



COMMUNICATION STRATEGIES USED BY JOE BIDEN

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Abstract

Communication strategies are often used in speeches, conversations, and any other types of interactions done daily in any situation. There are seven strategies, according to Coates (2015): minimal responses, hedges, tag questions, questions, commands and directives, swearing and taboo languages, and compliments. Nevertheless, men's strategies differ from women. The aim of this study is to examine and explore the communication strategies used by Joe Biden, the 46th president of the United States. The source of data is taken from YouTube, titled "Remarks by President Biden on the August Jobs Report" as Data 1 and "Remarks by President Biden on the Terrorist Attacks in Israel" as Data 2. This research uses qualitative descriptive method to show the evidence of the research. There are several strategies used in the speeches, which illuminate the ways language reflects and perpetuates gender norms and power structures. The analysis of the speaker's communication techniques provides valuable insights, where assertion of control and resonance with society and its broader trends is achieved in a single speech of Biden. Lastly, authors suggest further research on the communication strategies by females, in order to provide further insights on communication strategies and its usage.

Keywords: communication; gender; strategies

INTRODUCTION

The word "sex" refers to the identity of a person that has been predetermined since the person's birth, while "gender" refers to the identity of a person that is determined by the person's behavior within the environment and shaped by society. Morgenroth and Ryan (2018) argued that gender is an optional category to distinguish people, based on their repeated performance based on societal norms. Its own construction relies on if and how the society treats the gender itself, whether it is binary or non-binary. Ideally, the categorization of gender consists of four distinctions: physiological/bodily aspects, gender identity or self-define gender, legal gender, and social gender (in terms of norm-related behaviors and gender expressions ("APA College Dictionary of Psychology," 2020). The concepts "sex" and "gender" are confused, both conceptually and linguistically. It may be challenging to tell if the representation of one's gender is inherent or if it is caused by influence from cultural, political, or religious factors (Rocca, 2019a). When referring to

genitalia, chromosomes, and other physiological/bodily features, the term "sex" is frequently used in English, whereas "gender" refers to social aspects (Frohard-Dourlent et al., 2017). Furthermore, "gender" refers to socially constructed categories based on sex, whereas "sex" refers to a biological differentiation (Coates, 2015).

The word, as well as the idea of "gender," goes beyond simply "being born as male or female since the beginning," although this may be what the public commonly believes, even to this day. It consists of "male" and "female," and both genders are different in various aspects, starting from physical aspects to mental aspects and within the scope of an individual to collective groups. Consequently, female/male are the conventional dichotomous response choices for "sex," whereas woman/man or feminine/masculine are the conventional dichotomous response alternatives for "gender" (Ansara & Hegarty, 2014; Magliozzi et al., 2016a). Nowadays, distinctions between men and women, particularly in brain structure and function (which manifests throughout the entire life course), as well as between sex and gender, becomes more noticeable (Rocca, 2019b). While sex emphasizes on biological characteristics of men and women, gender correlates personal traits of a person (their psychology, personality, and behavior) with social and political aspects (their legal system, local traditions, religious practices, etc). In addition, although gender is not a binary variable, it is most frequently represented as a dichotomous variable with the options woman/man or female/male. Nonetheless, the definition of gender is rarely given (Lindqvist et al., 2021). However, when gender is viewed as a binary category, for instance, it is constructed as such in the social sciences (Morgenroth & Ryan, 2018).

One of the characteristics of men is the need to dominate and control women, as men perceive that women have powers over men, in expressing emotions and validating men's masculinity (Pleck, 1974, p. 80). It may be due to the domination and control of women toward males during their childhood, which then develop into the urge to free themselves from women, as they grow up, as well as prevention of domination by women.

In the meanwhile, men themselves tend to create their own competitive hierarchies and rankings among and for themselves (Pleck, 1974, p. 84), through the criteria of masculinity as their basis (while the criteria are initially physical strength and athletic ability as measurement, it evolves later on to be success with women and ability to make money as measurement of masculinity). Regardless of that, within the realm of society, men do not have such control over themselves, nor do they have spares of energy for competition between themselves. On the contrary, men are set into a mindset and an expectation that men ought to provide for the family, regardless of whether their jobs are meaningful, satisfying, and humane. It becomes common to train men's mindset to be rewarded for their work, not in feelings of satisfaction, but in feelings of masculinity (Pleck, 1974, pp. 87–88). Additionally, gender expression is another dimension of gender that is rarely taken into consideration in the social sciences. Asking participants about how they perceive themselves as feminine or masculine, as well as how they believe others perceive them, is a straightforward method of assessing participants' gender expression (Magliozzi et al., 2016b).

One other certain distinction between these two words is that the concept of "gender" may be interchangeable. With that understanding, one of the common methods to do and show "gender" is through communication, and through communication, strategies for communication may be employed. Furthermore, with Pleck's argument that men attempt

to assert control and domination upon women and hierarchy and ranks upon other men, communication strategies may be employed for such purposes.

If people are unable to pronounce a word in English or other languages, they can still communicate successfully by making sounds, creating new words, or explaining what they mean with their hands. These modes of expression are known as communication strategies. Communication strategies are often used in speeches, conversations, and any other types of interactions done daily in any situation. It is also one of the subjects that are often discussed and researched in academic discussions; for example, there is a discussion of communication strategies by male and female students in the Electronic Engineering study program (Hoesny, 2016a). Speakers tend to use independent tactics, allowing them to carry on a conversation without relying on the listeners' assistance. When it comes to self-reliant strategies, the least-effort strategies—like code-switching—are employed more frequently in casual conversation, while the comparably more effortful methods—such as reformulations—are employed more frequently in informal communication, when it is seen as more crucial to be understood clearly. A shift in formality had a greater impact on certain speakers than on others due to individual differences (Kouwenhoven et al., 2018). Aside from that, communication strategies are also used for the process of marketing new product performances (Dwityas et al., 2020). Furthermore, businesses and social media influencers utilize communication methods to carry out activities that are strategically important to the goals of the organization (Enke & Borchers, 2019). With all these examples of studies and research above, it becomes clear that research, observations, and studies regarding communication strategies are important and require further academic attention in the future.

Seven aspects of conversational practice are minimal responses, hedges, tag questions, questions, commands and directives, swearing and taboo language, and compliments (Coates, 2015, p. 86). Each of these aspects may be used differently between men and women, and they may be relatively reliable parameters to differentiate communication by men and by women in general, particularly for the research within this article, although they may not be proper parameters for specific measures. In this article, Biden's speech is to be analyzed with Coates' gender-based aspects of conversational practice, to observe if Biden employed any of the practices when delivering his speech, to find what instances he used each aspect in, and to examine the purpose or reason for the usage. Therefore, the aim of this research is to examine the strategies of communication used by the speaker to deliver his speech by using the theory by Coates (2015).

METHOD

The source of data for this research are speech by Joe Biden, the 46th president of the United States as the speaker. There are two data analyzed in this research. Data 1 is taken on September 1st, 2023, with the title "Remarks by President Biden on the August Jobs Report" while data 2 is taken on October 8th, 2023, with the title "Remarks by President Biden on the Terrorist Attacks in Israel." The researchers specifically use the transcript of the speech that has been broadcasted live through YouTube as an object of research. The method used in this research is the qualitative descriptive method. The purpose of a descriptive study is to provide a methodical, factual, and precise account of the features, attributes, and connections among the phenomena under investigation (Checkland &

Poulter, 2020). Additionally, the qualitative research method is grounded in post-positivism philosophy and is utilized to investigate the state of natural objects. The researcher serves as the primary instrument in this process, combining qualitative data analysis with a combined approach to data collection, and the findings of the research highlight the significance of generalization (Carminati, 2018). The research method for this research employs qualitative descriptive method because the research aims to review and analyze the speech. The theory on which this research is based, to observe and examine the speech, is gender-based conversational strategies by Jennifer Coates (2013).

RESULT

Through the examination of the speech by Joe Biden, there are found only three out of seven communication strategies: hedges, commands and directives, and compliments. Among them, there is only one instance of hedge in the speech, while the number of commands and directives amount to six instances; five of them are aggravated, while there is only one mitigated directive. Compliments are the most common strategy used in the speech, with the number reaching to eight instances. Other strategies such as minimal responses, tag questions, questions, swearing and taboo language, on the other hand, are not found in the speech.

Table 1. Number of instances of each communication strategy in Joe Biden’s speeches “Remarks by President Biden on the August Jobs Report” (Data 1) and “Remarks by President Biden on the Terrorist Attacks in Israel” (Data 2).

Communication strategy	Number of instances		Total
	Data 1	Data 2	
Minimal response	-	-	-
Hedges	1	3	4
Tag questions	-	-	-
Questions	-	-	-
Commands and directives	6	3	9
Swearing and taboo language	-	-	-
Compliments	8	-	8

As there are no instances of minimal responses, tag questions, questions, and swearing and taboo language, the discussion section will only show the analysis on three available strategies, that is, hedges, commands and directives, and compliments.

Comparably, the research done by (Hoesny, 2016b) shows that male students of the second grade Diploma III Electronic engineering study program in State Polytechnic of Malang mostly used avoidance strategy during class activity (which is shown from the avoidance of proper grammar use), as well as approximation, word coinage, and literal translation. The male students also ask for assistance from other students, occasionally using mime to support the request for assistance. In the research, there are some overlaps of communication strategies between the male students and the female students. The female students also used topic avoidance, approximation, word coinage, and literal translation in the class activity. The differences are, the female students did not use message abandonment and mimic gestures, as opposed to the male students. The research was executed through indirect observation of the students of State Polytechnic of Malang; the students consisted of 3 female students and 17 male students, all of which from Java Island. Each student was assigned to present electronic products, which would later be documented into video format. The videos were then transcribed, which would later be observed and examined to determine which any of the communication strategies were employed by each student. The research was conducted with communications strategies according to Tarone (1981) as basis of the research, namely, avoidance (which consists of topic avoidance and message abandonment), paraphrasing (which consists of approximation, word coinage, and circumlocution), conscious transfer (which consists of literal translation and language switch), appeal for assistance, and miming.

A separate, different research (Kouwenhoven et al., 2018) observed Spanish speakers that speak English as second language, in Nijmegen Corpus of Spanish English. The research observed the records of English communication between Spanish speakers (17 of them males and 17 of them females) and two Dutch confederates, each for formal and informal conversation. The benchmark for this research is strategies of communication proposed by Dörnyei and Scott (1997), which consists of self-reliant, interactional, and uncertain strategies. The research shows that the speakers tend to use self-reliant category, but with different strategies: for informal conversation, code-switching is more commonly used, while for formal conversation, the speakers tend to use reformulation.

From the previous research that have been stated above, it can be said that communication strategies used by people are depending on the role or position in the society and also gender. In this case, communication strategies used by Joe Biden as the speaker pointed out that there are two main strategies used. They are compliments and commands and directives. The role or position of Joe Biden as the leader in a country became the main reason why those main strategies are used.

Along with the research which used the data of 71 teams collected across four stages from three sources (Li et al., 2022), it is proposed that trait appreciation leaders are more likely to act humbly, which encourages team voice and eventually fosters team innovation. That is why one of the main communication strategies used by the speaker as the leader is compliments to show gratitude to the team, mainly the residents of that country itself. Another main strategy used by Joe Biden is commands and directives. Unlike female that used mitigated directive forms, male are tend to use aggravated directive forms. In this case, Joe Biden as the speaker also used aggravated directive as the most directive forms both in data 1 and data 2. Commands and directives are used to persuade someone to do something. Therefore, the speaker used this strategy to encourage the residents to develop or improve.

DISCUSSION

Hedges

Hedges are used to negotiate delicate subjects, respect each participant's face needs and promote others' participation. Speeches that are mitigated, or that use hedges, promote conversation because they keep speakers from adopting a rigid stance. The women whose conversations I have gathered frequently touch on really delicate subjects; the usage of hedges keeps such conversations from becoming overly confrontational (Coates, 2015).

It is argued that women are taught and lectured that ascertaining themselves (in this particular case, through words within a conversation) is not seen as ladylike or feminine (Lakoff, 2004, p. 54). Due to that, women often use hedges (linguistic forms intended to utter the certainty or uncertainty of the speaker of the utterance in a conversation, such as "I think," "sort of," "I'm sure," "you know," or "Perhaps") to add a sense of vagueness to their statements in a conversation. It is also used to separate the speaker from the spoken utterances, because otherwise the utterances themselves may affect the faces of both the speaker and the hearer. Despite what Lakoff said, there are few further studies that examine and test the idea of women using hedges to express their unassertiveness and indicate their inherent weakness of the gender (Coates, 2015, p. 88).

Holmes analyzes the use of hedges by men and women while considering the distinctive functions of hedges in dialogues. In her observation, there are instances of using hedges to express confidence and certainty or vagueness and uncertainty (Holmes, 1987). From her observation, out of 89 people, 56 of them were females who use the hedge "you know" to express confidence, while out of 87 people, 37 of them used the hedge to express uncertainty (Holmes, 1987, p. 64). This proves that hedges are multifunctional, not just to express uncertainty in a conversation but also to reaffirm the certainty of the speaker. Noticeably, men use fewer hedges compared to women; one of the particular reasons is the choice of topic in a conversation they are engaged in. When it comes to sensitive topics, men avoid them and shift the subject within the topic toward impersonal manners, as opposed to women, who may speak in regards to sensitive topics with confidence; hence, they hedge with the function of certainty.

Throughout the speech, there is an instance of hedges being used to show an indication of uncertainty. Furthermore, the sense of uncertainty in one part of his speech is rather weak; out of 100 sentences in the speech, only 1 sentence is found to have the indication, and the sense of uncertainty in the sentence is nearly non-existent because Biden expresses confidence in this sentence.

Next, thanks to the Inflation Reduction Act — which, I might add, not a single member of the other party voted for — we're making the most significant investment in clean energy and combating the existential threat of climate change that's ever been made anywhere in the world.

This is the example from the speech, which is rather a use of hedge as a reaffirmation of certainty and a snarky insertion by Biden himself, as the focus on the statement is the fact (or at least, his belief) that “not a single member of the other party voted for [the Inflation Reduction Act].” The indication of hedges can be seen from the phrase “I might.” All things considered, any significant means and manners to utter uncertainty or separate the speaker from the utterances are not to be found in the speech. It may likely be due to the nature of the communication, which is a one-way public speech by a person with high status toward the public to be accessed and heard.

For the Data 2 source, being “Remarks by President Biden on the Terrorist Attacks in Israel,” there are three instances of hedges being used, as opposed to the Data 1 source, which uses hedges only for one time. Throughout the analysis, each of these three uses of hedges in Data 2, although expressing reaffirmation instead of uncertainty, displays slight differences of functions between each other.

This first exhibit “You know, the world has seen appalling images: thousands of rockets in the space of hours raining down on Israeli cities” from the speech shows how Biden aims to reaffirm the fact, or at least his belief, that the world has seen appalling images of the terrorist attacks, through the hedge “you know.” He intends to invite, report, and convince the audience (the reporters and the people of the United States through live streaming) that the images are available for everyone to access and view, and that the images are real. He then further adds the details of the images he refers to, which are thousands of rockets in the space of hours raining down on Israeli cities, to reinforce the affirmation.

For the second example “You know, when I spoke with Prime Minister Netanyahu this morning, I told him the United States stands with the people of Israel in the face of this terrorist assaults,” this also showcases Biden’s reaffirmation, though with additional information. This particular case informs the audience about his conversation with Prime Minister Netanyahu, as well as reaffirming his certainty toward the conversation. It appears to aim to inform and display that Biden supports the people of Israel, and that he expresses the support openly toward Prime Minister Netanyahu, in which the reaffirmation is uttered through the use of hedges.

The third and final instance of use of hedges in the speech, “I, personally, am going to remain in close contact with Prime Minister Netanyahu as this situation continues to develop,” declares and hints the intentional and deliberate attention and care of Biden himself toward the current issue in Israel. It states that Biden intends to closely follow the situation and its development through direct and up-to-date communication with the Prime Minister Netanyahu, out of his own desire and not driven by other purposes, as publicly announced to his audience.

Commands and Directives

Communication is not only a symbol, word, or sentence, but it is also more a product or result of a symbol, word, or sentence, in the form of speech act behavior (Kumala & Rohmah, 2021, p. 163). There are three types of speech arts (Kumala & Rohmah, 2021,

pp. 163–164): a locutionary act, which aims to express something; an illocutionary act, which functions to do something related to and in addition to its function to say or inform something, including commands and directives; a perlocutionary act, which is intended to influence the listener. For the case of illocutionary acts, noticing the directives and commands in a speech can be difficult, as there are occasions where it requires the context within the conversation, as in, the current situation in the conversation and the relationship between the speaker and the listener.

A directive can be defined as a spoken act that aims to persuade a listener to take action (Coates, 2015, p. 94). The group's leader, Michael, frequently backed up his orders with declarations of his personal aspirations: "*Gimme the wire... Look man, I want the wire cutters right now.*" 'Aggravated' commands are what Goodwin (1993) refers to in these situations. The lads frequently utilized aggravated instructions to build rank disparities among themselves. The girls, however, often used more "mitigated" language, such as the following:

Terry: "Hey y'all let's use these first and then come back and get the rest cuz it's too many of 'em."

Sharon: "Let's go around Subs and Suds."

Pam: Let's ask her 'do you have any bottles?'"

(Coates, 2015, p. 95)

Girls also tend to use the modal auxiliaries *can* and *could* to suggest rather than demand action. As an example, "We *could* go around looking for more bottles" (Coates, 2015, p. 95). In addition, Goodwin convincingly demonstrates that boys and girls use quite different linguistic means to express directives when playing in same-sex groups, but she emphasizes that this does not mean that girls are incapable of using more forceful directives in other contexts (such as in cross-sex arguments or when taking on the motherly role while playing house). She contends that the linguistic forms utilized to both reflect and replicate a group's social structure are: The boys' group is hierarchically structured, with leaders employing very strong directive forms to demonstrate dominance, while the ladies' group is non-hierarchical, with equal access for all girls to decision-making (Coates, 2015, p. 95).

Similarly, commands and directives given by parents, as Engle's (1980) study of the language shows, show that fathers are more directive than mothers. These linguistic variations once again reveal a difference in organizational style: women regard interaction as a chance to teach children how to make choices, but fathers are less interested in the children's wants and introduce new concepts (Coates, 2015, p. 96). Additionally, mitigated directives are also used by female doctors. The addition of the adverb "maybe" softens the directive's harshness: "*And then maybe you can stay away from the desserts and stay away from the food in between meals.*" (Coates, 2015, p. 96).

Within Biden's speech, in both data 1 and data 2 showed clearly that there are few instances where Biden does give commands and directives. In data 1, the speaker wanted

to mention the support taken by the administration for raising workers' payments. In this sentence, the speaker used a strong directive form to show his control as a leader. By stating this sentence, the audiences, which are the residents of the United States, can know the purpose of the state administration, which supported the workers by raising workers' payments and also helped them get good-paying union jobs. The excerpt will be shown below.

I want to mention a few actions my administration took this week to support workers by raising workers' pay and helping more workers get good-paying union jobs.

In line with that, in data 1, Joe Biden as the speaker wanted to help the residents by not allowing any bad changes to happen in terms of the financial situation regarding the good-paying jobs that have been increasing. He stated *"I'm not going to let that change on my watch if I can help it."* The speaker emphasized that by using a directive form. The directive form used by the speaker is an aggravated directive, as mentioned by Coates (2015). The reason why the speaker used directive form is to show his dominance and control.

Besides, the speaker also stated *"And if anyone wonders whether unions really make a difference, I urge them to take a look at the new report from the Treasury Department."* This sentence is included as a directive form, which is especially an aggravated directive. In the sentence above, the speaker showed a strong directive in the word *"I urge them"*. Here, we can see that the speaker, who is the United States president, tried to show evidence of his hard work through the newest report from the Treasury Department.

Beside aggravated directive form, a mitigated directive is also indicated. Mitigated directives are used to soften the directive, and they are usually used by women (Coates, 2015, p. 95). The mitigated directive is indicated by the phrase *"let me."* In this sentence, the speaker wanted to explain the topic specifically, so he used the mitigated directive to show his politeness. It is indicated by his statement *"Let me close with this."*

From the sentence *"I'm going to keep saying it"*, it can be seen that the speaker used a directive form. It can be seen clearly that the speaker wanted to emphasize his words. A directive form in this passage is a type of aggravated directive that shows his control and power as a leader. In the line with that, the speaker also stated *"I'm going to keep saying this: We're the United States of America"* which used an aggravated directive to emphasize this phrase because the speaker used this phrase as a repetition. This passage was also used by the speaker to end his speech.

Similarly, in data 2, the speaker mentioned that *"I want to say to them and to the world and to terrorists everywhere that the United States stands with Israel."* From this sentence, it can be concluded that United States on Israel's side despite dangers everywhere. In line with that, the speaker also used mitigated directive. He stated that *"Let me say this as clearly as I can"* which showed his politeness but also emphasized his statement.

Lastly, the aggravated directive form is used by the speaker, Joe Biden to emphasize his own personal opinion, but in this case, the speaker also delivered that he will keep in contact with the Prime Minister of Netanyahu. The aggravated directive showed by his statement *“I, personally, am going to remain in close contact with Prime Minister Netanyahu as this situation continues to develop.”*

The quotes above show that Biden delivers commands and directives through his speech toward the residents of the United States. Along with the theory of commands and directives by Coates (2015), Joe Biden used aggravated directives the most rather than mitigated directives. The data on aggravated directives and mitigated directives used by the speaker will be explained below.

Table 2. The total amount of aggravated and mitigated directives in Joe Biden’s speech both data 1 and data 2

Types of directive forms	Data 1	Data 2
Aggravated directive	5	2
Mitigated directive	1	1
TOTAL	6	3

From the table above, it is clear that the speaker used aggravated directives more than mitigated directives. It is important to keep in mind that the source data were collected in the context of speech given by Joe Biden, the 46th president of the United States, to the whole American population and also broadcasted to all over the world, which means Joe Biden as a leader will demonstrate control by using very strong directive forms (Coates, 2015, p. 95).

Compliments

It is theorized that men tend to give fewer compliments compared to women (Coates, 2015, p. 98). From men’s compliments, more of them are aimed cross-sex (toward women) than compliments aimed same-sex (toward men). The sentence structures used by men and women to give compliments are also different, depending on the gender: while women generally use the rhetorical pattern, which is formed in “*What (a) [adjective] [noun phrase]!*” or “*I [intensifier] like/love [noun phrase]!*” format, men use the minimal pattern more than often, which is shaped in “*[intensifier] [adjective] [noun phrase]!*” format (Holmes, 2013, p. 127). There are also other formats that are different and independent from the preceding formats, both for men and women, although they are relatively less used compared to the conventional ones.

For example, women tend to give compliments like “What a lovely garden!” or “I love your bag!” using positive politeness in order to express solidarity and save the face of the addressee (Holmes, 2013, p. 109). On the other hand, men simply give short compliments like “cool throw!” or “awesome!” When compared, women are bound to compliment on appearance, whereas men prefer to compliment on possession or skill (Coates, 2015, pp. 99–100). Men specifically avoid compliments on appearance because the compliments on appearance are regarded as attempts at flirtation, which are normally aimed toward women, not men; thus, men giving compliments on appearance toward another man could be regarded as homosexual.

Being regarded as homosexual is one of the reasons that men rarely give compliments, much less toward men, because compliments of men toward men are commonly regarded as threatening the public image of men themselves. This may be due to the implication of desire for or envy of the object referred to, expressed through a compliment (Holmes, 2013, p. 131), and it appears to be more so for compliments between men. And aside from that, compliments are generally not accepted by men when given by women, as they indicate a disparity of status between men and women (Coates, 2015, pp. 100–101). It supports and

explains the idea that compliments are generally accepted when they come from those with higher status toward those with lower status, and not the other way around.

Within Biden's speech, in both data 1 and data 2, there are few instances where Biden does give compliments.

Because when the middle class does well — and this is not hyperbole — when the middle class does well, everyone does well. Everyone does well. The wealthy do very well, the poor have a shot, and the middle class can make a living.

A compliment is indicated in the passage above. From the phrase "does well" given by the speaker, we can tell that the speaker was giving compliments, mainly to the middle class. The speaker gave a compliment, saying that the middle class did well and everyone did well so that the middle class could make a living.

I want to mention a few actions my administration took this week to support workers by raising workers' pay and helping more workers get good-paying union jobs.

From the passage above, the compliment given by the speaker is implied. The speaker is complimenting the state's administration for their efforts in restoring the American economy by raising the workers' pay. The speaker used compliments here to show his thankfulness and proudness as a leader.

From the phrase "And if anyone wonders whether unions really make a difference," the speaker made another implicit compliment. In this passage, the speaker wanted to show that the state's administration had made a significant change in the American economy. In the line with that, the speaker stated "You've heard me say many times: Wall Street didn't build America; the middle class built America, and unions built the middle class." It showed that the speaker had repeated it many times. It implied that America is built by the middle class and unions. As in other passages, the compliment given by the speaker is to show his pride as a leader.

Other compliment is also indicated by the speaker when the speaker stated "But the American people didn't give up. They never give up. They've never given up." The speaker, as a president in the United States, gave the residents a compliment for their spirit that they never give up.

While I'm proud of the historic legislation my administration has passed and the policies we've enacted, the real heroes in this story are the American people — average Americans.

From the sentence above, especially the part when the speaker said “*I’m proud of,*” it was clear that the reason the speaker stated the sentence was to show the proudness of the United States' historic legislation that has been passed. In this case, the compliments given by the speaker are not implied, so the audience or residents can know the compliment directly.

When the speaker stated “*every day across this country, ordinary people get up and do extraordinary things*”, it showed that the people in this country do extraordinary things every day, which are also beneficial. This is a type of implied compliment. That is why the speaker, as the leader, gave the compliment to show his pride.

And thanks to them, we’re going to continue to grow our economy from the middle out and the bottom up with good-paying jobs, more breathing room for families, and American workers building the industries of the future.

To show his thankfulness for America’s economy, which keeps growing, the speaker gave a compliment. It can be seen from the phrase “*And thanks to them.*” The growth of America’s economy can be seen in the passage, which states, “*We’re going to continue to grow our economy from the middle out and the bottom up with good-paying jobs, more breathing room for families, and American workers building the industries of the future.*”

In data 2, there is no indication which showed that compliment is used. The reason is because in data 2, the speaker who is the United States’ president was delivering a speech about the support given by United States on the terrorist attacks in Israel. Therefore, there is no compliment used in this speech.

The quotes above show that Biden delivers the compliments toward the people of the United States in general (including Biden’s administration office and Treasury Department), complimenting them for their efforts in restoring the American economy. There are six separate instances of compliments aimed at the people of the United States, particularly the middle class of the United States, and one instance for both his administration office and the Treasury Department. There is no specific addressee for which the compliments are aimed, and the compliments do not aim to build a positive face for Biden himself, nor are they to build a particularly positive relationship with the people of the United States, which shows that the compliments are impersonal. Furthermore, the focus is rather on the efforts and the achievements, not on the appearance of the country or the people. To add to the matter of impersonality, the compliments are rather combined with statements of fact regarding the job reports in August 2023; he indicates that the economy in the United States is indeed recovering, and it is due to the efforts of the middle class and his presidential administration office.

It is noteworthy to keep in mind that the context of the source data is that of a speech delivered by Joe Biden, the 46th president of the United States, delivered and aimed at the entire people of the United States (and accessible globally). The speech is delivered by Joe Biden, the speaker, not with the status of an ordinary man having a conversation with

other people, but with the status of a president giving his speech directly toward the people of the United States. Using his status to deliver the compliments to the people and to his administration office is bound to result in more impacts and better chances for the compliments to be accepted (Coates, 2015, p. 101). With all these in mind, it is to be expected that the compliments he delivers are impersonal and general, instead of personal and specific.

CONCLUSION

This research aims to observe, examine and analyze Biden's speech through the theory of communication strategies by Coates (2015), which includes seven aspects: minimal responses, hedges, tag questions, questions, commands and directives, swearing and taboo language, and compliments, counting the number of instances for each strategy and observing the reason for the usage of it. Through the analysis, it is found that directives and compliments are the most used strategies by Biden for his speech, while the rest of the strategies are not used at all (hedges are used one time only in Data 1 and three times in Data 2. There are certain differences between Data 1 and Data 2: while Data 1 is in the context of delivering an expression of gratitude (hence, the number of compliments in the speech), Data 2 is much shorter than Data 1, and delivers a statement to the world (hence, the absence of compliments and the lack of commands and directives). One noticeable difference is that there are more hedges used in Data 2, in order to reaffirm his statement toward the audience. This observation provides valuable insights into the complex interplay of language, as well as of gender and power to an extent. Biden's speech, a platform of influence and authority, showcases his adeptness in implying directives and underscores the significance of actions and achievements over mere superficial attributes through delivering compliments. This usage aligns with Coates' observations, emphasizing that leaders utilize strong directive forms to assert control and dominance, while at the same time, positioning himself with broader societal trends and easily resonating with the audience, being the people of the United States. Furthermore, the delicate and specific uses of hedges (in this case, for the purposes of reaffirmation) solidifies his certainty on his statements, as well as his principles and status as the president of the United States. From this research, a conclusion may be drawn, that delivering directives and compliments may allow the opportunity to communicate properly and strategically, especially in a speech. It allows exerting power of the speaker onto the listeners and gaining attention and respect from the listeners. While compliments are particularly tricky for males, Biden averts the risk of delivering compliments as a male speaker, by directing the compliments toward the achievements and efforts, instead of the individuals themselves. Furthermore, Biden's status in this case, as the president of the United States, helps exhibiting authority of his own, but his methods of delivering directives (aggravated ones, at that) and affirmative hedges solidifies the position and boosts the level of power and dominance of his authority further. There appears to be a balance between delivering directives and expressing compliments within the speeches, which may be imperative for effective communication and speech delivery. This research is focused specifically and simply on communication strategies proposed by Coates, used by a male, particularly, a well-known male public figure with authority. Should further research be conducted on communication strategies, an observation on communication strategies by female

speakers with status of dominance may suffice, in order to provide further insights on communication strategies and its usage.

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