

The Correlation between Political Euphemism and Manipulation in Biden's Speeches: A Critical Pragmatic Perspective

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Abstract

The present study aims to investigate the type of euphemism that is used in political discourse from a critical pragmatic perspective. More specifically, the researchers aim to find the correlation between political euphemism and manipulation in Biden's speeches from a critical pragmatic angle. Two methods are used to analyze the data; namely, the qualitative and quantitative. The manipulative parameters of the target, intention, covertness, and the manipulative techniques of selective intention, covert intimidation, playing the servant role, and playing the victim role achieve the first method. Using frequencies and percentages to calculate the occurrences of the manipulative techniques achieves the second method. The present study finds that Biden approximately calls for the manipulative techniques of selective intention, covert intimidation, playing the servant role, and playing the victim role. It concludes that Biden exploits these manipulative parameters and techniques to persuade his addressees that his leadership will make America and the world more prosperous and safe despite all difficulties.

Keywords: Critical pragmatics, political discourse, political euphemism, manipulation.

1. Introduction

Pragmatics is a linguistic field that studies language use in human communication, focusing on non-truth conditional aspects, context-taking, and meaning-working aspects. Critical pragmatics is a trending view that uses critical discourse analysis and pragmatics to analyze various language usage and their realizations. Political discourse is a complex human

activity that requires a critical analysis, especially in political, professional, and other sectors. Politicians use personalized rhetoric and lifestyle values to communicate their messages to citizens, using language to organize people's minds and opinions, and controlling society (Cruse, 2006; Mey, 2001; Hashim, 2015). Accordingly, politicians exploit a type of language aimed to divert the listeners' attention towards certain aspects rather than others. These types of language use are known as political euphemisms which help politicians create a positive image of themselves and their political parties. Political euphemisms have characteristics such as greater deviation from signified meaning, vague meanings, and strong characteristics of times (Crespo-Fernández, 2014). This linguistic behavior initiates a persuasive and deceptive strategy which is referred to as manipulation (Blass, 2006). Through playing on words, politicians aim to persuade the target about the positivity or negativity of what is said. Thus, the present study attempts to answer the following questions:

1. To what extent do political euphemism and manipulation correlate critically and pragmatically?
2. What are the manipulative techniques used by Biden and which one is used frequently?

2. Background

2.1 Pragmatics and Critical Pragmatics

Among the many fields of linguistics, pragmatics remains one of the most prominent methods of analysis. In this regard, linguists give various definitions to this field. Mey (2001) mentions that pragmatics “studies the use of language in human communication as determined by

the conditions of society” (p. 6). Hence, it is the society that controls the type of pragmatic meaning that must be communicated.

For Cruse (2006), pragmatics “deals with non-truth conditional aspects”, “deals with aspects where context must be taken into account”, and “deals with aspects of meaning that are not ‘looked up’ but which are ‘worked out’ on particular occasions of use” (p. 136). Based on these definitions, it can be said that pragmatics studies the uses of meanings that are not found on the literal level of utterances in a certain context.

The trending view of pragmatics is that of criticality, that is, using the methodologies of critical discourse analysis and pragmatics to form what is known as critical pragmatics (Mey, 2001). What critical pragmatics achieves, for Verschueren (1999), is studying and comprehending the various employment of language and their realizations through initiating its critical aspects. According to Mey (2001), “the word ‘critical’ is often used to indicate a reflective, examining stance toward the phenomena of life” (p. 315). Thus, being critical means revealing a stance toward social issues, as far as the pragmatic use of language is concerned. Hence, criticality represents a pragmatic strategy that reflects the stance concerning social phenomena.

Critical pragmatics, as Mehdi (2020) underscores, can be defined as an “analytical methodology that looks for how the pragmatic paradigm is utilized to impart negative issues where aspects of power or ideology are illustrated via language abuse rather than language use” (p. 9). Thus, critical pragmatics can be used as a critical method that exposes instances of power and ideology underlying the linguistic expressions through using the pragmatic ‘paradigm’.

2.2 Political Discourse

Scholars have long focused on political speech as an important area of language usage. This is because political speech is a complicated human activity that calls for critical analysis, especially given its major significance in the development and management of society (Hashim, 2015).

It is the language of institutions such as political, professional, and the like that is studied in political discourse (Chilton, 2004). Thus, politicians identify political discourse. On the same line, van Dijk (1997) adds that other categories such as the people, citizens, organizations, and the like can be included since they are the recipients of political discourse.

The organization of public life around style-oriented service and consumer activities has also shaped conceptions of political representations. It may therefore not come as a surprise that politicians themselves have adopted a more personalized rhetoric of choice and lifestyle values to communicate their political messages to citizens (Simpson & Mayr, 2010).

Hashim (2015) explicates that:

Political language deals with the use of power to organize people's minds and opinions. It is an instrument used to control the society in general. Speech heard by a lot of people, every person has different interpretations that can influence the success of the candidates. Political speech can be seen as a means of establishing and maintaining social relationships, expressing feelings, and selling ideas, policies, and programs in any society. (p. 699)

Accordingly, people's behaviors are shaped or modified due to the politicians' use of power. Despite different and various interpretations, politicians' speeches may be considered as a way to create and sustain

social bonds, communicate emotions, and promote ideas, programs, and policies in any culture.

Speaking publicly about issues is just one aspect of political discourse. When politics is the subject, the result will be using words to carry out actions. Words, thus, are employed to influence the political body. Therefore, lexical elements may be chosen not just in accordance with official standards of protocol but also in order to subtly underline political attitudes and beliefs, sway public opinion, create political consent, or justifiably assert political authority (Hashim, 2015).

2.3 Political Euphemism

It takes more than merely switching out the word counterparts in political euphemism. Rather, it is unique in some respects from euphemistic language that is used in other professions. These types of expressions clearly are created by politicians who want to divert attention from the issue and conceal the reality. Thus, they try to change people's ways of learning and sharing information by using language like this. Consequently, we should be aware of any possible political goals concealed in euphemisms whilst interpreting political speech (Zhoa & Dong, 2010).

For Crespo-Fernández (2014), political euphemism and the notion of *face* that is presented by Goffman (1967) are interrelated. His claim is based on the definition that “euphemism can be defined as the use of mild and polite-sounding language to soften the potential face affront both to the speaker (for self-presentational purposes) and to the hearers (out of concern for their sensitivities)” (p. 8). Accordingly, political euphemism is a polite

linguistic strategy that is employed by politicians in order to achieve their aims when delivering a discourse. That is, politicians aim at having their and others' faces as safe as possible.

Furthermore, euphemism thrives in political language, which makes it stand out as an essential component of political speech. Political euphemism primarily responds to a social prohibition whose major objective is to protect politicians' reputations and, in turn, help them create a positive picture of both themselves and the political parties they support (Crespo-Fernández, 2014).

In relation to the social functions of political euphemisms, it is mentioned that politicians exploit euphemistic expressions to deceive/disguise and persuade the public when delivering their discourse. The deceiving/ disguising function is initiated when politicians call for the type of euphemistic expressions that deceive or disguise their deeds. When euphemistic expressions such as “surprise attack” or “surgical attack” describe the operations that are executed by the US military, for instance. Thus, these expressions achieve politicians' deceptive and disguising purposes. Moreover, the typical function of political euphemism is to persuade the public as far as critical public issues are exposed. It is by saying the appropriate procedures and responses that the persuasive function of political euphemisms is achieved. To put it simply, politicians “try to shape people's recognition and knowledge of the world with the use of euphemism, hence influencing their view of the world and intervening their knowledge of the world and sense of right and wrong.” (Zhao and Dong, 2010, p. 120).

As far as the characteristics of political euphemism are concerned, Zhao and Dong (2010) list three typical ones, as follows:

1. Greater Degree of Deviation from its Signified

This feature of political euphemism means that politicians employ euphemistic expressions that totally deviate from what the former expressions mean. For instance, the euphemistic expression “peacekeeper” is used instead of “the 10-warhead intermediate-range missile” by Reagan the 40th president of the US, and the expression "recession" with "negative growth" by politicians. The justification behind using these expressions is they are offensive ones (p. 119).

2. More Vague Meanings

Achieving their goals requires politicians to employ various euphemistic expressions when presenting discourses. Thus, the most common feature of political euphemisms evolves when “replacing specific meanings with general ones, replacing hyponyms with superordinates and replacing derogatory meanings with neutral or even commendatory ones” (p. 119). Accordingly, the euphemistic expressions “the gadget” and/or “the thing” are used to substitute the “atomic bombs of Hiroshima”. The reason behind doing so is to make the US operation sound more benign or less harmful.

3. Strong Characteristics of Times

The final characteristic of political euphemism is initiated due to the change in the characteristics of time. In other words, different political euphemistic expressions have evolved to describe or refer to a certain occasion, process, etc.... For example, Zhao and Dong (2010) mention that the Politicians of the US exploit different political euphemisms to describe their military operations. As such, the expressions "Vietnam Conflict",

"Operation Just Cause" and "Operation Iraqi Freedom" indicate the change in the characteristics of political euphemisms when speaking about the invasions of Vietnam, Panama, and Iraq respectively (p.119).

2.4 Manipulation

Generally speaking, manipulation refers to the speaker's playing on words so as to achieve his intentions and aims in certain contexts. In this regard, Goodin (1980) comments that manipulation is "a deceptive and covert influence adopted by a speaker (a manipulator) to intentionally and directly affect someone's beliefs, desires, and/or emotions in ways typically not in his self-interest or, at least, not in his self-interest in the present context" (p. 59).

Hence, manipulation is understood as the speaker's intended behavior whereby the addressees' beliefs, emotions, and other behaviors are deceptively and covertly influenced.

Similarly, Leontyev (1981) underscores that manipulation is accomplished when the addressee's behaviors are modified in line with those of the manipulator by exploiting their "weak spots" (p. 273).

Instead of being influential, manipulation is also characterized by being persuasive and deceptive. Being persuasive, as Mills (1995) proposes, means that manipulation is directed to persuade the target about the positivity or negativity of what is said, while being deceptive means playing on words to get the speakers' aims by hiding or mentioning insincere speeches, and thus, the target's actions are controlled (Blass, 2006).

Moreover, Akopova (2013) considers manipulation as "any verbal interaction regarded from the point of view of its motivation and realised by the subject (speaker) and the object (listener) of communication" (p. 2).

2.3.1 Manipulation Parameters

Four parameters must primarily be found so as to initiate manipulation; namely, the target, intention, covertness, and speaker's interest.

1. **The target:** the first parameter of manipulation is known as the target or the hearer. The target is persuaded to behave in a manner that is inconsistent with his objectives, motives, and best interests since the manipulator applies a variety of deceptive tactics when doing a manipulative action Rudinow (1978). In the same fashion, Goodin (1980) insists that the manipulator makes the target understands that the intended message is the appropriate one for him/her in a certain situation. Accordingly, the target's response to the manipulator's deceptive and maneuvering intention reveals that s/he does not know how to behave in such a situation (van Dijk, 2006).
2. **The intention:** it is known as the vital parameter of manipulation. More adequately, the manipulative message cannot be achieved if it is unintentional. Thus, manipulation is mainly characterized by intentionality. In contrast, if the manipulative behavior lacks this feature, then it will be disadvantageous (Blass, 2005). Additionally, Carston (2002) sees that the relevance of a false aim in manipulation covers the divergence between ideas of argumentative and pragmatic views that view intention as a crucial component of interaction, especially in the framework of Gricean pragmatics.

3. **Covertness:** refers to the third parameter of manipulation whereby the intended message is not presented at the plain level, but rather at the pragmatic level.
4. **Speaker's interest:** the final parameter of manipulation that is seen when the target behavior is oriented to achieve the manipulator's desires. In this regard, van Dijk (2006) explains that the manipulator exploits the target's interests so as to achieve his desires, even if the manipulator's and the target's deviate.

Only the manipulative parameters of the target, intention, and covertness will be exploited in this study.

2.3.2 Manipulative Techniques

Simon (2010) proposes the following manipulative techniques; namely,

1. **Lying and lying by omission:** this technique of manipulation is seen when the manipulator plays on words to persuade the target via lying or omitting part of the message.
2. **Denial:** this manipulative technique is observed when the manipulator insists that s/he commits a mistake.
3. **Rationalization:** when an excuse is made as a result of an inadequate action, this technique takes place.
4. **Minimization:** This technique refers to what has been decreased by the manipulator as an excuse.
5. **Selective inattention or selective attention:** this technique takes place when the manipulator pays attention to achieve

his/her goals regardless of anything that may distract him or her.

6. ***Diversion:*** in the diversion technique, the manipulator switches the topic of the interaction rather than being straight.
7. ***Evasion:*** This technique resembles the diversion technique but differs in that the manipulator presents an irrelevant reply to what has been questioned.
8. ***Covert intimidation:*** the manipulator employs the types of expressions that implicitly threaten the target.
9. ***Guilt trip:*** this technique is seen when the manipulator makes the target feels sad for being careless or selfish regarding certain issue.
10. ***Shaming:*** this technique aims to humiliate and increase fear as the result of what has been committed by the target.
11. ***Playing the victim role:*** the reason behind using this technique is to depict the target as being the victim of inappropriate behaviors.
12. ***Vilifying the victim:*** this technique means that the manipulator has the power to vilify the victim for doing inadequate procedures regarding certain issues.
13. ***Playing the servant role:*** in this technique, the manipulator depicts himself as the servant who does whatever it takes to serve his community.

- 14. Seduction:** when the manipulator exploits the types of expressions that reflect flattery so as to make the victim lessens the importance of the issue, this technique takes place.
- 15. Projection:** in this technique, the manipulator plays on words so as to blame the target to get his aims.
- 16. Feigning innocence:** the manipulator will attempt to imply that whatever damage they do was inadvertent or that they did not commit the crime for which they are charged.
- 17. Feigning confusion:** the manipulator may attempt to appear unintelligent by feigning ignorance or bewilderment on a significant matter brought to their notice by the victim.
- 18. Brandishing anger:** Anger is a tool used by the manipulator to display enough wrath and passionate feelings to startle the target into compliance. The manipulator is only putting on an act; they are not truly furious. He just has one want, which he becomes "angry" about once it's not granted (Simon, 2010; cited in Abdula'ali, 2014, pp. 413-416).

Only four manipulative techniques will be adopted in this study; namely, selective intention, covert intimidation, playing the servant role, and playing the victim role.

3. Methodology

The data of this study encompasses seven extracts that are presented by Joe Biden the current president of The United States. These extracts are selected from official and authentic websites (www.whitehouse.gov) and (<https://it.usembassy.gov>) in a transcript format. Moreover, they are also given in different contexts from 2021 to 2024. Two distinct approaches are

employed for the investigation of the data in question, specifically qualitative and quantitative methods. The manipulative parameters of the target, intention, covertness, along with the manipulative techniques of selective intention, covert intimidation, assuming the role of a servant, and assuming the role of a victim constitute the foundation of the first method. The second method involves the utilization of frequencies and percentages to ascertain the incidence of the aforementioned manipulative techniques.

3.1 Data Analysis

Extract (1)

*“Well, you make it impossible — if you have more auditors, you make it impossible for the **super-wealthy tax cheats** to — and their tax shelters to succeed. That lets a super wealthy **play — game** the system if you don't have people looking at it.*

Well, look, we — we changed the law. Now we're making it possible to conduct audits needed to go after those wealthy tax cheats. Not everybody wealthy is a tax cheat, but there's a whole hell of a lot of it.

And just last month, the very first bill the Republicans passed in the House of Representatives would rescind that effort. It would cut those — all those folks out again. Instead, they let tax cheats get away with it.”

In extract (1), it is observed that Biden exploits the euphemistic expression “**play-game**” for the sake of referring to the way wealthy people avoid paying taxes. As such, he calls for three manipulative parameters to deliver his message. As for the **target** parameter, it is understood that Biden directs his speech to acknowledge the American population about what wealthy people are doing when it comes to tax issues. In relation to the **intention** parameter, it is seen that Biden aims to make the American population aware that wealthy people exploit their power to avoid taxes and he refers to this as “**play-game**”. In doing so, he wants them to know that these taxes belong to all of America and everyone must pay his/her. Concerning the **covertness** parameter, it is perceived that Biden intends to indirectly criticize the Republican party members and these groups of people who exploit their power, as being the wealthy people, to achieve their aims at the expense of the American law. Moreover, the manipulative technique of “**Covert intimidation**” is used when speaking about how wealthy people cheat to avoid taxes. This technique indicates that Biden linguistically punishes the wealthy people and the Republican Party by shedding light on the negative things that were committed by them.

Extract (2)

*"The Inflation Reduction Act also includes a corporate minimum **tax** at 15 percent. Now, here's why. You probably got tired of hearing me talk about there being a total of 55 of the Fortune 500 corporations who made \$40 billion. God loves them, as my mother would say. But they paid zero in federal tax. Zero in federal tax. I repeat: zero.*

*And, folks, it's simply not fair. Look, I'm a capitalist. If you can make a million or 100 million bucks, go at it. But pay your **fair share**. Just pay something. (Applause.)*

By the way, ask anybody, whether they're wealthy or middle class, "Do you think the present tax system is fair?" Just — just go ask. See the response you get."

To persuade the American community about his plans that are related to fixing the formal tax issues, Biden employs the manipulative parameters of the **target**, **intention**, and **covertness** in extract (2). Consequently, it is the American population who is targeted when using the euphemistic expression "share". This means that the president indirectly criticizes the policies that were followed by the Republican party concerning tax payments that are not taken from wealthy people. Hence, he uses "share" instead of "taxes" to inform them that these taxes belong to the Americans and that everybody must pay. Accordingly, the manipulative parameters in question are achieved. Additionally, Biden calls for three manipulative techniques to deliver his manipulative message; namely, "**Playing the servant role**", "**Covert intimidation**" and "**Selective intention**". The first technique indicates that Biden will do his best to regain the unpaid taxes and decrease the ones that are prescribed by the Republican party members on the behalf of middle and lower classes of America. The second technique is used to linguistically intimidate or punish the Republican party in an indirect way for what they had done to taxes. Besides, the third technique is used to show that Biden's leadership is focusing on achieving its goals, as far as the tax issues are concerned.

Extract (3)

*"Despite this progress, the fight for equal pay continues. **Women workers are still paid on average 84 cents for every dollar paid to men, and the disparities are even greater for many women of color.** Today, my Administration is taking new actions to advance pay equity for the federal workforce and employees of federal contractors. These new actions adopt*

commonsense policies that will help pay millions of workers fairly, close gender and racial wage gaps, and yield tangible benefits for the federal government and federal contractors. These policies are good for workers, our economy, and for families.

*In addition, my Administration will continue to call on Congress to pass **the Paycheck Fairness Act**, to increase pay transparency and strengthen our tools to fight **sex-based pay discrimination**. Today and every day, Vice President Harris and I remain committed to building on the promise of the Lilly Ledbetter Fair Pay Act and strengthening the economic security of women across the country."*

Extract (3) exposes that the euphemistic expression "**the Paycheck Fairness Act**" is used by Biden so as to persuade the addressee that his leadership is working its best to fight for discrimination based on sex, ethnicity, and the like. To deliver this message, he exploits the manipulative parameters of **the target, intention, and covertness**. Directing his speech towards the American community accomplishes the purpose of the first parameter. Highlighting the importance of women's role in the American community and promising them that Biden's leadership will work hard to show equality when it comes to women's rights accomplishes the second parameter. In addition, Biden's message includes an implicit meaning through which he criticizes the former leaders of America and those powerful people who prescribe inappropriate laws at the expense of women's rights, thus, the third parameter is accomplished. Moreover, Biden calls for three manipulative techniques; namely, "**Selective intention**", "**Playing the servant role**" and "**Playing the victim role**". The first technique is taking into action when Biden focuses on his goal which is embodied by prioritizing the women's role in the American community. Besides, Biden depicts himself as the American servant who will do his best to save the American women from being exploited, and, thus, accomplishes equality. Also, Biden aims to show that it is the American women who are the victims of the former American policies who neglected their role and hard work in America.

Extract (4)

*"As a result of these unprecedented sanctions, **the ruble almost is immediately reduced to rubble. The Russian economy** — (applause) — that's true, by the way. **It takes about 200 rubles to equal one dollar.** The economy is on track to be cut in half in the coming years. It was ranked — Russia's economy was ranked the 11th biggest economy in the world*

before this evasion [sic] — invasion. It will soon not even rank among the top 20 in the world. (Applause.)”

Biden uses the euphemistic expression "rubble" to send a message to the world that if a country tries to bring any threat to the world's security, that country will face unbearable consequences. The manipulative parameters of the target, intention, and covertness are seen in his message. The Ukrainian and Russian people are mainly targeted whereas the whole world is marginally targeted. Thus, **the target** parameter is achieved. **The intention** parameter is accomplished when Biden uses the euphemistic expression that triggers a message in which the Russian economy becomes like rubble in comparison with the rising economies. Besides, he implicitly criticizes the Russian's invasion of Ukraine and their ways of confiscating the rights of others. Accordingly, **the covertness parameter** is achieved. Moreover, the manipulative techniques of “**Covert intimidation**” and “**Selective intention**” and “**Playing the servant role**” are activated. By the technique of covert intimidation Biden covertly punishes the Russian leadership by imposing what he calls "unprecedented sanctions", and, accordingly, the Russian ruble came down. By the technique of selective intention Biden is determined to prescribe strict sanctions on Russia as a result of what they have destroyed. By the technique of playing the servant role Biden uses his authority to serve Ukraine to overcome the Russian invasion.

Extract (5)

*“Today, **Russia has strangled democracy** — has sought to do so elsewhere, not only in its homeland. Under false claims of **ethnic solidarity**, it has invalidated [invaded] neighboring nations.*

Putin has the gall to say he's “de-Nazifying” Ukraine. It's a lie. It's just cynical. He knows that. And it's also obscene.

*President Zelenskyy was democratically elected. He's Jewish. His father's family was **wiped out** in the Nazi Holocaust. **And Putin has the audacity**, like all autocrats before him, to believe that might will make right.*

In my own country, a former president named Abraham Lincoln voiced the opposing spirit to save our Union in the midst of a civil war. He said, “Let us have faith that right makes might.” “Right makes might.” (Applause.)”

To persuade the world that Putin follows the same procedures that were adopted in the Second World War requires Biden to utilize the euphemistic expression “wiped out” In extract (4). In doing so, Biden

launches certain manipulative parameters and techniques. As for the parameters, it is observed that Biden uses **the target, intention, and covertness**. The Ukrainian and the Russian populations are targeted when using the euphemistic expression. As such, he intends to make them understand that Putin followed the autocratic steps and abandoned democracy and the result was having millions of people got killed. Consequently, Biden implicitly criticizes Putin's policy of leading Russia and his attempts to lead Ukraine. Thus, the manipulative parameters under question are achieved. In relation to the manipulative techniques, it is seen that Biden calls for "**Covert intimidation**" and "**Playing the victim role**". While the first technique indicates that Biden linguistically humiliates Putin for taking the autocrats who eliminated the people in the Second World War, the second technique shows that Ukrainians are victimized by Putin's leadership.

Extract (6)

*"And I kept my promise as well to appoint **the first Black woman** to the United States Supreme Court. (Applause.) Her name is Justice Ketanji Brown Jackson, and, by the way, **she's smarter than the rest of these guys**. (Laughter.)*

*And, by the way, I've appointed **more Black women** to the federal courts of appeals than every other president in American history combined — combined. (Applause.)*

*All told, with the help of the senator from the state of Illinois, I've gotten 175 federal judges confirmed. Two-thirds of them are women, and **two-thirds are people of color**. (Applause.)"*

Biden appoints the euphemistic expression "two-thirds are people of colour" in this extract to persuade his addressees that what he achieved or aims to achieve goes into making all Americans participate in all American sectors. More adequately, the reason behind saying so is to show that he motivates all Americans to cooperatively participate and work for the sake of making America as prosperous as possible regardless of colour differences. Unlike Trump's leadership which was built on race discrimination, that is, white people were legitimate and powerful than other races in America. Hence, Biden's linguistic behavior achieves the manipulative parameters of **the target** (targeting the American population), **intention** (showing that Biden aims to achieve equality among the American community), and **covertness** (implicitly criticizes Trump's policy that was focused on white people). Besides, the manipulative

techniques of “**Covert intimidation**”, “**Selective intention**”, “**Playing the servant role**” and “**Playing the victim role**”. The first technique is performed when Biden covertly humiliates Trump’s policy that was based on race discrimination. The second technique is revealed when Biden expresses his intention to focus on achieving equality among all Americans. The third technique is seen when Biden makes himself as a servant who will do whatever it takes to accomplish equality and eliminate discrimination. The final technique is observed when Biden describes black women as the victims of Trump’s inappropriate policies.

Extract (7)

*“Just think back to **the mess** Donald Trump left this country in. **The pandemic was raging. The economy was reeling.** And look how far we’ve come because of you.*

We vaccinated — (applause) — we vaccinated America to get through a pandemic. We created a record 15 million new jobs, getting this economy strong — more than any president has in four years. (Applause.)”

The manipulation parameter of **the target** is used by Biden to target the diverse classes of the American community. The reason behind using the linguistic expression “reeling” is to reveal to the targets that it is Trump who made America occupy less than it deserves. Thus, the manipulation parameter of **intention** is activated. As for the manipulation parameter of **covertness**, Biden indirectly criticizes Trump and his former policies of leading America when it comes to discussing American economic issues. Furthermore, Biden employs the manipulative techniques of “**Covert intimidation**”, “**Selective intention**”, “**Playing the servant role**” and “**Playing the victim role**”. The first technique is used to as to linguistically punish Trump’s policy that is embodied by creating a mess in the economy. The second technique is observed when Biden emphasizes his saying the negative achievements of Trump and, thus, reveals his goals to correct and recover this critical issue. The third and fourth techniques are performed when Biden depicts himself as the servant of America who had been victimized under Trump’s inappropriate leadership.

3.2 Findings and Discussions

Table 1

The Uses of the Manipulative Techniques in Biden's Speeches

Techniques	Frequency	Percentage
Covert intimidation	5	26.3
Selective intention	5	26.3
Playing the servant role	5	26.3
Playing the victim role	4	21.1
Total	19	100%

Table 1 shows that Biden approximately calls for the manipulative techniques in his speeches. The frequent use is assigned to the techniques of covert intimidation, selective intention, and playing the servant role with equal frequency that amounts to (5) times (equals to (26.3%)). Besides, the technique of playing the victim role records the least frequency of (4) times (equals to (21.1%)). These results support the view that Biden prefers to use these techniques approximately when speaking about topics that are related to American affairs and/or world affairs due to the political euphemistic expressions. Hence, Biden plays on words to indirectly criticize the former leadership of America and Putin's leadership by uncovering the inappropriate procedures that were adopted or are still being adopted under their leadership. Conversely, He aims to promote his leadership that is embodied by finding and working on solutions to remedy every mistake committed by Trump, Putin, and anyone else who may lead America and the globe to face any sort of difficulty of experiencing a conflict.

4. Conclusions

It is concluded that:

1. Using the manipulative parameters of the target, intention, and covertness, makes the American population easily address the matter in question. That is, Biden tries to promote his leadership by using the political euphemistic expression that initiates the manipulative parameters and techniques either to highlight the inappropriate procedures of the former leadership or the appropriate remedy of his leadership.
2. The political euphemistic expressions are used to tackle various topics such as paying taxes, the American economy, the Russian economy, and racism.
3. The main reason behind employing these manipulative parameters and techniques is to criticize the powerful people who exploit their authority at the expense of their citizens by addressing Trump's unwise leadership and Putin's as well.
4. It is evident from his persuasive communication style, by using statistics, data, and facts, and their effect on the American people, that Biden employs manipulative language and tactics to convey his views, with regard to the approximate frequencies of the manipulative techniques that are presented in Table 1. More adequately, Biden can effectively convey his thoughts and shape the public's opinions on significant national problems by comprehending and applying these manipulative strategies.
5. The more topics discussed and issues solved, the more his campaigns, plans, and policy will be promoted and heard by his

addressee based on the persuasive language he employs in his speech.

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