. The speaker has emphasized through the usage of pronoun 'I' that he will draw the best results for the people of the USA through the election process. Moreover, he used positive words for showing his personality.

(II)   United we can, and will, overcome this season of darkness in America. (Joe Biden's speech)

In the above-mentioned line the speaker has used the pronoun 'we' in the pre-election speech. He used this pronoun to make people to realize about their importance in the election process. This pronoun indicated that he and the masses of his people are at equal line for the change of America.

Content Words

Mr Joe Biden used 85 content words in his speech; 56 adjectives and 29 adverbs.

Adjectives

(I)   Too much anger. Too much fear. Too much division. (Joe Biden's speech)

Aforementioned line indicated speaker's emphasis for the use of adjectives. He used three adjective at same time 'much' with different words. He used the word much with different words i.e. anger, fear and division. Therefore, he importantly used the words much anger, much fear and much division during his speech.

(II)   …………………massive unemployment, uncertainty, and fear. (Joe Biden's speech)

Here, in the above-mentioned line, Mr Joe Biden has used adjective massive with word unemployment. Hence he used massive unemployment in his speech. This adjective has stressed on the word for unemployment. Through the usage

of this word, the politician has indicated the problem of the USA for youth.

Adverbs

Here is the detail of adverbs used by Joe Biden in his selected pre-election speech:-

(I)   Now, nearly a century ago, Franklin Roosevelt pledged a New Deal in a time of massive unemployment, uncertainty, and fear. (Joe Biden's speech)

Here in the above-mentioned line he used adverb 'nearly', and 'massive'. For indicated the period of time, he used the adverb 'nearly' and also gave the reference of some past. Moreover, he used another adjective 'massive' in the form of showing unemployment, uncertainty and fear in the masses. Joe Biden has used both of these adjectives wittingly to show the importance of these verbs the speech.

Collocations

Mr Joe Biden used approximately 42 collocations in his pre-election selected speech.

(I)   ……………………Give people light and they will find a way.Give people light. (Joe Biden's speech)

Here in the above-mentioned line, Mr Joe Biden used one collocation at two times accumulatively in his speech; give people light. He specifically paid attention towards the importance of people that figured out the light for people and they will search the way for themselves. Here he the word 'a way' for the specified nature of election and votes.

The analysis of the speech of Boris Johnson

Here is the detail of content words, pronoun and collocations particularly used by Boris Johnson in his selected pre-election speech.

Figure 8 The numbers of the use of ronoun, content words & collocations in Boris Johnson's speech.
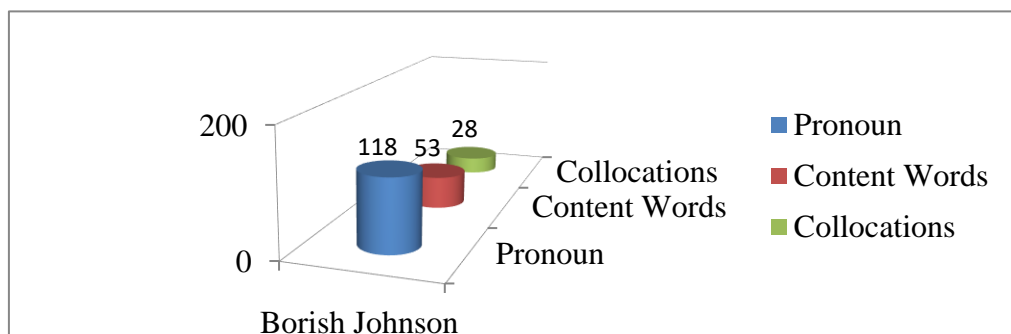
The above-mentioned figure indicated the use of pronouns, content words and collocations that Mr Boris Johnson used in his speech. However, more specifically, in depth analysis of each sub-category is mentioned in upcoming paragraphs.

Personal Pronoun

Personal pronouns used by Boris Johnson in his speech have been analyzed in this research study. Boris Johnson used personal pronoun 'I' for 23 times, 'we' for 67 times and 'you' for 28 times throughout his pre-election selected speech.

(I)   I sincerely hope so, I sincerely hope so everybody. I sincerely hope so because we it because we have a national duty……………………. **(Boris Johnson's speech)**

Here in the above-mentioned line, Mr Boris Johnson has used the pronoun 'I' for expressing his personality. This pronoun is the first person pronoun which indicates one's personality in front of other people. While addressing the masses he used this pronoun 'I' for the sake of getting importance and showing his sincerity with others.

Content Words

Mr Boris Johnson used 53 content words in his speech; more specifically he used 30 adjectives in his speech and 23 adverbs.

Adjectives

(I)   …….this is an incredible country, our amazing country, second biggest, second-biggest a contributor to NATO……. (Boris Johnson's speech)

In the above-mentioned line, Mr Boris Johnson has used two adjectives; incredible and amazing. He used incredible with country and mentioned that their country is one of the incredible country in the World. Furthermore, he used amazing adjective again with country. Here he used the word to boost the confidence level of the masses. Both words have potential in their usage during the speech. Therefore, the uses of both words in his speech have paid special potential for the audience.

Adverbs

Here is the detail of adverbs used by Boris Johnson in his selected pre-election speech:-

(I)   I sincerely hope so, I sincerely hope so everybody. I sincerely hope so because we have a national duty, ………(Boris Johnson's speech)

Here in the above-mentioned line, Mr Boris Johnson has used adverb 'sincerely' for three times. He used sincerely with the word hope so, that expressed 'I

sincerely hope so', and again says that 'we have a national duty'. He expressed that they have national duty to vote.

Collocations

Mr Boris Johnson in his speech has used collocation approximately for 18 times throughout.

(I)   We can choose to go forward in the one nation conservative government and the deadlock lifts the clouds launch ourselves towards a brighter future for the whole country …………… (Boris Johnson's speech)

Here in the above-mentioned lines, the politician has used two collocations; deadlock and bright future. He used deadlock for the work of previous government and brighter future for his upcoming period that once they will lift the clouds of deadlock then definitely they will proceed towards success.

FINDINGS AND DISCUSSION

The researcher examined the selected pre-election speeches of Mr Boris Johnson and Mr Joe Biden.

In the section of personal pronoun Joe Biden has used 'I' for fifty times and Boris Johnson used 'I' for twenty three times. Joe Biden used 'we' for forty six time and Boris Johnson for sixty seven times. The third personal pronoun, 'you' was used by Joe Biden for twenty two times and Boris Johnson used 'you' for twenty eight times. In addition, personal pronoun revealed that Mr Joe Biden used 'I' for many times than remaining two personal pronouns. He showed his importance through the usage of 'I' too many times. Secondly, he used 'we' for forty six times, in which he gave the importance to both; himself and the masses. Least one, he used 'you' for only twenty two times in his speech through the usage of this personal pronoun 'you', he indicated and gave importance to the masses only or urged them for their approach for the election. Here, Mr Joe Biden, at first priority used 'I', then 'we' and at last in the category list, he used 'you'.

In the findings of Boris Johnson, the researcher has analyzed that the politician has used personal pronoun 'I' for twenty three times throughout his speech. Second personal pronoun he used 'we' for sixty seven times in his speech, which showed that he gave much importance to his people as well as himself. Further, he used third personal pronoun 'you' for twenty eight times in his pre-election speech (evidence of the occurrence have been mentioned in data analysis section, Graph 1). Key findings of his usage of personal pronoun showed that at first he used 'we' for sixty seven times, at second priority he used 'you', that was for twenty eight times and at last priority he gave to personal pronoun 'I' for only twenty three times.

In the comparison of both politicians, Mr Joe Biden used 1st person pronoun 'I' more than Boris Johnson's usage in his speech. He used 2nd and 3rd person pronouns i.e. 'we' and 'you' less than Boris Johnson's usage in his speech. It showed that Mr Joe Biden gave much importance to himself than the masses,

however, Mr Boris Johnson not only gave importance to himself but he used too much 'we' for giving same kind of importance to the masses of his country (the United Kingdom). Furthermore, he used third person pronoun and at last category he used first person pronoun 'I', which showed contrary to the usage of Joe Biden.

Next, findings regarding the usage of content words used by both politicians in their pre-election speeches showed that Mr Joe Biden used eighty five content words (fifty six adjectives and twenty nine adverbs), however, Mr Boris Johnson has used fifty three content words (thirty adjectives and twenty three adverbs. The findings of content words indicated that Mr Joe Biden has used more content words (i.e., adjectives and adverbs) then Mr Boris Johnson. Furthermore, as per the usage of collocations mentioned by both politician showed that Mr Joe Biden has used forty two collocations, however, Mr Boris Johnson has used eighteen collocations only in his speech. The occurrence showed that Mr Joe Biden has used more numbers of collocations then Mr Boris Johnson in his speech.

Furthermore, as per the usage of personal pronoun, content words and collocations, the study revealed that he used the personal pronoun 'we' more than other ones. He intentionally used it for getting the support of the masses. As far as, he used adjectives more than adverbs and priorities his speech by less mentioning collocation.

Sequel to above, the study focused here on the second stage 'interpretation' of Fairclough's 3D model of CDA. This stage suggested through the usage of personal pronoun 'I' that Mr Joe Biden is more concerned about his personality rather than relating him with the masses. However, the second stage 'interpretation' here suggested through the using of personal pronoun 'we' more than 'I' and 'you' that Mr Boris Johnson creates harmony with the masses.. The third stage 'explanation' of Fairclough's 3D model (1989) of critical discourse analysis suggests that both politicians remained more concerned about election. They made intentional choices to win the election. They used personal pronouns, content words and collocations as per their nation's requirement. Both remained very successful to deliver their stance in front of the nations in their respective countries. Speeches of each politician showed similarity pattern rather than differences in front of the masses.

CONCLUSION
The research study based on the critical discourse analysis of Joe Biden and Boris Johnson's selected pre-election speeches. Fairclough's (1989) three-dimensional model has been used for data analysis. The model based on three levels i.e., text, discursive practices and social practices. Text is based on the analysis of discourse on description only, in which identification of personal pronouns, content words (i.e., adjectives and adverbs) and collocations have been carried out. Mr Boris Johnson uses pronoun 'we' for many times instead of 'I', which shows his attachment with the masses. Apart from this, Mr Joe Biden uses personal pronoun 'I' for many times during his speech, which shows his importance more than others specifically the masses. He explained too much about himself for winning the election.

In addition, this study shows that speeches of both politician remains linked with social problems of the people, which create harmony with the masses. Therefore, both politicians, later on, got elected as Prime Minister and President, in their respective countries. In the last but not least, the study shows that last stage of Fairclough's 3D model plays a significant role to impress the masses while using effective content words (adjectives and adverbs) and collocation during their election speeches.

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