

**A CRITICAL DISCOURSE ANALYSIS ON JOE BIDEN'S VICTORY
SPEECH**



A THESIS

*Submitted to the Faculty of Cultural Sciences Hasanuddin University
as Partial Requirements to Obtain Bachelor's Degree in
English Literature Study Program*

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ENGLISH LITERATURE STUDY PROGRAM

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MAKASSAR

2021

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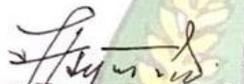
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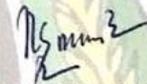
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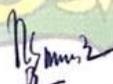
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THESIS

A CRITICAL DISCOURSE ANALYSIS ON JOE BIDEN'S VICTORY

SPEECH

BY

PAULINA ARMADA

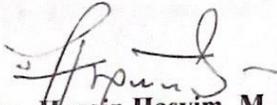
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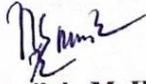
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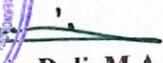
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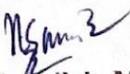

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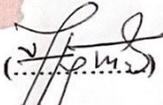
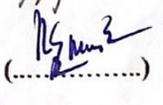
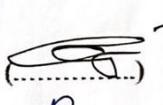
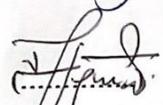
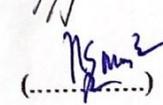
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AGREEMENT

On Thursday, April 28th 2022, the Board of Thesis Examination has kindly approved a thesis by Paulina Armada (F041181352) entitled *A Critical Discourse Analysis On Joe Biden's Victory Speech* submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 28th April 2022

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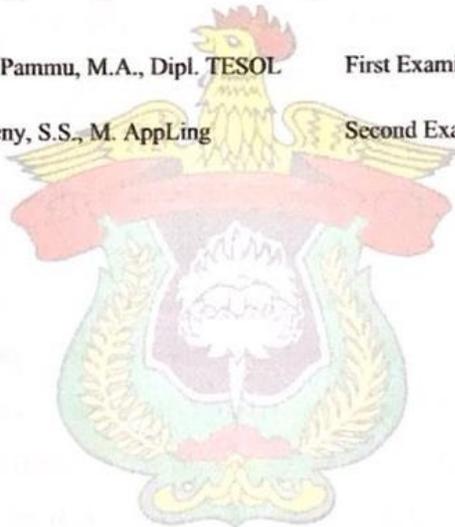
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The Thesis by Paulina Armada (F041181352) entitled *A Critical Discourse Analysis On Joe Biden's Victory Speech* has been revised as during the examination on 28th April 2022 and is approved by the Board of Undergraduate Thesis Examiners.

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Makassar 28 April 2022



Yang Menyatakan,
Paulina Armada

ACKNOWLEDGMENTS

First of all, the writer would like to express her gratitude to Allah SWT that has given blessing and grace to the writer to finish this thesis as one of the requirements for the thesis examination in order to obtain a higher degree in the English Department of Hasanuddin University.

This thesis has been finished with the assistance and guidance of some people. Therefore, the writer would like to express her deepest gratitude and appreciation to many people that have been supported her research.

The writer would like to give big appreciation to her supervisors, **Drs. Husain Hasyim, M.Hum** as the first supervisor and **Dra. Nasmilah, M.Hum.,Ph.D.** as the second supervisor, for their assistance, guidance, and advice.

Her grateful parents, **Achmad Ria Armada** and **Nurul Rahmah** for always believing in the writer and for every hard work to make the writer succeed in life.

The writer owes special thanks to her closest friends, **Rada Bonita Anggreani, Andi Nirwanah Humairah, Muhammad Ammar Raihan, Kiki Rizky Woluwo, Andi Dzhila A.**, and others of the writer's friends that can't be mentioned for always supporting and cheering the writer to finish this thesis, and her friends in high school keep reminding the writer to believe in herself and follow her dreams.

The writer big respected her beloved doctor, **dr. Jimmy Sebastian Ollich, Sp.KJ** for helping the writer for the past nine months, for always giving infinite support, and, for helping the writer to tackle many obstacles until now.

And finally, the writer would like to give big thanks to herself, as an appreciation for always cheer up and work very hard.

Makassar, March 17th 2021

The writer

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ABSTRACT

Paulina Armada. 2021. *A Critical Discourse Analysis on Joe Biden Victory Speech* (Supervised by **Husain Hasyim** and **Nasmilah**).

This thesis is describing the critical discourse analysis of Joe Biden's speech. The objectives of the studies are to find (1) text analysis used in Joe Biden's victory speech, and (2) elements of social analysis found in Joe Biden's victory speech.

This research was conducted out the Joe Biden victory's speech. In analyzing the speech, the writer decided to use the qualitative approach with descriptive techniques to describe and analyze the data. In analyzing the data, the writer first identified the data, classified the data, analyzed and last made a conclusion. The analysis focused on analyzing discourse using the theory of Teun A. van Dijk.

The finding of this research shows that there are three elements in Joe Biden's speech, i.e., microstructure, macrostructure, and superstructure. In macrostructure, there is only one type of element to be described, which is thematic. In microstructure, there are semantics which contains background, details, and presupposition. Syntaxes are divided into three parts, sentence form, coherence, and pronoun. Next is stylistic. In stylistic, there is only one category which is a lexical choice. Last is rhetoric. Besides analyzing the structure of a text, the writer also find that power and access are involved in Joe Biden's victory speech.

Keywords: critical discourse analysis, speech, social analysis in CDA.

ABSTRAK

Paulina Armada. 2021. *Analisis Wacana Kritis Pada Pidato Kemenangan Joe Biden* (Dibimbing oleh **Husain Hasyim and Nasmilah**).

Tesis ini mendeskripsikan tentang analisis wacana kritis pidato Joe Biden. Tujuan dari penelitian ini adalah untuk menemukan (1) analisis teks yang digunakan dalam pidato kemenangan Joe Biden, dan (2) elemen analisis sosial yang ditemukan dalam pidato kemenangan Joe Biden.

Penelitian ini dilakukan pada pidato kemenangan Joe Biden. Dalam menganalisis pidato, penulis memutuskan untuk menggunakan pendekatan kualitatif dengan teknik deskriptif untuk menggambarkan dan menganalisis data. Dalam menganalisis data, penulis terlebih dahulu mengidentifikasi data, mengklasifikasikan data, menganalisis dan terakhir membuat kesimpulan. Analisis difokuskan pada analisis wacana dengan menggunakan teori Teun A. van Dijk.

Temuan dari penelitian ini menunjukkan bahwa ada tiga unsur dalam pidato Joe Biden, yaitu mikrostruktur, makrostruktur, dan superstruktur. Dalam struktur makro, hanya ada satu jenis elemen yang akan dideskripsikan, yaitu tematik. Dalam struktur mikro terdapat semantik yang berisi latar belakang, detail, dan praanggapan. Sintaks dibagi menjadi tiga bagian, bentuk kalimat, koherensi, dan kata ganti. Berikutnya adalah stilistika. Dalam stilistika, hanya ada satu kategori yaitu pilihan leksikal. Terakhir adalah retorika. Selain menganalisis struktur sebuah teks, penulis juga menemukan bahwa kekuasaan dan akses terlibat dalam pidato kemenangan Joe Biden.

Kata kunci: analisis wacana kritis, pidato, analisis sosial dalam analisis wacana kritis.

CHAPTER I

INTRODUCTION

This chapter presents the background which contains identification and scope of the problem. This chapter also shows the research questions, objectives of the study, and the significance of the study.

A. Background

Every day people use language to communicate with each other, informal or for non-formal occasions. Humans are using language to communicate their purpose, but some purposes are different, some people use language to communicate with each other informally and some use it in formal forms, such as for a speech.

Speech is the principal way to deliver human language - a system of complex communication that creates cohesion and division among people; a system that allows us to structure and build knowledge and socio-cultural practice through time. Aside from that, a speech also can be known as a form of activity, defined by an acoustic signal produced by the speaker and transduced by the listener.

The purpose of speech itself is used to provide an understanding or information to others or is informative, or to influence other people to be willing to follow the wishes desired by the orator voluntarily. In delivering a speech, there are

three types of speech. The first is an informative speech. An informative speech is a speech that provides information and is intended to educate the audience. It helps the audience learn, understand, and remember the information that is being presented. The second is demonstrative speech. Demonstrative speech is a type of speech that is used to demonstrate something. It can include visual aids that add to the demonstration and describe in practical terms how to do something. Demonstrative speeches are similar to informative speeches but informative speeches normally do not include actual demonstrations. Last, it is a persuasive speech. Persuasive Speech and Persuasive public Speaking is the art of using words to influence an audience. It involves directing, guiding, or appealing to the thinking, logic, or emotions of an individual or an audience. The goal is to help the listeners to accept the idea, attitude, or action being presented by the speaker.

One of the examples of a persuasive speech is a speech delivered by Joe Biden on his victory presidential ceremonial. He delivered his speech as the new leader of the United States of America as he became the 46th president of the United States after winning over Donald Trump. After he delivered his victory speech, the writer finally decided to analyze the speech using a theory by Van Dijk about critical discourse analysis.

Critical discourse analysis is a type of discourse of analytical research that studies the way social power abuses, dominance, and resistance by the text which talks in the political and social context. According to Van Dijk, critical discourse

analysis is interested in and motivated by the work to understand pressing social issues. Van Dijk also stated that critical discourse analysis is mostly focused on the role of discourse in challenging and reproducing dominance. The dominance here refers to the power of social groups, elite, institutions in social inequality, it includes the political, cultural, gender, ethnic, and class.

A speech is a type of unwritten text that is interesting to analyze, especially using critical discourse analysis. In Van Dijk's theory, the speech is analyzed into three parts, microstructure, macrostructure, and superstructure. The writer also uses social analysis in analyzing the speech to know the power and access behind the speech. The writer finally decided to analyze the speech delivered by Joe Biden, under the title, *A Critical Discourse Analysis of Joe Biden Victory Speech*.

B. Identification of the problem

In relation to the background, the writer finds and identifies some problems that mentions below:

1. Since the discourse is in a form of speech, the writer finds that there must be some assumption appearing by the hearer about the meaning of the speech.
2. The speech contains of several form of microstructure, macrostructure, and superstructure elements that might confuses and misleads the reader and the hearer.

3. The social analysis that contains of power and access need to be analyze since it is not explicitly mentioned in the speech.
4. The microstructure, macrostructure and superstructure of the speech spoken by Joe Biden's need to be reviled since it has a meaning to be discovered.

C. Scope of the problem

Based on the scope of the problem, this study limits on:

1. The text elements only intend to find microstructure, macrostructure, and superstructure of the speech.
2. The social analysis only limited to find power and access.

D. Research questions

The researcher makes two question problems to make analysis become focus into line:

1. What text analysis is appearing in Joe Biden's victory speech?
2. What elements of social analysis are found in Joe Biden's victory speech?

E. Objectives of the study

The objective is that the researcher wants to answer the particular questions in the statement of the problem. Here, there are two objectives to be achieved in this research. They are stated as follows:

1. To describe the text analysis used by Joe Biden in his victory speech

2. To reveal the elements of social analysis that appear behind Joe Biden victory speech

F. Significance of the study

After finishing this research, the writer aims to give the benefits and contributions for academic purpose and practical sphere, the hope benefits and contributions are:

1. Academic purpose:

This research will enrich scientific studies of critical discourse analysis and research could give more information to people about the important points of Joe Biden's victory speech.

2. Practical benefit:

This research will enrich the knowledge not only for the writer itself but also for the academician who seeks more information about critical discourse analysis especially in finding meaning behind a speech.

CHAPTER II

LITERATURE REVIEW

This chapter presented the theoretical background which contained the previous study that had been conducted by the previous researchers related to this study. It also provided some descriptions of the literature related to the topic of the research.

A. Previous study

The writer tried to find another similar research that had been conducted before to find similarities and differences in each study. Below are the previous studies:

1. Damanik, Merlin. 2018. "A Critical Discourse Analysis on Hillary Clinton's Campaign Speech"

In her work, the main goals the writer tried to discover were text structure, social cognition, and social analysis using Van Dijk's theory. This study also used qualitative methods to find the meaning behind the speech. The result of the study found that there was a different style of Hillary Clinton's style in performing the campaign speech. The writer of the study used qualitative-descriptive because the data were in qualitative form. The writer uses interpretivisms in analyzing the data.

2. Mutiara BR T, Regina. 2014. “A Critical Discourse Analysis of The United States of America’s Presidential Debates 2012”

In her research, the writer used qualitative descriptive analysis. The writer aimed to find the features, grammatical features, and the interpretation of both candidates. The finding of analysis found that the two candidates used linguistics features that were found in formulation and interruption. In collecting the data, the writer used the three presidential debates between President Barack Obama and Governor Mitt Romney which are all available on the internet.

3. Rohmah, Siti Nur. 2018. ” Critical Discourse Analysis of Donald J Trump speeches.”

The writer of this study used theory from Teun A. van Dijk to find the text structure and socio cognitive of the speech from Donald J Trump. In this thesis, the researcher used a descriptive qualitative approach in conducting the research. The researcher chose qualitative research because the fact can be described systematically the facts and characteristics of the data. Besides that, qualitative research methods were developed in the social sciences to enable researchers to study social and cultural phenomena like case studies and ethnography. The result of study was the writer find that there are 64 expressions in Donald J. Trump speech. The writer concluded that in his speech, Trump was using the linguistics features to manipulate his language that was aimed to persuade and provoke the addressee, getting attention of the addressee, expresses power and negative representation of his opponent.

B. Theoretical Background

1. Discourse analysis

Discourse is known as a sequence of harmonious sentences that is connecting propositions with other propositions, a sentence with another sentence, forming a unity. Discourse analysis aimed to reveal (i) the structure of discourse, (ii) the components forming discourse, (iii) the content of discourse, (iv) variety language in discourse, (v) ideology in discourse, (vi) speech in discourse, (vii) language style in discourse, and (viii) the principles of building discourse.

The result of using discourse as a research method can be used for many things. For example, as a tool for studying language, translating, or as a resistance to power.

Until now there have been many [discourses analysis approaches. For example, formal approach, critical discourse analysis, functional approach, analysis approach, pragmatics approach, semiotics, sociolinguistics, ethnographic, and hermeneutics. Every approach of the study in discourse analysis has another aspect and for special purposes. When using discourse as an approach to some studies, the writer was able to use discourse beyond languages, such as for communication, politics, anthropology, history, ideology, archeology, literature, or religious cases.

2. Critical discourse analysis

Critical discourse analysis shows the meaning of language about power and social connection where it was necessary to know what was hidden behind the message. All

social practices were tied to specific historical contexts and means by which existing social relations were reproduced or contested and different interests were served.

According to Widdowson, “those who follow this approach are particularly concerned with and the use of language for the exercise of sociopolitical power. It was noted that what somebody might mean by producing text could be related to broader issues of ideology and social belief, and it is these issues that CDA is concerned with.”

The use of language is ideological, which means language can be used to represent the ideology. Ideology is a way to represent and to form people with reproducing unbalanced power, which is dominant relation and exploitation.

Power is an unbalanced relation or not equivalent relation between one side to another side of the object. In power, there is a dominance relation, in which the side who controls the dominance is called the ruler and there is also a side who gets dominant, subordinated or marginalized. Based on its scope, dominance can include the dominance of one nation against other nations, the domination of one state over another, the domination of the state over the people of the state, the domination of a particular group over another group, or the domination of the individual against other individuals. Based on the source, dominance can be found in the economic field, politics, race, gender, social, and culture.

According to Ruth Wodak (1996: 17-20), the principle of critical discourse analysis is:

- a. Critical discourse analysis puts attention into social issues. Critical discourse analysis is a linguistics analysis and also a semiotics analysis about social issues. The core of the attention is not into language or language use or exclusive language, but they put attention to the characteristics of linguists from the structure and the social process and cultural process. Critical discourse analysis is interdisciplinary.
- b. Discourse is created by people and culture. As well as people and culture are formed by discourse. There is a dialectical relationship between people and culture. All examples of language use contribute to producing or creating a culture and people with the relation of power.
- c. Discourse or language use can be ideological. Ideology is a way to represent and produce an unbalanced relation of power, which is dominance and exploitation.
- d. Discourse is historical and can only be understood if the discourse is linked with context. At the metatheatrical level, discourse corresponds to Wittgenstein's approach i.e., the meaning of a speech depends on its use in certain situations. Discourse is not only embedded in a particular ideology, history, or culture. But it also relates to other discourses intertextual.

- e. The relation between text and people is indirect, but manifested by medium, such as the socio-cognitive model as well as the socio-psychologist model in understanding text.
- f. Discourse analysis is interpretative and explanatory. A critical discourse implies the existence of a systematic methodology and relationship between texts and social conditions, ideologies, and power relations. The interpretation is dynamic and open to any context and new information.
- g. Discourse is a social behavior. Critical discourse analysis can be understood as an explicit social study and inclined in applying findings to a practical problem.

3. Kinds of Critical Discourse Analysis Based on Van Dijk's Theory

a. Macrostructure

1) Thematic

Thematic element is core ideas or overviews of a text, it is also known as summarizing or the important point of the text. Topic or theme is the most essential aspect to show the dominant concept of a text. The topic describes what the writer wants to show behind every text they produce. A topic showing a dominant, central, and most important concept of the content in a discourse. Because of this, the concept is known as a topic or a theme. In an analysis, a topic of discourse can be revealed if the reader is reading the whole text, then analyzing the theme or the topic. A topic is describing an idea that is put forward or the main idea of the writer when seeing or viewing an event.

b. Microstructure

1) Semantics

Van Dijk categorizes scheme as a local meaning, a meaning that appears from the connection between propositions, which construct the meaning of a speech. Discourse analysis is fully paying attention to the speech dimension, such as explicit meaning or implicit meaning. The background is a part of the text that can influence the semantics (meaning) that the speaker wants to show. The background then determines where the perspective of the people is going to take to. General background displayed at the beginning before getting the actual communicator appears intending to influence and give the impression that the communicator or text is very reasonable.

a) Background

Background in a text can influence the meaning of something that is trying to be delivered by the writer (Eriyanto 2001:235). This element is used to describe the investigation of how a person gives an information mark that was conveyed.

b) Details

Detail is an element of discourse that is connected with the control of information performed by someone (Eriyanto 2001:238). Communicator is trying to create a good image that benefits them. Conversely, perform a little information that defeated themselves.

c) Presupposition

The presupposition is an element of a statement that is used to support the meaning of a text. According to Eriyanto, “if the function of the background is supporting opinions using a background of the text, the presupposition is an effort to support an opinion by providing a premise that is believed to be true (Analisis Wacana: Pengantar Teks Media. 2001:256).” Presupposition comes with a statement that is considered reliable so that there is no need to question the truth.

2) Syntaxis

Syntax analysis is an analysis that deals with the structure and speaker's sentence arrangement. The arrangement and the order of the sentences were made perfectly to get the purpose and target of the sentence.

a) Sentence form

Sentence form is a syntaxis form connected with how to think logically, which is known as the principle of causality (Eriyanto 2001: 251). The form of causality is described in passive and active sentences. A passive and active sentence can describe a different view of seeing a discourse. According to Eriyanto, this form of the sentence determines the meaning, if the subject is expressed explicitly or implicitly (2001: 252). Another use of sentence form is word order. Word order has two functions to tell the meaning. First, emphasize or eliminate by placing and using words or phrases that are striking using semantic games. The second is the position of a proposition in a sentence.

1) Persuasion

Each text has its way to inform and give meaning in the way it was delivered by a speaker, about where and how it was represented. A persuasive sentence can be known when the sentence is in the form of a passive sentence, but it needs to be remembered that a passive sentence doesn't always represent a persuasive sentence. Another persuasive form that can be detected easily was by knowing if the word is used repeatedly in a sentence. The use of persuasion not only can be known from the passive, or active sentence but it also can be detected from the outline of the text.

2) Impressive management

Impressive management is a matter of "how the individual presents himself and his activity to others, how he guides and controls the impression they form of him, and the kinds of things he may and may not do while sustaining his performance before them" (Goffman 1959: preface).

Impressive management is a two-part phenomenon that involves (i) the individual performing in particular ways, and (ii) an audience reacting in particular ways to the individual's performance. The terms of this process are called "projection" and "attribution" (Bilbow 1996: 66).

3) Attribution

According to Teun Van Dijk, attribution processes strategies of making sense, that is, strategies of coherent model building (1990: 163). More generally, attribution

might best be analyzed as a special case of understanding of human action as well as of (action) discourse, especially of causes, reasons, or motivations of human action. Understanding and explanation of action in terms of attributes of the actor or based on context characteristics, which form the core phenomena studied by attribution theory, thus were only one of the many strategies of (action) understanding. Other than understanding the action and actor of the discourse, the way to know the attribution of the text can also be known from the recall of the past event.

b) Coherence

Coherence is a sentence in a text (Eriyanto 2001:242). It is easy to find if the sentence is coherent or not. The use of the conjunction is the signal of coherency in a sentence. The conjunction can tell whether two sentences are seen as a cause and effect, the relationship of circumstances, time, conditions, etc.

c) Pronoun

The element of pronouns could manipulate language by creating an imaginative community (Eriyanto 2001: 253). A pronoun is used as a tool to show the position of someone in a discourse. In showing attitude, the communicator could use the word “I” or “we” to show the attitude. On the other hand, when a communicator uses the pronoun “us”, it is showing the attitude of a communicator as a representative of a community. The use of the pronoun “us” implies fostering solidarity, alliances, public concern, and reducing self-criticism and opposition.

3) Stylistics

The stylistic study in critical discourse analysis is the study of the choice of words used by speakers in conveying messages, purpose, and ideology. Because of that, in this research, the analytical stylistics or choice of word is used to see how it is used by a speaker. Meanwhile, Sobur (2006:82) stylistic is a style, i.e., the way the writer is meant by using language as a means. Elements observed in the study stylistic are lexicon.

a) Lexical Choice (LC)

The lexical choice is an element that determines how someone uses a choice of word on every possibility. They can choose to use some word that represents their ideology by replacing the common word with the synonym of the same word. Not only that, the choice of words can show someone's attitude and ideology. The same chronology can show different views with the use of different words.

4) Rhetoric styles

Rhetoric is called the style used by a person when doing a speech, which is a way of emphasizing the way language is displayed with intonation while talking. It is a way to persuade and strengthen particular information that wanted to be shown to the reader or hearer by using language style. One of the examples of the rhetoric style in a discourse is the use of metaphor. In discourse, a writer is not only delivering a message using a text, but they also use figures of speech, expression, or even a

metaphor as an ornament or to spice up their message (Eriyanto 2001: 259). The use of metaphor is strategical as a basis for thinking, justifying certain opinions or ideas to the public. Someone uses people's beliefs, everyday expressions, proverbs, ancestral advice, ancient words, even phrases taken from holy books to reinforce the main message to be conveyed.

c. Superstructure

1) Schemata

Schemata in this research are analyzing the introduction, content, and conclusion in the discourse of the whole segment (Sobur. 2009:76). In this case, it is necessary to describe or picture how the plot in a speech is structured in such a way. The framework or plot will be described as parts or patterns of speech that are arranged and sequenced so that form a unity of meaning.

Aligned with Sobur, Eriyanto (2012:213) also explains that text or general discourse generally has a scheme or flow from introduction to end. The plot shows how the part in the text is compiled and sorted to form a unity of meaning

4. Social analysis

Discourse analysis is a part of the discourse that has developed in society to examine how discourse about a thing is produced and constructed in society (Eriyanto: 271). The important point of this analysis is to show how shared meaning, social power is produced through the practice of discourse and legitimacy. According

to Van Dijk, in this analysis of society, there are two important points: power and access.

a. Power

According to Van Dijk, power is the ownership owned by a group or its members, one group to control groups or members of another group. This power is generally based on ownership of valuable resources, such as money, status, and knowledge. Besides being in the form of direct and physical control, this power is also understood by Van Dijk in the form of persuasion: someone's actions are indirectly controlled by way of influencing mental conditions, such as beliefs, attitudes, and knowledge.

b. Access

Van Dijk's discourse analysis pays great attention to access, how access is between each group in society (Eriyanto: 272-274). Elite groups have greater access than non-powerful groups. Therefore, those with more power have a greater opportunity to have access to the media and a greater opportunity to influence public awareness. Greater access not only provides an opportunity to control greater awareness of things but also determines what topics and what reading content can be disseminated and discussed to the public. Audiences who do not have access will not only become consumers of a predetermined discourse but also play a role in enlarging

through reproduction what they receive from the higher group which is disseminated through conversations with family, friends, peers, and so on.

C. Theoretical framework

Before conducting this research, the writer already saw several theses and found several objects to choose as the main object of this research. The writer also watched several speeches and read several books since critical discourse analysis is not only limited to speech. After looking for varieties of objects to study, the writer finally decided to choose Joe Biden's victory speech