

Exemplification As A Critical Pragmatic Strategy In An American Election Interview

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ABSTRACT

This study deals with the use of the psychological strategy of exemplification and different ideological, pragmatic and mind control strategies for being perceived as honest, hardworking, and committed, control and manipulating the minds of the audience and their perceptions of events, besides passing and naturalizing their ideologies and gaining acceptance and legalization for different actions in the Election Interview from a critical pragmatic perspective, with the use of exemplification for gaining different benefits like winning the presidential election, gaining the public acceptance regarding their policies besides passing, naturalizing ideologies like Americanism and legalizing their decisions and actions. This study hypothesizes that Joe Biden uses exemplification tactics, pragmatic, ideological and mind control strategies to gain the impression for gaining the impression of being viewed as honest, self-scarifying and committed to serve the American public for gaining power, dominance and winning the American presidential elections. This study aims at investigating ideological and the types of exemplification strategies exploited by Joe Biden to gain the psychological impression related to exemplification. For attaining the aims and testing its hypotheses, the procedure is analyzing part of Joe Biden's discourse in this interview based on the model developed for this study.

INTRODUCTION

Most people are so concerned about the image of themselves that they represent to others (Kassin et al, 2017: pp. 96-97). Such self-presentation strategies may be utilized for presenting an accurate image of self. However, they can be used for influencing the audience and presenting a false or an exaggerated image for deceiving, manipulating, and controlling others. Language is a device for such self-presentational behavior and their strategies. Different types of pragmatics and ideological strategies can be used for gaining the self-presentational aims. One of the self-presentation strategies used by individuals is the strategy of exemplification. This strategy is used by different people and especially politicians for managing people's impression regarding

themselves which will help them in manipulating and controlling the minds of the people for gaining different benefits like power, dominance, winning elections, and legitimization of different actions. American politicians who attempt to won the American elections like Joe Biden and Donald Trump use the exemplification self-presentation strategy for manipulating people and gain the impression related to being honest politicians, hard workings and concerned about people, their health, their financial situations, and their lives in general. The present study is concerned with the exemplification strategy used by Joe Biden his interview in the 60 minutes election interview and the ideological and pragmatic strategies used by these him for gaining the impression related to being viewed by the American people as honest, hardworking,

anti-racist, humble and fighting for people and their rights with no exception to win the battle of the American presidency.

To the best of the researcher's knowledge, the concept of exemplification and how it is used by the American politicians pragmatically and ideologically has not been investigated seriously in the fields of critical discourse analysis, pragmatics, and critical pragmatics. This self-presentational strategy of exemplification which is rooted in the field of social psychology has not been investigated seriously in the field of linguistics in even though the strategy of exemplification cannot be influencing without the use of linguistic strategies that make this strategy affective. Exemplification must be dealt with seriously in the field of linguistics since it is based on the use of language and language is a tool that can be used for persuasion and manipulation. Based on what have been mentioned above, the present study attempts to answer the following questions:

1-How are the pragmatic strategies used by Joe Biden in the 60 Minutes Election interview?

2- What are the ideological strategies used by Joe Biden in the 60 Minutes Election interview?

Based on the above questions, this study aims at the followings:

1-Identifying the pragmatic strategies used by Joe Biden in the 60 Minutes Election interview.

2- Describing the ideological strategies used by Joe Biden in the 60 Minutes Election interview.

The present study is limited to the pragmatic and ideological strategies used by Joe Biden in the 60 minutes election interview for winning the American election and showing themselves as honest, anti-racism and hardworking politician who fight for the American unity, justice, and the American people.

The significance of this study is bound to its contribution revealing how American politicians persuade, control, manipulate the American people and people around the world, controlling their minds and consciousness to show themselves as fighting for justice and honest politicians and to pass the ideology of Americanism to the people for naturalizing their dominance over different countries and legalizing their decisions besides gaining more power and access to different resources. This study follows

the procedures of 1) Explicating the model used for the analysis and the methodology chosen for the analysis. 2) Analyzing the selected interview according the model designed for the present study. 3) Presenting the conclusions based on the analysis of this interview.

The Analytical Framework

The model of the present study consists of the exemplification self-presentational strategy and the strategies used by the selected politicians for exemplifying that are the pragmatic strategies, micro level strategies and macro level strategies as in the following:

I Pragmatic Strategies

The pragmatic strategies used for exemplification in this study are speech acts and presuppositions.

A-Speech Acts

Searle (1976) classification of speech that consists of assertive, commissive, directives, expressives and declarations acts is adopted for the analysis of exemplification in the present study.

B-Presuppositions

Yule 's (1996: P.25- 29) definition and classification of presuppositions that consists of existential, factive, lexical, structural, non-factive and counter-factual presuppositions is adopted for the analysis of the presuppositions used by Joe Byden in the 60 Minutes election interview.

2 Ideological Strategies

The ideological strategies consist of Van Dijk's (2004) categorization of positive self-presentation and negative other presentation and Smith's (2014) mind control strategies.

A-Positive Self-presentation and Negative Other -presentation

Van Dijk (2004) is adopted for the analysis of the use of positive self-presentation and negative other presentation by Joe Biden for exemplifying himself for the American people to win the race of the American presidency.

B-Mind Control Strategies

The present study adopts Smith (2014) for the analysis of mind control strategies used by Joe

Biden for controlling the minds of the American people and showing himself as honest and hardworking politicians which can lead them to gain different benefits like legitimizing their authority and decision, gaining more power and dominance and passing their ideologies to the American audience and people all over the world besides passing, naturalizing, and legalizing the Americanism ideology for the American people and people in author countries which

consequently help the American policy to dominate and control the world's countries and their resources. The mind control strategies used by Joe Biden are manipulation, persuasion, and deception.

Regarding the methodology of the present study, this study follows the qualitative method for the analysis of Joe Biden use of the exemplification strategy in the 60 Minutes Election Interview.

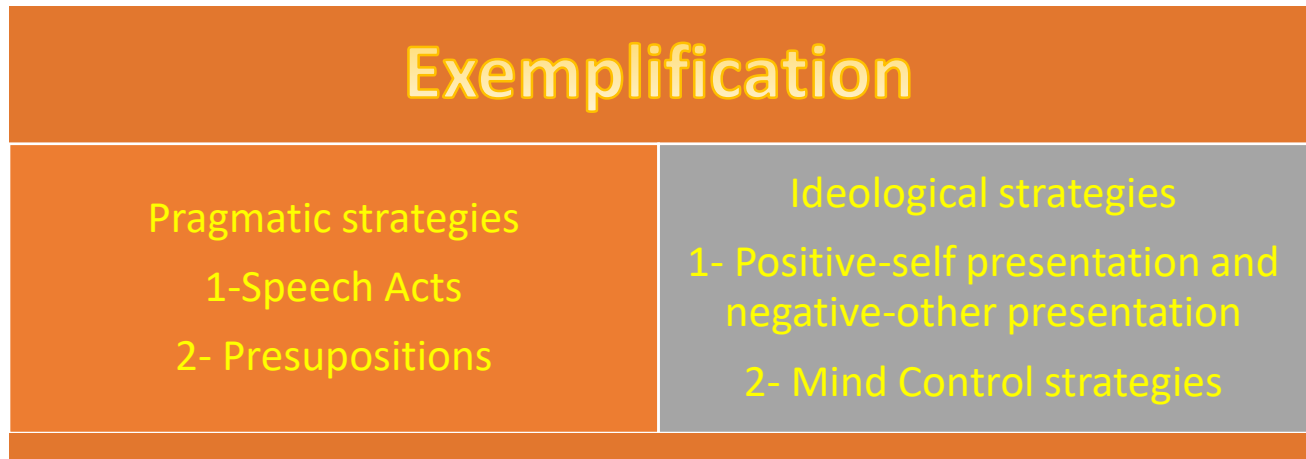


Figure (1): The Model adopted for the Analysis in the Present Study:

Data Analysis

I Exemplification, the Pragmatic and Ideological Strategies Used for Exemplification

Lewis and Neighbors (2005: 470) explains that this strategy is utilized for doing every effort and moving beyond what is possible to be seen by the audience as a model of hard working, honesty and fighting for a cause and for people. Joe Biden and Kamala Harris use this strategy heavily in the 60 Minutes Election Interview. Biden as a member of the democratic party and as a presidential candidate who is fighting for the American presidency uses different linguistic, ideological, and pragmatic strategies for viewing himself as honest, hardworking, fighting for people's health and lives, fighting for women rights and Black people rights and many other ways for exemplifying himself for the American people to win their acceptance and convince them to vote for him and that he is better than Trump. He did every possible effort to gain the impression related to the exemplification strategy to gain the

power and the authority of being the American president. Joe Biden uses the exemplification strategy as in the followings:

1-Joe Biden: Well, I hope, there's going to be a lot of people who vote for me because of who I am, but I think the contrast between Donald Trump and me is about as stark as it can get in terms of our value set and how we view the world. In this paragraph, Joe Biden shows himself as different from Donald Trump by showing that Trump is a person who does not have values while he is a person and a politician who has strong values. He also views himself as the president who will save the situation in his country because of his better view and understanding for the world that Donald Trump does not have.

Regarding speech acts, Joe Biden uses firstly the expressive speech act to show express his feelings regarding his desire for gaining people's votes and acceptance for his own qualities. He then uses the assertive speech act for asserting that he is an honest politician who have values while Trump does not have any values at all. He

uses these speech acts in this paragraph to show that he is the honest politician that he saves his country with his experience and viewpoints.

Dealing with the presuppositions used by Joe Biden in this paragraph, Joe Biden firstly uses the existential presupposition to assume the existence of people who will vote for him because his honesty, experience, and viewpoints. He then uses the factive presupposition to emphasize the assumption of being totally different from Donald Trump as a fact.

Dealing with the ideological strategies and starting with positive self-presentation and negative other presentation, Joe Biden uses the positive self-presentation to emphasize his positive features like having value and principles while he uses negative-other presentation for shedding light on Trump as having no values and wrong perspectives for life.

Coming to mind control strategies, Joe Biden uses manipulation strategy by controlling the minds of the American people by controlling the ways in which they think in Donald Trump and him and to change their attitudes toward Donald Trump as a person who has no principles and no understanding for the world while him as having values and principles and then change their behavior by using the persuading strategy. Joe Biden changes the emotions and attitudes of the American people toward him and Donald Trump by using pragmatic and linguistic strategies to persuade them that Donald Trump is a dishonest politician who has no value while he is the honest politician how has values. He uses the systemic persuasion to persuade the American people by logic that he his understanding for the world is different from Trump's understanding of the world.

2- Joe Biden: Well, for example, I think we have to fundamentally change the way in which we deal with institutional racism. For example, one of the hardest things is beyond police issues. There's the issue of accumulation of wealth. There's an awful lot of black Americans who are equally as qualified as white Americans based on the same status they are in, in terms of their economic opportunity, but they don't get a chance. So, for example, if we just made every corporation pay a minimum 15% tax, you got 91 pay no tax, that raises over \$400 billion. I can send every single qualified person to a four-year

college in their state for 150 billion. I can make sure every single person who qualifies for community college can go, and we still have a lot of money left over. That's what I mean by significant institutional changes.

In this paragraph, Joe Biden refers to the Black Americans and their chance to go to colleges, get works and have the same chances as the white people. He shows himself as an anti-racist politician who stands for the rights of the black people and fights for their lives. He also attempts to show that Trump is a racist person who took the black people's rights and limited the rights only to the white American people. The use of the exemplification strategy in this way gain the impression related to this strategy is a successful one since the American people were shocked by the death of George Floyd who was a black American that was killed by a white policeman when Trump was the president and Trump not doing anything to punish people who were responsible.

Coming to pragmatic strategies and starting with the speech acts, Joe Biden uses the assertive speech act to suggest that and to assert his opinion regarding the total changing of the way of dealing with institutional racism. He then uses the assertive speech act to assert his opinion that there are many black people who does not get chances like the White people. He also uses the assertive speech act to assert his opinion of raising taxes for corporation so he can send Black people to universities. He then uses the commissive speech act to emphasize his plan in the future to send qualified black people to universities. He finally uses the assertive speech act to assert that this is his plan and suggestion for institutional changes. He uses these speech acts to show that he is the honest politician who stands against racism.

Dealing with presuppositions used by Joe Biden in this paragraph, Biden uses the existential presupposition to assume the existence of the institutional changes of dealing with racism. He then uses the existential presupposition to assume the existence of accumulation of wealth, black Americans, and the economic opportunity to emphasize the existence of the case in which white American get all the chances while Black Americans get less chances. He then uses the existential presupposition again to refer to the

existence qualified people, corporation, 15% taxes to make the assumption and the prediction that by raising taxes for corporations to be 15%, he can send qualified people to colleges. He finally uses the factive presupposition to emphasize that his predictions are true and facts. He uses the factive and existential racism to show the American people that he is the hard-working politician that stand for the chances for the American people regardless of their color.

Moving to the ideological strategies and starting with the positive self-presentation and negative other presentation, Joe Biden uses the positive self-presentation to emphasize his ability to fight racism and send the black people to colleges to get their chances like the white people. He uses negative other presentation to show that under the presidency of Donald Trump, institutional racism increases in America and the black people does not have the same chances as the white people and he emphasizes that under this presidency it is difficult for black people to went to colleges. He uses negative other presentation to show that Donald Trump is racist.

Coming finally to mind control strategies, Joe Biden uses manipulation by controlling the minds of the audience and the ways they think through showing himself as standing against racism while showing Donald Trump as a racist person. He is influencing the American audience to change their attitudes toward Donald Trump so that he would lose his supporters and voters. Joe Biden uses the persuasion strategy by influencing behaviors, beliefs, and attitudes of the American people regarding him and Donald Trump. He attempts to persuade the American public using the systemic persuasion to persuade them by using logic that he is an honest, noble, hard-working politician who want to stand against racism while Donald Trump is a dishonest politician who led to the increase of systemic racism in America under his presidency.

6-Joe Biden: Right now, the biggest domestic issue is our health. Right now, COVID. COVID, the way he's handling COVID is just absolutely totally irresponsible. He's telling people that we've turned the bend in one of his recent rallies. Well, he's gone, and as my grandpop would say, he's gone round the bend. I mean, we are in real trouble.

In this paragraph, Joe Biden shows that he is the liberal politician and the future American president who cares for the health of the American people and want to find a solution as fast as possible for their health problems. He then criticizes Trumps' policy regarding his way of dealing with the pandemic to show the American people that his rival Trump is not a hard-working politician and is not doing his best for the American people. He shows people that Trumps' policies are wrong one that leading to the death of people and he is the only one who can save the situation.

Dealing with the pragmatic strategies and starting with speech acts, Joe Biden uses the assertive speech act to assert that the health issue is the biggest issue to emphasize that he is the future president who is concerned about people's health and want to save the American people from the pandemic. He uses the assertive speech act also for asserting that Donald Trump is unable to protect people from covid and his inability to run the situation will lead to more deaths among the American people. He then uses the assertive speech act to emphasize that America is in real danger because of Trumps' wrong policies. He shows himself as the ideal future president who can save America from Donald Trump and his wrong policies regarding the pandemic.

Coming to presuppositions, Joe Biden uses the existential presupposition to assume the existence of the domestic issue of health and covid to assume that Donald Trump's policies regarding covid is very wrong and is the main reason for the high number of deaths related to the pandemic. He uses the existential presupposition to show the American people that their life is in danger because of Trump's wrong policies and he is the only one who can save them. He also uses the lexical presupposition by using the verb turned the bend to emphasize that Donald Trump has no mental abilities to deal with serious issues like the pandemic.

Moving to the ideological strategies and starting with the positive self-presentation and negative other presentation, Joe Biden uses positive self-presentation to describe him self as the future president who is considered about the American people's health and want to save them from the pandemic. He uses the negative other presentation to describe Trump as a politician

who has lost his mind and has no mental ability or integrity to handle the pandemic issue and his wrong policies will lead to people's deaths and presents a great threat to America.

Coming to the mind control strategies, Joe Biden uses the manipulation strategy to control the American people and how they think about Donald Trump's ways of handling covid and his mental ability. He controls the American people's mind by changing their attitudes and behavior regarding Trump's policies of covid. He makes the American people think that Trump has lost his mind and his covid policies will lead to many deaths among the American people. He also uses the systemic persuasion strategy to convince the American people by using logic and reason that he is of no use any more as an American president to convince him not to vote for him.

7- Joe Biden: We should be investing a great deal more money in testing and tracing. A woman can go in to a drug store and buy a pregnancy test and find out at home whether or not she's pregnant. We should be doing the same kind of investment to see whether we're going to have testing kits for people to know. It's not enough to know in seven days or five days or three days whether or not you have COVID.

In this paragraph, Joe Biden emphasizes spending money in testing and tracing to show the American people that he is the hard-working politician who cares about people of his country. He also emphasizes that there must be new devices for testing covid to show the American people that he has solutions for saving the country.

Regarding the pragmatic strategies and starting with speech act, Joe Biden uses the commissive speech act to commit himself to invest more money for covid testing and tracing in the future. Joe Biden then uses the assertive speech act to assert the fact that a woman can check whether she is pregnant or not by using a pregnancy test. Then, he uses the commissive speech act to promise people to develop a covid test like the pregnancy test in the future. Then, he finally uses the assertive speech act to assert that it is not enough to get the results of the covid test in seven or nine days. He uses these speech acts to show that he is the future president who is considered about the health of people and worried about the corona results and will make plans for testing covid that are fast.

Dealing with the presuppositions, Joe Biden uses the existential presupposition to assume the existence of more money in testing and tracing of covid to emphasize that he will invest money for testing covid. He then uses the factive presupposition to show that his assumption of the need to develop covid tests that are like the pregnancy tests is a fact. Finally, he uses the existential presupposition to assume the existence of covid to emphasize that the patient of covid must know that he is infected in his first day rather than the seventh day. He uses these presuppositions to show that he is the future president who is concerned about the health of the American people.

Regarding the ideological strategies and starting with positive self-presentation and negative other presentation, Joe Biden does not use this strategy in this paragraph.

Coming to mind control strategies, Joe Biden uses the systemic persuasion strategy by persuading the American people using logic and reason that he has many solutions for protecting them from the danger of the pandemic and will develop policies for making developed ways for diagnosing covid and treating it. He uses the manipulation strategy by manipulating the minds of the American public by making them feel that they are in a danger of getting infected and making them think that the only way of protecting themselves is by voting for him. He uses linguistic and pragmatic strategies to control the ways in which the Americans think and to control their attitudes, behaviors, and emotions regarding his role as the future president who will save their lives.

8- By writing the tax code. You got billionaires in this country making \$700 billion during this crisis, \$700 billion.

In this paragraph, Joe Biden presents himself as the politician and the future president who has a tax policy that reflects his interest in most people and not only the rich people. He wants to show the American people from lower and middle classes that he cares for them and their financial situation and he is not like Trump who cares mainly for the rich American people.

Dealing with the pragmatic strategies, Joe Biden uses the assertive speech act to assert that the billionaires in America make \$700 billion in the time of covid. He uses this speech act to

emphasize that rich people like Donald Trump made use of the pandemic to increase their wealth while the middle classes and poor class people have suffered and many of them lost their lives under the pandemic. He uses this speech acts mainly to show that he is the noble honest politician who cares about all the American people and wants to save their lives.

Dealing with the presuppositions, Joe Biden uses the lexical presupposition by using the verb writing to make an implied assertion that Trump's tax policy was made for benefiting him and rich people of America regardless of the other people in the country. He uses this presupposition to show himself as the opposite of Donald Trump who is the reason for the rich people to gain extra money and the suffering of the poor people in America under the pandemic.

Regarding the ideological strategies, Joe Biden uses positive self-presentation to describe himself as the ideal president who wants to help all the American people while he uses negative other presentation to view Donald Trump as the president who does not care for the American people.

Dealing with mind control strategies, Joe Biden uses the manipulation strategy to control the minds of the Americans regarding their attitudes, emotions and behaviors regarding Trump's tax policies and his policies regarding the taxes and the way of dealing with people from different classes. He uses the systemic persuasion to convince people with reason and logic that Trump is unable to run a good tax policy especially under the pandemic and that Trump cares mainly for the rich people.

10- Joe Biden: That's a guarantee, a promise. I give you my word as a Biden. That's an absolute guarantee.

In this paragraph, Joe Biden promises people that he will not raise the taxes for people from low and middle classes while he will impose more taxes on rich people and companies. He shows himself as the honest politician who cares for all the American people.

Regarding the pragmatic strategies and starting with speech acts, Joe Biden uses the commissive speech act to promise the American people that people making less than 400,000\$ will not pay more taxes under his presidency. He uses this speech act to show himself as the future noble

president who care about poor people and people from middle classes.

Coming to presuppositions, Joe Biden firstly uses the factive presupposition to emphasize that his assumption of not letting people making less than 400,000\$ paying more taxes is a fact. He uses the existential presupposition to assume the existence of a promise that he gives to people, him as a future president, and the absolute guarantee to show himself as the president who wants to help all the American people and to help the poor and the middle classes American people by not imposing extra taxes on the money they are making.

Coming to ideological strategies, Joe Biden does not use positive self-presentation and negative other presentation in this paragraph. Dealing with mind control strategies, Joe Biden uses manipulation strategy to control the minds of the American people and controlling their attitudes, ways of thinking, and behaviors regarding him as the next American president who will save the poor and middle classes people from the high amount of taxes. He uses the systemic persuasion to convince the American people that he is the future president who well fix the taxes issue and will help all the American people to have better lives.

11- Joe Biden: From what I've read and know, the intelligence community warned the president that Giuliani was being fed this information from the Russians. And we also know that Putin is trying very hard to spread disinformation about Joe Biden. And so when you put the combination of Russia, Giuliani, the president together, it's just what it is. It's a smear campaign because he has nothing he wants to talk about. What is he running on? What is he running on?

In this paragraph, Joe Biden justifies his son Hunter Biden's wrong actions by accusing the Russian government and its president Putin, the lawyer of Donald Trump and Donald Trump to be manipulating the facts to accuse Hunter Biden of making illegal gun deals. He justifies his son's actions to save his public identity and his reputation as member of the democratic party and previously the vice president of Obama. He attempts to hide his son's wrong actions so as not to influence his public identity as a candidate for the American presidency and not to lose the

impression of an ideal and a noble politician who fights for justice and the soul of America.

Dealing with the pragmatic strategies in this paragraph and starting with speech act, Joe Biden uses the assertive speech act to assert that Giuliani has taken information about him and his sons Hunter Biden from Russians which are completely misguided and untrue. He also uses the assertive speech act to assert that Russians, Putin, Giuliani, and Trump are spreading fake information about him. He uses these speech acts to show the Americans that his is the honest ideal politician who has been accused falsely by enemies who are trying to destroy him and prevent him to be the next American president.

Regarding the presuppositions, Joe Biden uses the existential presupposition to assume the existence of the intelligence community, Russians, Putin, and Giuliani for emphasizing that his enemies like the Russians and Trump are spreading fake information about him. He then uses the factive presupposition to emphasize that his assumption of Putin spreading fake information about him and Giuliani made use of such information is a fact. He also uses the structural presupposition to assume that Trump is trying to destroy Joe Biden's reputation by spreading fake information about him. '.

Regarding the ideological strategies and starting with positive self-presentation and negative other presentation, Joe Biden describes Russia, Putin, Trump, and Giuliani as manipulators who attempt to spread fake information about Joe Biden to prevent him from being the next American president. On the other side, He describes himself positively as the honest good politician who is fighting his enemies attempts to destroy his political reputation.

Dealing with mind control strategies, Joe Biden uses manipulation strategy to control the minds of the American people regarding his involvement in his son's weapons dealing. He controls the attitudes, thinking and behaviors of the American people regarding his son's dealings with the Ukarinian weapon companies. He directs the minds of the American people to make them think that Russia, its president, Trump, and his lawyer are trying to destroy his reputation. He uses systemic persuasion to convince the American people using reason and logic that all the news

about his sons' illegal deals with Ukrainians are lies.

CONCLUSIONS

The present study has reached the following conclusions:

1-Joe Biden uses several pragmatic strategies for exemplifying himself and to show himself as honest, hardworking, ideal, fighting for the American people, fighting for black people, concerned about people's health, lives, financial and educational states and fighting for restoring democracy and the true nation of America as in the followings:

A-Joe Biden uses mainly the representative speech acts, then, the expressive and the commissive speech acts and to a less extent the directive speech act to show themselves as the ideal future American president and the vice president who will save the American nation and its people.

B-Joe Biden uses mainly the existential presupposition , then the factive and the lexical and to a lesser extent the structural and the non-factive presuppositions to prove to the American people that they are the ideal liberal politicians and the future president and the vice president who will fight racism, fight for the American people, fixing the issues of the taxes, the issue of covid, the issue of the lockdowns, the issue of the bad economic state of the country and to restore the relations with their allies.

2-Joe Biden uses several ideological level strategies for exemplifying themselves for the American people and to show himself as the honest, noble, and hard-working politicians who are seriously concerned in developing the American nation in every possible way and to help all the American people without exception as in the followings:

A-Joe Biden uses positive self-presentation for showing himself as the future American president who will amend the legal, financial, health, educational, judicial and the racial discrimination in America. He uses negative other presentation to present Donald Trump as the politician who does not think straightly, who encourages racism, who is unable to think in the right way and his mind is back worded and cannot thing in a straight way, who thinks that America is still racist, who fails to run the issue of covid and led

to death of many people, who cares about the rich people and raise taxes for the people in the middle classes and poor people and who fails in dealing with the allies and the enemies of America.

B-Joe Biden uses manipulation by controlling the mind, emotions, attitudes, and behaviors of the American people to make them think that they are the ideal, exemplified, honest, noble, hardworking, and committed future president and vice president who will help the American people, save them from racism, care in their health, fixing the economic state of the country, developing the relations with the allies, and dealing in a right way with enemies of America. He also controls the minds of the American people and their emotions regarding Donald Trump and making them think that Trump is racists, unable to run the American presidency, unable to deal with the issue of taxes, unable to deal with the issue of covid and is shutting down democracy in the United States.

C-Joe Biden uses the systemic persuasion to convince the American people using logic and reason and the heuristic persuasion to convince them using emotions that he is the ideal hardworking, and committed future president and viewing Donald Trump as the racist person who is unable to be the American president. Succeeding in gaining such impression will lead them to gain many benefits like winning the American presidency, more power, authority, dominance and passing their ideologies to the audience besides legalizing their decisions and naturalizing their ideologies like the ideology of Americanism.

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