Self- representation in Biden's Speech on Fighting the COVID-19 Pandemic: A Critical Discourse Analysis

Bashaer Jameel Rhaif
General Directorate of Najaf Education
bashaerjameel7@gmail.com

Asst. Prof. Dr. Azhar Hussein Obaid,
University of Kufa-College of Arts
azhar.abbas@uokufa.edu.iq

تمثيل الذات في خطاب بايدن حول مكافحة جائحة كوفيد ١٩ : تحليل خطاب نقدي

بشائر جميل رهيف
المديرية العامة لتربية النجف الاشرف

الأستاذ المساعد الدكتور أزهار حسين عبيد
جامعة الكوفة ـ كلية الآداب

Abstract:

The current study is A critical Discourse Analysis to the Self-representation in Joe Biden's speech "On fighting the COVID-19 pandemic". The problem of study lies in the scarcity of the studies that tackle the self-representation in Biden's speeches about the Covid-19 rescue plan. The study attempts to answer the following question: what are the self-representation strategies used by Biden "on fighting the COVID-19 pandemic''. It has hypothesized that certain self-representation strategies are adopted on three levels of analysis: the meaning level, the argumentative level and the rhetorical level, moreover each level involves more frequently used strategy than the other strategies. It also aims at figuring out the positive self-representation strategies used by Biden as well as identifying the most frequent strategy and the least one in each level. The study has adopted an eclectic model which is amalgamation of two of Van Dijk's models (2000 and 2006). The study conducts qualitative and quantitative analyses. Finally, the study

الملخّص:

تعتبر الدراسة الحالية تحليل خطاب نقدي لتمثيل الذات في خطاب جو بايدن حول مكافحة جائحة كوفيد- ١٩. تكمن مشكلة الدراسة في أن هناك نقصًا في الدراسات السابقة حول تمثيل الذات في خطابات بايدن حول خطة إنقاذ من كوفيد - ١٩.تحاول الدراسة الإجابة على السؤال التالي: ما هي استراتيجيات تمثيل الذات التي يستخدمها بايدن في مكافحة جائحة كوفيد -١٩ . افترضت الدراسة أن الاستراتيجيات التي تم تبنيها لتمثيل الذات كانت على ثلاثة مستويات من التحليل : المستوى الدلالي ومستوى الحجج والمستوى البلاغي و أن كل مستوى يتضمن استراتيجية مستخدمة بشكل متكرر أكثر من غيرها من الاستراتيجيات الاخرى. اعتمدت الدراسة انموذجًا انتقائيًا يتمثّل في دمج انموذجي فاندايك (٢٠٠٦،٢٠٠٠). اجرت الدراسة التحليلات النوعية والكمية. أخيرًا، خلصت الدراسة إلى أنه لتمثيل نفسه بشكل إيجابي خلال جائحة كوفيد-١٩ ، استخدم رئيس الولايات المتحدة الأمريكية الاستراتيجيات التالية لتمثيل الذات وهي: "وصف الفاعل الاجتماعي" ، "المعجمية" ، "التمجيد القومي للذات" ,"الإيذاء" ,"التعميم" ,"الإثبات" ,"الشعوبية" ,"العبء" ,"المعقولية" ,"المقارنة" ,"الاستعارة" ,"التكرار" ,"المبالغة" و "لعبة الأرقام". علاوة على ذلك, خلص التحليل الكمي الى ان من بين مستويات الدلالة والحجج والبلاغة ، فإن الاستراتيجية الأكثر استخدامًا هي وصف الفاعل الاجتماعي في حين كان اقلها استخداما هي استراتيجية التمجيد القومي للذات.

Adab Al-Kufa Journal
No. 56 / P3
Dhul-Qidah 1444 / June / 2023

ISSN Print 1994 – 8999
ISSN Online 2664-469X

مجلة آداب الكوفة
العدد :٥٦ /ج٣
ذو القعدة ١٤٤٤ هـ/ حزيران ٢٠٢٣ م

concludes that, to represent himself positively during the ''COVID-19 pandemic'', the president of USA uses the following strategies of self-representation which are: :"actor description", "lexicalization", "national self-glorification", "victimization", "generalization" ,"evidentiality" , "populism", "burden", "reasonableness", "comparison", "metaphor", "repetition", "hyperbole" and "number game . Moreover ,the quantitative analysis demonstrates that , among meaning , argumentation and rhetoric levels ,the most frequently used strategy is "actor description" whereas the least one is " national self-glorification"

Keywords: Critical Discourse Analysis, political discourse, Self representation, Positive self-representation, National self-glorification.

كلمات مفتاحية: تحليل الخطاب النقدي ،الخطاب السياسي ، تمثيل الذات ،التمثيل الايجابي للذات، التمجيد القومي للذات.

1. Introduction

Language is a fundamental tool for human communication through which we can express ourselves and our identity (Hart, 2010:35-36). Critical discourse analysis is a part of the language used in this communication. The term Critical Discourse Analysis has come to refer to a particular method for studying text and conversation that emerged from critical linguistics, critical semiotics, and generally from an oppositional and socio-politically aware approach to examining language, discourse, and communication(Vandijk, 1995:17). The term "representation" refers to the use of language to communicate something important about, or to represent, the world to others (Hall,1997:15). People who belong to ideologies of positive -self representation disseminate and emphasize positive things about themselves or downplay negative aspects of themselves, whereas those who belong to ideologies of negative -other representation disseminate and emphasize negative aspects of themselves or downplay positive aspects of themselves. (Van Dijk, 2006: 734).Self-presentation debates the individual's action as a member of a group while confidently conveying many ideological ideas (Nasih &Abboud, 2020:6).

2. Political Discourse

Typically, the relationships between discourse and political ideologies are examined in terms of the structures of political discourse, including the use of biased lexical items, syntactic structures like actives and passives, pronouns like "us" and "them," metaphors or "topoi," arguments, implications, and many other discourse-related characteristics (VanDijk, 2006:732). Political discourse is essentially an area of discourse analysis that focuses on the discourse practices that emerge in certain political environments or domains, such as legislative procedures, parliamentary debates, and presidential debates etc.(Johnson & Johnson, 2000:291 cited in Nasih &Abboud ,2021:3).

3. Self-representation : An overview and Definitions

Naturally, there is a clear understanding that at first impressions of individuals are essential in everyday life (Goffman, 1956:5). A person who presents himself in front of others, he may desire that they think favorably of him, or that they believe he thinks highly of them, or that they understand how he feels toward them, or that he obtain no clear-cut impression; he might want to make sure there's enough harmony to keep the interaction going, or to swindle, get rid of, mislead, or insult them (ibid: 2). The individual is more willing to show oneself in a positive light (Ichheiser:1949:6-7 cited inVeszelszki,2011:128). When an individual appears in the existence of others, there will normally be some reason for him to organize his activity in such a way that it will convey a message to others that is in his best interests. (Goffman, 1956:2-3).

Representation is the process of how social practices are constructed, including how reflexive self-constructions come into and influence social processes and practices (Wetherell etal, 2001:235). The language employed in a text or discussion to assign meaning to groups and their social behaviors, events, and social and ecological conditions and objects is referred to as representation in discourse analysis (Fairclough, 1989; 1995; van Dijk, 2002 as cited in Weden, 2005:90).

Thagard and Wood (2015:1) mention that the representing of self refers to the various ways in which humans display themselves to themselves and others (for example, self-concepts, and self-presentation) and this is the definition that the study has adopted. Mirror pictures, photographs, audio recordings, videotapes, and verbal descriptions are examples of self-representations based on various sorts of technology (Bailenson et al, 2008:5). According to Jacobson (1953 cited in Milrod, 2002:11), self-representation originates from our internal experiences and awareness of them, as well as our ability to comprehend our body and mental self as an object. Our perceptions of the earliest body images and sensations, according to her, are the cores of our self-images. Psychologically, The concept behind the self-representational approach to consciousness is that a conscious mental state simultaneously represents the world and the oneself (Kidd, 2011:362).On this regards, Milrod (2002:8) mentions that the self-representation is a representation or image

of the self in the individual's own mind (not restricted to visual perceptions).

4. Positive Self-representation Versus Negative Other-Representation

In the political realm, propaganda, programs, speeches, debates, and interviews often focus 'our' group or party favored issues, on what we have done well, and identify our opponents with bad topics such as war, violence, drugs, lack of freedom, and so on (Van Dijk, 2006:734) Van Dijk (1995) uses the concept of the "Ideological Square" to analyze language as two moves: "us" representing the speakers' "in-group" and "them" representing their "out-group" (Hamoud and Al-mawla ,2021:592). Thus, the ideological framework of discourse is thus reflected by the positive "Self" representation and the negative "Other" representation. In ideologies of positive-self representation, they spread and stress good things about "us" and downplay bad things about "us," whereas in ideologies of negative-other representation, they spread and emphasize bad things about "them" and downplay good things about "them" (Dijk, 2005 cited in Ismail et al, 2019:36).

5. Methodology and Data of Analysis

5.1 Data Description and Selection.

Data have been collected from web source (see references).They include Biden's speech entitled "Remarks by President Biden on Fighting the COVID- 19 Pandemic " in September 10, 2021 that involves the American rescue plan to eliminate the Corona virus. Some extracts related to the self-representation are taken from this speech to be analyzed.

5.2 Model of analysis

The model used in this study is an eclectic one based on Van Dijk's (2002 and 2006) works (see graph.1) in which he identified a number of

subtle ideological strategies as the essential basis of self-representation in terms of three levels of analysis namely: Meaning, Argumentation and Rhetorical levels. Each level comprises a number of strategies.
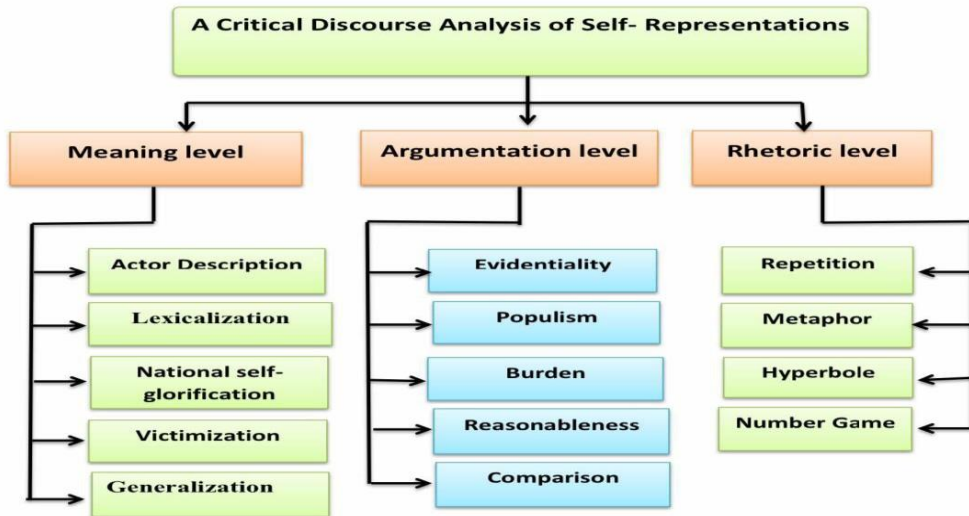
Graph (1) Eclectic model of the study depending on VanDijk (2000, 2006)

The strategies of **meaning level** are clarified as follows:

 1-Actor Description: The way by which actors are described in discourse by depending on our ideologies .It gives a detailed description of the entities (position, person, and thing) of discourse. Usually, we describe out-groups members in a bad manner and in-group members in a neutral or favourable one (van Dijk, 2006: 735).

2- Lexicalization: An ideological strategy involves selecting lexical words to convey positive or negative presentations of oneself or others. Thus, depending on the ideology of their user, various lexical words may express the same meaning or vice versa (ibid: 737).

3-Nationalself-glorification: **Self**-glorification may frequently be achieved by various forms such as positive references to or praise for one's own nation, its values, history and customs (ibid, 2000: 78).

4- Victimization: This indicates that the in-group must be seen as the victim of a threat when the others are frequently represented negatively,

especially when they are linked to threats. For example, taxpayers, particularly those who are low-income and elderly, are consistently represented as the actual victims of immigration laws since they must pay for them (ibid: 84).

5- **Generalization**: Instead of giving specific examples, speakers may make generalizations. (ibid, 2006:737).

Similarly, **the argumentation level** includes the following strategies:

1- **Evidentiality**: Speakers provide evidence or justification for their statements or opinions. Persons may accomplish this via mentioning their authority (ibid, 2000: 69).

2- **Populism:** The fundamental strategy is to assert (for example, in opposition to the Labour party) that "the people" or "everyone" opposes to the increasing of immigration (van Dijk, 2000:80).

3- **Reasonableness:** One common tactic used in argumentation is to demonstrate not only the validity of the arguments but also the speaker's own soundness, as in being reasonable or sensible. It also serves a purpose in the comprehensive impression management and positive self-presentation methods (ibid: 83).

4-**Burden:** This reflects premises that are assumed to be true and serve as good justifications for accepting the conclusion. The idea that asylum seekers would burden us financially is one of the central tenets of the "anti-immigration" argument (ibid, 2006735).

5-**Comparison**: When the speakers compare people in-groups and out-groups. Out-groups are compared negatively whereas in-groups positively in racist discourse (ibid).

As for **the rhetorical level**, the following strategies are employed:

1-**Metaphor:** It means the properties of one entity are attributed to the attributes of the other when two entities are compared. (ibid:738).

2-**Repetition:** It is a general rhetorical strategy which may serve a specific role of highlighting our positive attributes and the others' negative ones. (ibid, 2000:83).

3-Hyperbole:A semantic rhetorical strategy for improving meaning in exaggerated terms .e.g. the arrival of asylum seekers is metaphorically described as" opening the floodgates"(ibid, 2006:737).

4-Number Game: It implies that speakers assert objectivity in their arguments by using statistics. For instance, press reports often include the number of newly arrived immigrants (ibid :738).

5.3 Qualitative Analysis

The following extracts taken from Biden's speech "On fighting COVID 19 pandemic" will be analyzed basing on the eclectic model ,Van Dijk's (2000,2006) in terms of meaning, argumentation and rhetoric strategies of self-representation.

Meaning level
1-Actor Description

Extract (1) *"As we continue to battle COVID - 19, we will ensure that equity continues to be at the center of our response. We'll ensure that everyone is reached. My first responsibility as President is to protect the American people and make sure we have enough vaccine for every American , including enough boosters for every American who's approved to get one"*

Obviously, the president of the USA implements the strategy of actor description in the aforementioned extract .He describes himself positively through his great actions as someone who is responsible for providing a sufficient amount of vaccines for all Americans. In addition, he promises his audience that he will provide booster doses for those eligible to get them. Biden's positive self-representation is that he considers himself the rescuer of his people from the horrible coronavirus via beating it with vaccination . His moral commitment and his equivalence to vaccinating every American citizen are his main priorities, and this is what shows his positive self-representation.

2-Lexicalization

Adab Al-Kufa Journal
No. 56 / P3
Dhul-Qidah 1444 / June / 2023

ISSN Print 1994 – 8999
ISSN Online 2664-469X

مجلة آداب الكوفة
العدد : ٥٦ /ج٣
ذو القعدة ١٤٤٤ هـ / حزيران ٢٠٢٣ م

Extract(2) *" I want to emphasize that the vaccines provide very strong protection from severe illness from COVID-19. I know there's a lot of confusion and misinformation. But the world's leading scientists confirm that if you are fully vaccinated, your risk of severe illness from COVID-19 is very low".*

For the purpose of convincing the American to take the vaccines, and affirming their usefulness ,Biden describes them in a positive term as "strong protection" . Biden's positive self-representation lies in the fact that he considers himself a responsible man to ensure the right information concerning the safety and effectiveness of the vaccine. He hopes that people will not follow the misleading information about taking the vaccine. Furthermore, he strives to persuade people to be vaccinated with a reliable and safe vaccine by relying on what scientists assure them that the possibility of suffering from additional pathological complications from vaccination is extremely low.

3-National self-glorification

Extract(3) *" We're proud to have donated nearly 140 million vaccines over 90 countries, more than all other countries combined, including Europe, China, and Russia combined. That's American leadership on a global stage, and that's just the beginning. We've also now started to ship another 500 million COVID vaccines — Pfizer vaccines — purchased to donate to 100 lower-income countries in need of vaccines. And I'll be announcing additional steps to help the rest of the world later this month".*

In using the phrase "That's American leadership on a global stage", the president of the USA has included the strategy of national self-glorification. He feels proud of his country's achievements by talking about the drug donations made by America, which amount to about 140 million medicines in 90 countries, involving 100 million vaccines for poor countries. This donation is more than all other combined countries, such as Europe, China. Biden's positive self-representation is that as being the president of

Adab Al-Kufa Journal
No. 56 / P3
Dhul-Qidah 1444 / June / 2023

ISSN Print 1994 – 8999
ISSN Online 2664-469X

مجلة آداب الكوفة
العدد : ٥٦ /ج٣
ذو القعدة ١٤٤٤ هـ/ حزيران ٢٠٢٣ م

America, he endorses all these great and international donations, and what America accomplishes is his own achievement.

4-Victimization

Extract (4) *"The vaccine has FDA approval. Over 200 million Americans have gotten at least one shot we've been patient, but our patience is wearing thin. And your refusal has cost all of us. So, please, do the right thing. But just don't take it from me; listen to the voices of unvaccinated Americans who are lying in hospital beds, taking their final breaths, saying, "If only I had gotten vaccinated "if only". It's a tragedy. Please don't let it become yours".*

As far as the abovementioned extract is concerned, Biden describes the harm that the Corona virus has caused to his people and represents it as a tragedy. The American people have become real victims of this pandemic, and the evidence of this is that hospitals are full of unvaccinated infected people who take their last breath and feel remorse for not taking the vaccine. Biden's positive self-representation appears in that he grieves so much for this suffering and considers it his own, he appeals and begs the unvaccinated American people heartily for the necessity of taking the vaccine, this is represented by his saying*" And your refusal has cost all of us"*. Furthermore, he is trying to convince them to be vaccinated because the vaccine is safe, authorized and proven by the Food and Drug Administration.

5-Generalization

Extract (5) *"In addition to testing, we know masking helps stop the spread of COVID-19. That's why when I came into office, I required masks for all federal buildings and on federal lands, on airlines, and other modes of transportation. Today — tonight, I'm announcing that the Transportation Safety Administration — the TSA — will double the fines on travelers that refuse to mask. If you break the rules, be prepared to pay"*

Expressly, the strategy of generalization is prominent in this extract, it is represented by Biden's word *"all"* to show that no one is excluded. Thus,

everybody, whether on a plane , in a car or in every institution, is required to wear the mask. So, the president declares that wearing the mask is required for everyone. Hence, his positive self-representation appears in his encouraging all people in all places to wear the mask, which is of great importance in reducing the rate of infection of Corona virus and helping to stop its spread among all workers in the departments of state. Hence, such a procedure is circulated to everyone, and hence generalization is done**.**

Argumentation Level

1-Evidentiality

Extract (6) *"While the vaccines provide strong protections for the vaccinated, we read about, we hear about, and we see the stories of hospitalized people, people on their death beds, among the unvaccinated over these past few weeks. This is a pandemic of unvaccinated."*

Providing evidence from a witnessed experience is one of Biden's strategies to make his claims authentic and genuine. He gives his audience the evidence of the negative results of their refusal to take the effective and secure vaccine, which is exemplified by the conditions the unvaccinated infected people with the coronavirus are lying in hospital beds in a state of suffering and panic from the expected death from COVID-19 Biden's positive self-representation is apparent in his encouragement and request that people get the available and significant vaccines in order to avoid the bad and harmful consequences of the coronavirus pandemic.

2-Populism

Extract(7) *"But we need to do more. This is not about freedom or personal choice. It's about protecting yourself and those around you — the people you work with, the people you care about, the people you love".*

People's needs are to be paid attention to, especially for a man who is in a higher responsibility position like a president. The extract above

shows the president's concern with his people that is exemplified in the sentence ''the *people you work with, the people you care about, the people you love''.* He considers the vaccination process is not a personal or optional matter, but rather it is an imperative and necessary because it lies in the interest of all American people, such as family, friends, colleagues, children, etc. Here, Biden's positive role becomes explicit as he is morally committed to taking care of all American people's health and encourages his audience to take the vaccine in order to protect them from the outbreak of COVID-19.

3-Reasonableness

Extract (8) *"But as the science makes clear, if you're fully vaccinated, you're highly protected from severe illness , even if you get COVID - 19 .In fact , recent data indicates there is only one confirmed positive case .per 5,000 fully vaccinated Americans per day .You're as safe as possible , and we're doing everything we can to keep it".*

Regarding the extract above, the president of the USA gives his audience a rational reason for the safety of the vaccine and its great importance in providing extensive protection from the danger infection of the Corona virus by depending on what the science has stated ,that if the person is fully vaccinated, there will be strong protection from serious diseases even if the person is infected with COVID-19. Based on the last data, only one infected case appears out of 5,000 fully vaccinated Americans per day. With using reasonableness , Biden's positive representation is that it is part of his responsibility as prime minster to convince the American people the significance of taking the vaccine and assures that   it is safe by depending on what science has declared and what the modern data has proven.

4-Burden

Extract(9) *"The unvaccinated overcrowd our hospitals , are overrunning the emergency rooms and intensive care units , leaving no room for someone with a heart attack , or panereitis [pancreatitis] , or cancer".*

For Biden to inform the people of the USA about the burden they undergo is his responsibility . The unvaccinated people made a heavy burden, and they cost the medical institutions too much. Thus, the president shows that there are not enough spaces for people with other diseases like" heart attacks", "cancer", and "pancreatic" because hospital rooms and intensive care units are filled with people infected with COVID-19. It is a fact that the infected people need a care, but there are also other patients with other diseases that need attention to. Thus, if hospitals and medical centers are filled with infected people, other disease patients cannot find sufficient care, especially those who need intensive care. This point is elaborated by Biden, who tries to show that he is aware of his responsibility to care about other patients, not only those who are infected with the coronavirus pandemic, and this is what highlights his positive self-representation.

5-Comparison

Extract (10) *"When I became President, about 2 million Americans were fully vaccinated. Today, over 175 million Americans have that protection. Before I took office, we hadn't ordered enough vaccine for every American . Just weeks in office, we did. The week before I took office, on January 20th of this year, over 25,000 Americans died that week from COVID-19. Last week, that grim weekly toll was down 70 percent. And in the three months before I took office, our economy was faltering, creating just 50,000 jobs a month. We're now averaging 700,000 new jobs a month in the past three months".*

The positive self-representation that Biden tries to represents is shown by comparing his government positively to the previous negative one. When he took over the rule of America, Americans have started to get the vaccines,

Adab Al-Kufa Journal
No. 56 / P3
Dhul-Qidah 1444 / June / 2023

ISSN Print 1994 – 8999
ISSN Online 2664-469X

مجلة آداب الكوفة
العدد : ٥٦ /ج٣
ذو القعدة ١٤٤٤ هـ / حزيران ٢٠٢٣ م

and the number of fully immunized Americans has increased. He states that prior to his administration, vaccines were not ordered for every American, but now protection is available to approximately 175 million Americans, and the death rate has decreased to 70% . Biden additionally refers to the previous unsteady state of the American economy in which there were few jobs, averaging 50,000 jobs compared to his active management, which increases the number to 700,000. Through these achievements, Biden maintains his positive self-representation by attributing them to the great administration procedures that he has established.

Rhetorical Level
1-Repetition:
Extract(11) *"We'll also expand -expand free testing at 10,000 pharmacies around the country. And we'll commit we're committing $2 billion to purchase nearly 300 million rapid tests for distribution to community health centers, food banks, schools, so that every American, no matter their income This is important to income, can access free and convenient tests . everyone , particularly for a parent or a child with a child not old enough to be vaccinated . You'll be able to test them at home and test those around them"*.

For the purpose of manifesting himself positively to his audience, the president of the USA reiterates the word "expand" twice. He mentions that he will increase free tests by buying a large number of them and distributing them in various departments like drugstores, schools, banks, and health centers all across America to ensure that every American can obtain them, especially parents whose children are not qualified to take the vaccine, so their parents can do tests for them at home. This measure, represented by providing free tests to families, as well as Biden's interest in the health of American children, in turn highlights and confirms Biden's positive self-representation.

2-Metaphor:

Extract(12) *"And tonight , I'm removing one of the last remaining obstacles that make it difficult for you to get vaccinated . The Department of Labor will require employers with 100 or more workers to give those workers paid time off to get vaccinated . No one should lose pay in order to get vaccinated or take a loved one to get vaccinated ".*

By using the metaphorical expression " *obstacles*" in the sentence *"I'm removing one of the last remaining obstacles that make it difficult for you to get vaccinated,"* Biden refers to difficulties that impede workers from getting the vaccination. The act of removing here is abstracted as it deals with the legal obstacles under which the unvaccinated workers were prone to losing their pay in order to be vaccinated. It has nothing to do with the physical act of removal. Biden's positive self-representation is uncovered throughout his accelerating and facilitating the way of taking the vaccine by the workers without any payment since he provides paid vaccines to them.

3-Hyperbole:

Extract(13) *"The fifth piece of my plan is protecting our economic recovery. Because of our vaccination program and the American Rescue Plan, which we passed early in my administration, we've had record job creation for a new administration, economic growth unmatched in 40 years. We cannot let unvaccinated do this progress — undo it, turn it back".*

The prime minister of the USA describes to his people the steps of his American rescue plan after its legislation has been approved upon taking office. One of the significant contents of his plan is economic recovery. Biden states exaggeratedly that he has done the economy unmatched for nearly 40 years and that is represented by his saying " a new administration, economic growth unmatched in 40 years". He promises his people to increase job opportunities, stressing that vaccination will help a lot in this regard. The fewer infections with the Corona virus, the more American economy progresses, because the large number of infections negatively affects the economy because they require more financial losses, and this is what the

Adab Al-Kufa Journal
No. 56 / P3
Dhul-Qidah 1444 / June / 2023

ISSN Print 1994 – 8999
ISSN Online 2664-469X

مجلة آداب الكوفة
العدد : ٥٦ /ج٣
ذو القعدة ١٤٤٤ هـ / حزيران ٢٠٢٣ م

president and his people do not want to happen ,which in turn affirms his positive self-representation towards his country .

4-Number game:

Extract(14) *" First , we have cons- - we have made considerable progress in battling COVID - 19 . When I became President , about 2 million Americans were fully vaccinated . Today , over 175 million Americans have that* protection".

By utilizing the strategy of number game ,Biden mentions his great achievement numerically concerning the vaccinating of American people from the Covid-19 pandemic which is represented by two phrases *"2 million"* and *"over175 million"* . Biden's positive representation shows that he made a well-known and popular advance when he became a President of the USA. To prove his massive achievements, Biden mentions that at the beginning of his administration, the number of fully vaccinated Americans was two million. Currently, this number has increased to more than 175 million. Providing enough vaccines and doubling the number of vaccinated American people reflect Biden's excessive interest in people's health. This, in turn, demonstrates his positive self-presentation.
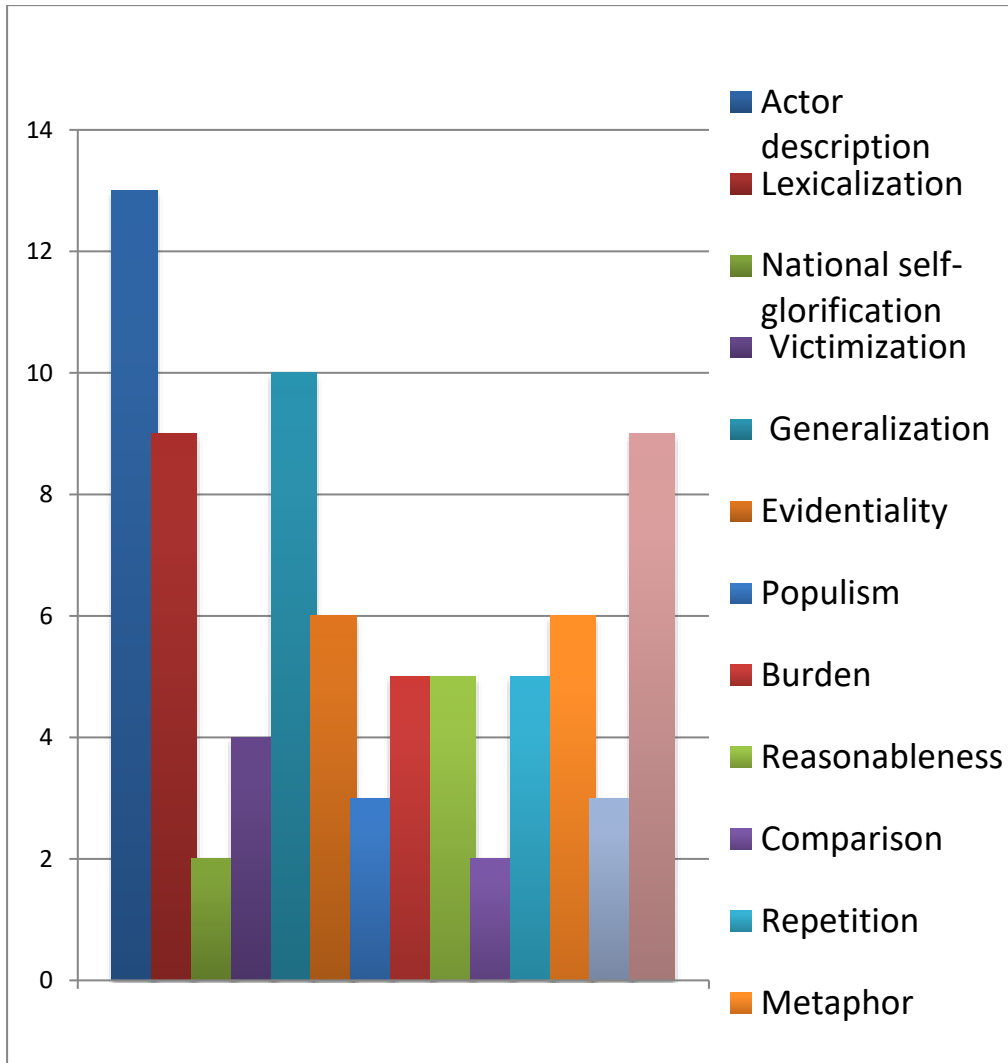
5.4 Quantitative analysis

Regarding quantitative analysis, a simple statistical method has been adopted, represented by frequencies and percentages for the strategies of self-representation that are mentioned above in the descriptive analysis. These frequencies and percentages are shown below in table (1).

Table (1) Strategies of self-representation of three levels

Levels	Strategy	Frequencies	Percentages
Meaning level	Actor Description	13	16%
	Lexicalization	9	11%
	National-self-glorification	2	9%
	Victimization	4	5%
	Generalization	10	13%
Argumentation Level	Eventiality	6	7%
	Populism	3	4%
	Burden	5	6%
	Reasonableness	5	6%
	Comparison	2	2%
Rhetorical Level	Repetition	5	6%
	Metaphor	6	7%
	Hyperbole	3	4%
	Number Game	9	11%
Total		**82**	**100%**

As shown in the above Table (1), Biden's remarks show that he uses among strategies of meaning level, the strategy of actor description which scores (13) times with the percentage of 16%. As opposed, he less utilizes the strategy of national self-glorification amounting (2) times with 9%. For argumentative level, Biden frequently uses the strategy of Eventiality which scores (6) times with the percentage of 7%. In contrast, he less utilizes the strategy of populism scoring (3) times with 4%. Concerning rhetorical level, the strategy of number game is used more than other strategies which equals to (9) times with the of percentage 11% while the strategy of hyperbole scoring (3) times with 4%. In addition, the rates of these strategies are shown in graph (2) below:

Adab Al-Kufa Journal
No. 56 / P3
Dhul-Qidah 1444 / June / 2023

ISSN Print 1994 – 8999
ISSN Online 2664-469X

مجلة آداب الكوفة
العدد : ٥٦ /ج٣
ذو القعدة ١٤٤٤ هـ / حزيران ٢٠٢٣ م

Graph(2) The rates of Self -representation strategies

5.6 Results and Discussion

In relation to the findings of statistical analysis, it can be argued that analysis of positive self-representation strategies can be done at the meaning, argumentation, and rhetorical levels that are pertinent to researching political discourse, where politicians use special strategies to convey their political messages and this archives the hypothesis of study (see p. 1). Biden's remark shows that he uses among strategies of meaning

level, the strategy of actor description more frequently while he less employs the strategy of national self-glorification. For argumentative level, Biden more frequently uses the strategy of eventuality and less utilizes the strategy of populism. Concerning rhetorical level, the strategy of number game is employed more than other strategies of this level and hyperbole is the least one. As a result, these findings fulfill the aim of study (seep p. 1).

6. Conclusions

On the basis of qualitative and quantitative analyses of the data, the current study concludes that Biden, in his speech "on fighting the COVID-19 pandemic," has employed self-representation strategies at the three levels of analysis, namely meaning, argument, and rhetorical levels. The study has achieved that Biden aims to represent himself positively during Corona virus pandemic period   via implementing these strategies :"actor description", "lexicalization," "national self-glorification", "victimization" "generalization" ,"evidentiality" , "populism", "burden," "reasonableness" "comparison", "metaphor", and "repetition," "hyperbole' and "number game .The most frequently used one of these strategies in three levels is actor description whereas the least one is national self-glorification.

References

Bailenson, J,N. Blascovich ,J. Guadagno,R,E (2008). Self-.
Representations in Immersive
   Virtual Environments. Journal of Applied Social Psychology
38(11):2673 – 269
Goffman, E. (1956). The Presentation of Self in Everyday Life. New York: Anchor Books.
 Hall, S. (1997). "The Work of Representation." In Representation: Cultural Representations and Signifying Practices, by Hall, Stuart. Milton Keynes: The Open University .
Hamoud, H, A. & Almawla, F. (2021). A Critical Discourse Analysis of Some Selected

Adab Al-Kufa Journal
No. 56 / P3
Dhul-Qidah 1444 / June / 2023

ISSN Print 1994 – 8999
ISSN Online 2664-469X

مجلة آداب الكوفة
العدد : ٥٦ /ج٣
ذو القعدة ١٤٤٤ هـ / حزيران ٢٠٢٣ م

Newspaper Reports about Yemen Conflict. March 2021Journal of Education College Wasit University 2(42):587-604 DOI:10.31185/eduj.Vol2.Iss42.2102   .

Hart, C.(2010). Critical Discourse Analysis and Cognitive Science: New Perspectives on

Immigration Discourse. Palgrave Macmillan. UK.

Ismail, M., Farukh, A. and Ahmad, M. (2019). Critical Discourse Analysis of Positive Self and Negative other Representations through English Language Textbooks in Punjab, Pakistan. Pakistan Journal of Educational Research, Vol 2, Issue 2. DOI:10.52337/pjer.v2i2.23.

Kidd, C. (2011). Phenomenal Consciousness with Infallible Self-Representation. Philosophical Studies 152(3):361-383. DOI:10.1007/s11098-009-9444-0.

Milrod.D. (2002). The Concept of the Self and the Self Representation, Neuropsychoanalysis: An Interdisciplinary Journal for Psychoanalysis and the Neurosciences, 4:1, 7-23,

 DOI: 10.1080/15294145.2002.10773372 .Routledge

Nasih,R,K. and Abboud ,Z,A. (2020). Critical discourse analysis in terms of Van Dijk's socio_cognitive model. Journal of Basra Research for Human Sciences.vol.45.N.3.0.

Thagard P and Wood J.V,(2015). Eighty phenomena about the self: representation, Evaluation, regulation, and change Front. Psychol. 6:334. Doi: 10.3389/fpsyg.2015.00334.

Van Dijk, T, A. (1995). Aims of Critical Discourse Analysis. , Japanese Discourse. Vol .1, PP. 17-27.

---- (2000 (Ideology and discourse: A multidisciplinary introduction . Pompeu Fabra University , Barcelona

--- .(2006) Politics , Ideology , and Discourse.Universitat Pompeu Fabra , Barcelona , Spain.   Elsevier Ltd.

Veszelszki, Ágnes (2011). Image and Self-representation. In: Benedek, András; Nyíri, Kristóf (eds.): Images in Language. Metaphors and Metamorphoses. Visual Learning Vol. 1. Frankfurt am Main et al.: Peter Lang. 125−136.

Adab Al-Kufa Journal
No. 56 / P3
Dhul-Qidah 1444 / June / 2023

ISSN Print 1994 – 8999
ISSN Online 2664-469X

مجلة آداب الكوفة
العدد :٥٦ /ج٣
ذو القعدة ١٤٤٤ هـ / حزيران ٢٠٢٣ م

Wenden ,A, L(2005) .The Political of Representation: A Critical Discourse Analysis of an

      Al-Jazeera Special Report. International Journal of Peace Studies. Volume 10. Number 2.

Wetherell, M; Taylor, S and Yates, S eds. (2001). Discourse as Data: A Guide to Analysis.

      London, U.K.: Sage Publications Ltd.

Web sources:

https://www.whitehouse.gov/briefing-room/speeches
remarks/2021/09/09/remarks-by-president-biden-on-fighting-the-covid-/19-pandemic-3