

Persuasive Techniques in Political Discourse. A Study on Joe Biden's Acceptance Speech as US President

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Abstract: *Aimed at analyzing several instances of persuasive techniques employed in political discourses, this paper is focused on CDA (critical discourse analysis) and also seeks to pinpoint certain interconnections between such discourses and their historical and social settings. Certain key concepts, i.e. discourse, context, critical discourse analysis and political discourse, represent the main focus of the first part of the paper, while its second part is dedicated to a case study, namely, the analysis of Joe Biden's acceptance speech as president-elect, in which he employs several persuasive techniques, such as parallelism, pairs of antonyms, colloquial language, inclusive language, clichés, hyperboles, similes, intertextuality, questions. In his speech, the new President highlights the convincing nature of his victory in the elections, outlines his pledges and main goals focused on unity, pinpoints the unique nature of his Vice-President, addresses the opposition, calls upon unity and cooperation, outlines his legitimacy and focuses on his promise to heal America. The persuasive techniques that he employs are aimed at acquiring the audience's sympathy and support, and at appealing to their different desires and emotions.*

Keywords: *discourse, context, critical discourse analysis, political discourse, persuasive techniques*