

# A CRITICAL DISCOURSE ANALYSIS OF REMARK BY JOE BIDEN DURING OFFICIAL VISIT TO VIETNAM IN 2023

PHÂN TÍCH DIỄN NGÔN PHẢN BIỆN BÀI PHÁT BIỂU CỦA TỔNG THỐNG JOE BIDEN  
TRONG CHUYẾN THĂM CHÍNH THỨC TỚI VIỆT NAM NĂM 2023

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## ABSTRACT

This study employs Norman Fairclough's Critical Discourse Analysis (CDA) framework to examine President Joe Biden's remark during his 2023 official visit to Vietnam, focusing on the ideological and rhetorical strategies used to strengthen U.S. - Vietnam relations. As the first U.S. president to visit Hanoi at the invitation of Vietnam's General Secretary, Biden's speech marks a significant milestone in elevating bilateral relations to a Comprehensive Strategic Partnership. By analyzing vocabulary, metaphors, pronouns and modality, the research identifies how Biden's discourse emphasizes partnership, mutual respect and shared goals, reflecting broader geopolitical and economic strategies. Key themes include promoting economic cooperation, addressing global challenges such as climate change and reinforcing Vietnam's strategic importance in the Indo-Pacific region amidst the U.S.'s efforts to counterbalance China's influence. The findings reveal Biden's use of language as a tool to articulate American values, project ideology and secure support for foreign policy initiatives. This research contributes to the underexplored field of U.S. political discourse in Southeast Asia, providing insights into how language shapes diplomatic engagements and reflects power dynamics.

**Keywords:** CDA, comprehensive strategic, ideology, political discourse, Indo-Pacific strategy, Norman Fairclough, geopolitical strategies.

## TÓM TẮT

Nghiên cứu này áp dụng mô hình Phân tích Diễn ngôn phản biện (CDA) của Norman Fairclough để phân tích bài phát biểu của Tổng thống Joe Biden trong chuyến thăm chính thức Việt Nam năm 2023, tập trung vào các chiến lược tư tưởng và tu từ được sử dụng nhằm củng cố quan hệ Việt Nam - Hoa Kỳ. Là tổng thống Mỹ đầu tiên đến Hà Nội theo lời mời của Tổng Bí thư Việt Nam, bài phát biểu của ông Biden đánh dấu một cột mốc quan trọng trong việc nâng cấp quan hệ song phương lên Đối tác Chiến lược Toàn diện. Thông qua việc phân tích từ vựng, ẩn dụ, đại từ và phương thức biểu đạt, nghiên cứu xác định cách ông Biden nhấn mạnh quan hệ đối tác, sự tôn trọng lẫn nhau và các mục tiêu chung, phản ánh các chiến lược địa chính trị và kinh tế rộng lớn hơn. Các chủ đề chính bao gồm thúc đẩy hợp tác kinh tế, giải quyết các thách thức toàn cầu như biến đổi khí hậu, và củng cố tầm quan trọng chiến lược của Việt Nam trong khu vực Ấn Độ Dương - Thái Bình Dương trong bối cảnh Hoa Kỳ nỗ lực cân bằng ảnh hưởng với Trung Quốc. Kết quả nghiên cứu cho thấy cách ông Biden sử dụng ngôn ngữ như một công cụ để truyền tải giá trị Mỹ, thể hiện tư tưởng và giành được sự ủng hộ cho các sáng kiến chính sách đối ngoại. Nghiên cứu này đóng góp vào lĩnh vực diễn ngôn chính trị Hoa Kỳ tại Đông Nam Á, cung cấp những hiểu biết về cách ngôn ngữ định hình các tương tác ngoại giao và phản ánh động lực quyền lực.

**Từ khóa:** CDA, Đối tác Chiến lược Toàn diện, tư tưởng, diễn ngôn chính trị, chiến lược Ấn Độ Dương - Thái Bình Dương, Norman Fairclough, chiến lược địa chính trị.

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## 1. INTRODUCTION

Critical discourse analysis (CDA), since its development in the 1970s, has grown into a widely

adopted approach for exploring how language reflects and reinforces power dynamics, ideologies, and social inequalities. While it is still considered relatively new in

regions such as Vietnam, CDA has gained significant traction in global academic circles, particularly in the study of political and social discourse. This approach focuses on uncovering the deeper meanings and ideological assumptions embedded in language, revealing how discourse both reflects and perpetuates societal structures.

One of the most prominent frameworks in CDA is Norman Fairclough's model, which emphasizes the interconnections between discourse, power, and social change. By using Fairclough's approach, researchers can analyze both written and spoken texts to explore the underlying power relations that shape public discourse. In today's era of globalization, international relationships, particularly in areas like politics, economics, and defence, are continuously evolving, and language plays a crucial role in shaping these interactions.

The relationship between the United States and Vietnam, for instance, has grown considerably in recent years. Despite challenges posed by the COVID-19 pandemic, the U.S. has prioritized strengthening ties with Vietnam, culminating in President Joe Biden's official visit to the country in 2023. This visit, aimed at elevating the bilateral relationship to a comprehensive strategic partnership, brought attention to the language and ideological messages in Biden's public addresses, making them a valuable subject for discourse analysis.

### Research questions

- *What ideologies are conveyed by Joe Biden's remark during his official visit to Vietnam in 2023?*
- *How are the ideologies of Joe Biden expressed in his remark during the official visit to Vietnam in 2023?*

## 2. LITERATURE REVIEW

### 2.1. Definition Of CDA

Van Dijk [1] describes CDA as a discipline focused on examining and analyzing both written and spoken texts in order to uncover the sources of power, domination, inequality, and bias, as well as how these sources are established, sustained, reproduced, and transformed within specific social, economic, political, and historical contexts. Similarly, Fairclough [2] argues that CDA elucidates the link between language use and the enforcement of power and ideologies. The central aim of CDA is to investigate how ideologies and power structures influence the formation and organization of discourse. Fairclough is recognized for his three-dimensional model, which incorporates text, discourse,

and social practices. In his works, such as *Discourse and Social Change* [3] and *Critical Discourse Analysis* [4], he emphasized the significance of social change and conducted substantial research on areas such as globalization, political discourse, and language within educational contexts.

### 2.2. Ideology

One of the fundamental ideas of CDA is ideology. Ideologies are developed through a variety of interactions and actions, and organizations frequently express these ideologies in a variety of ways. Among them, discourse plays a prominent role and is often prioritized with the purpose of expressing and propagating ideology to specific audiences. The purpose of ideology in speech is to influence and organize an individual's perception along specific lines of reasoning. Such ideological views can be communicated through the use of language as a method of forming perceptions and following the patterns of common sense without leading to a counter-reaction. Noth [5] argues that "the grammar of a language is that language's theory of reality". Grammar is undoubtedly employed to create ideological arguments and premises for the creation of social experience, according to Halliday's perspective on language. Ideological claims are made by people to regulate the replication of their own grammar and representations, as well as the implicit messages included in their experiences and language [6].

According to Van Dijk [7], "ideologies are basic frameworks of social cognition, shared by members of social groups, constituted by a suitable selection of sociocultural values and organized by an ideological schema that represents the self-definition of a group". To put it another way, ideologies are deeply embedded in a society's social structures and individual members' thought processes. As a result, social actors' views and knowledge serve as useful guidelines in their day-to-day lives, enabling them to identify their social responsibilities. Though they are hidden in spoken or written texts, ideologies influence how people grow and adopt social behaviors. It is argued that language use, whether in writing or voice, plays a major role in communicating and absorbing an individual's ideology. Discourse draws attention to the ways that ideas shape our everyday interactions and discussions and how we understand and react to language.

Essentially, it is thought that a person's ideology is expressed and realized by the language they use,

whether they are speaking or writing. The phrase "ideology in discourse" describes how ideologies influence common texts and conversations, how we interpret ideological material and how language is employed to uphold societal ideas.

### 2.3. Power

Fairclough [8] explores the connection between power and language through two key aspects: power in discourse and power behind discourse. "Power in discourse" refers to how power dynamics are actively exercised and enacted within conversations. According to Fairclough, this occurs when powerful individuals dominate and limit the contributions of less powerful participants in unequal "face-to-face" interactions. These constraints influence the content, relationships, and topics of conversation, often dictating specific language forms. These restrictions arise from the norms associated with particular types of discourse. Consequently, by choosing a certain discourse type, the more powerful participant indirectly limits the less powerful one's contributions. Both parties, however, tend to accept these power dynamics as natural and correct, conforming to common-sense beliefs. Those with greater power typically have access to certain conversations and can direct others' actions. While our thoughts generally guide our actions, influencing someone else's beliefs or opinions can indirectly control their actions. Since text and speech can shape people's thoughts, discourse can also indirectly influence behaviors and minds through persuasion and manipulation.

On the other hand, "power behind discourse" looks at how discourse orders - patterns of communication shaped by social institutions or societies - are created and influenced by power relations. When discussing power in discourse, we view it as a site of power struggle; whereas power behind discourse represents the stakes in these struggles, with control over discourse orders serving as a powerful tool for maintaining power. Fairclough [8] says that the power behind discourse is the power effect whereby the discourse type with its properties comes to be imposed on all those involved, apparently by institution and system. However, this power does not lie with the institution itself but with the power-holders within it. In the context of communication struggles, those who hold power strive to maintain their dominance, while the less powerful participants attempt to challenge and break free from these constraints.

Wodak [9] emphasizes why CDA often focuses on the perspectives of those who suffer under power structures

and critically examines the language used by those in power. Those in power are responsible for injustices and possess the resources and opportunities to change these situations. Power is closely tied to inequalities within social institutions and language plays a key role in these power dynamics. It indexes power, expresses power and is deeply involved in power struggles and challenges.

### 2.4. Political Discourse

#### 2.4.1. Definition of Political Discourse

Political discourse, seen as a subset of discourse [10] deals with establishing or maintaining political dominance, hegemony, abuse of power, and the legitimization or de-legitimization of social phenomena, including political events [11]. Politicians seek power to achieve their goals, shape societal ideas, and maintain control over resources and decision-making processes [12]. To gain an edge in ideological conflicts, they must preserve their ideological framework. Van Dijk [13] argues that since the political field is heavily ideological, so are its practices and discourses. Political ideologies and discourses are mutually reinforcing; political discourses are not just a result of ideologies but also play a role in producing and reshaping them. Van Dijk [13] and Ghazani [14] note that ideology influences all political actions, including campaigns, demonstrations, and elections, and is often conveyed indirectly through speech.

Political discourses are typically crafted in a way that they can be delivered without reading, designed to sound like a spontaneous conversation, even if they are carefully prepared. Some political speeches are entirely improvised, while others are meticulously planned but not read directly from a script [15]. Fairclough [16] defines political discourse analysis as the critical examination of political discourse, focusing on how political power is maintained or challenged through language.

#### 2.4.2. Characteristics of political discourse

Geis [17], through his linguistic research on the intersection of politics and language, highlights specific traits of political language. He suggests that political language can have a subtle yet profound effect on shaping political thought, even more so than explicit expressions of strong opinions. He notes that bias is complex and prevalent in political discourse, which often contains words that are rarely neutral. Verbs used in political language can convey either positive or negative connotations - for example, "explain" suggests a favourable tone, while "brag" implies a negative one. Geis also stresses the importance of

context in fully understanding the meanings embedded in political language.

Political discourse is identified by two key criteria. Firstly, it must be functional, meaning it arises within political settings and is shaped by specific historical and cultural contexts. Secondly, it must be thematically linked to politics [10]. Van Dijk [18] defines political discourse as a "socially constituted set of genres" connected to a particular social domain. The ability to use language effectively is critical for politicians to achieve their objectives, as political actions are fundamentally carried out through language [11].

Fairclough [19] notes that language in politics can both represent and misrepresent reality. It can shape visions and ideas that influence societal change or well-being, but it can also obscure truth and support unjust power structures. He further argues that political discourse is closely tied to political figures and institutions, as the institutional context empowers individuals to assert authority and influence the policies they prioritize [16]. Van Dijk [20] adds that political ideologies are largely formed, communicated, taught, and debated through discourse. Van Dijk [21] also observes that political situations don't merely dictate how political actors speak. Instead, there is a cognitive interplay between context and language, as the context helps participants understand and express politically relevant aspects. Political discourse, therefore, is defined not only by its structure but also by the political context, with roles such as President or Vice President influencing how participants interpret the conversation.

## 2.5. The Analytical Procedure By Norman Fairclough

### 2.5.1. Description

The descriptive phase will aim to analyze the features of the text in a discrete way with data sources such as vocabulary, grammar, and text structure. These considerations must be interpreted and analyzed critically in order to decode the meanings, messages, or ideological features of the speaker concealed in the text. This entails considering the other options that could have been made, i.e., the system of choices in the discourse patterns from which the actual features arise. The following 10 questions from Fairclough [22] serve as the foundation for the text description process:

\* In terms of Vocabulary:

Question 1: What experiential values do words have?

- What classification schemes are drawn upon?

- Are there words ideologically contested?

- Is there rewording or overwording?

- What ideologically significant meaning relations (synonymy, hyponymy, antonymy) are there between words?

Question 2: What relational values do words have?

- Are there euphemistic expressions?

- Are there markedly formal or informal words?

Question 3: What expressive values do words have?

Question 4: What metaphors are used?

\* In terms of Grammar:

Question 5: What experiential values do grammatical features have?

- What types of processes and participants dominate?

- Is the agency unclear?

- Are processes what they seem?

- Are nominalizations used?

- Are sentences active or passive?

- Are sentences positive or negative?

Question 6: What relational values do grammatical features have?

- What modes (declarative, grammatical question, imperative) are used?

- Are there important features of relational modality?

- Are the pronouns we and you used and if so how?

Question 7: What expressive values do grammatical features have?

- Are there important features of expressive modality?

Question 8: How are (simple) sentences linked together?

- What logical connectors are used?

- Are complex sentences characterized by coordination or subordination?

- What means are used for referring to inside and outside the text?

\* In terms of textual structures:

Question 9: What interactional conventions are used?

- Are there ways in which one participant controls the turns of others?

Question 10: What larger-scale structures does the text have?

### 2.5.2. Interpretation

The interpretation phase involves discursive processes and the dependence of these processes on assumptions. The interpreter will use the contents of the text and the contents that the interpreter already has to

interpret the text. Text features function as “cues”, activating factors, including the interpreter’s resources and the members’ resources (MR). The dialectical interaction between clues and MR is considered as the resource for interpretation. Fairclough [8] refers to MR as interpretive processes and calls them background knowledge. This interaction is illustrated in Fig. 1, which shows the interpretive framework used in this study.

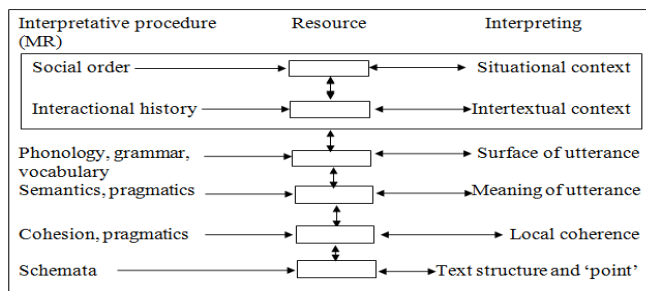


Fig. 1. Interpretation [8]

### 2.5.3. Explanation

This stage focuses on analyzing discourse as a component of a larger social practice or process, showing how social structures impact it and how these structures shape its reproductive consequences, either maintaining or changing them. There is a connection between these social effects and results. According to Fairclough [22], discourse is influenced by mental models (MR), which are shaped by social structures; on the other hand, discourses can change or reinforce mental models, which in turn affect social structures. This illustrates a mutually beneficial relationship. It is clear that the societal, institutional and situational levels of social organization are all affected by the social influences and outcomes of discourse. Discourse is influenced by mental models (MR), shaped by social structures, while at the same time potentially transforming them. This two-way interaction is depicted in Fig. 2, which presents the social explanation model.

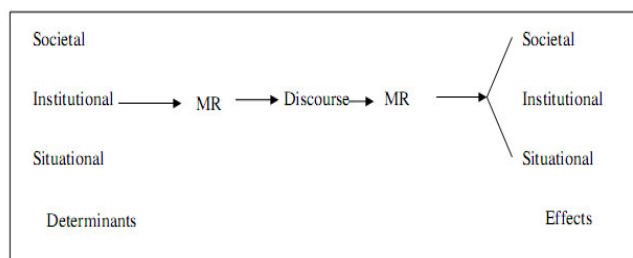


Fig. 2. Explanation [8]

## 3. METHODOLOGY

### 3.1. Approach Of The Study

The CDA approach will be utilized in this study to help achieve the objectives. Specifically, the researcher

employs a CDA perspective to analyze the discourses of Joe Biden’s administration in order to uncover the ideologies of the U.S. embedded within these texts. The study follows Fairclough’s [8] three-stage model of CDA: description, interpretation, and explanation. The discourse’s linguistic characteristics are explained first, then the relationship between the text and the interaction is interpreted, and lastly, the interaction’s significance within the larger social context is explained.

### 3.2. Data Collection

In terms of data, the author chooses a remark by Joe Biden in Vietnam in 2023, published on U.S. government websites ([www.whitehouse.gov](http://www.whitehouse.gov)). The selected discourses encompass 739 English words in total, particularly: “Remarks by President Biden and General Secretary Nguyễn Phú Trọng of the Communist Party of Vietnam in Joint Press Statements in Hanoi, Vietnam (September 10<sup>th</sup>, 2023)”.

### 3.3. Data Tool

This study employs AntConc, a corpus analysis tool developed by Laurence Anthony to analyze discourse used by the Biden Administration during official visits to Vietnam. AntConc’s robust capabilities allow for the exploration of linguistic patterns, word frequencies and thematic structures, making it well-suited for Critical Discourse Analysis (CDA) of political texts.

The corpus consists of the Biden Administration’s public speeches, press releases, and official statements about Vietnam, converted into plain text files (.txt) to ensure compatibility with AntConc. Key functions utilized include:

Examines specific keywords in context, e.g., partnership, peace, security, to identify recurring themes and framing strategies for U.S.-Vietnam relations.

Studies words frequently appear near keywords like “Vietnam” or “cooperation”, uncovering associations that reflect the U.S.’s portrayal of mutual interests and strategic priorities in Southeast Asia.

Generates a list of commonly used words to identify overarching themes and policy messages.

Analyzes keywords within surrounding text to uncover ideological cues and framing of values such as “freedom” or “development”.

These features facilitate the systematic study of language use and its role in constructing power relations, ideological positions, and diplomatic narratives. By integrating AntConc with CDA techniques from scholars like Fairclough and Van Dijk, the study reveals how

language reflects and influences U.S.-Vietnam relations, addressing gaps in research on U.S. foreign policy discourse in Vietnam.

### 3.4. The Data Analysis Procedure

The study will utilize the three stages of Norman Fairclough's [8] framework-description, interpretation and explanation to examine the remark of Joe Biden, aiming to uncover how linguistic elements reflect national ideologies. Both quantitative and qualitative methods will be employed to enhance Fairclough's three stages.

In the first stage, called textual description, data analysis will follow Fairclough's 10-question model. After the textual description, the discourse will be analyzed from a wider perspective, focusing on the interpretation of the relationship between the production and interpretation processes. Finally, the explanation stage will explore how these processes relate to the social context.

This chapter outlines the methodology employed in the study, focusing on the application of Critical Discourse Analysis (CDA) to examine the remarks from Joe Biden. By utilizing Fairclough's three-stage CDA model description, interpretation, and explanation, the study seeks to uncover underlying ideologies within this discourse. This approach is instrumental in understanding how U.S. foreign policy towards Vietnam is communicated through language and diplomatic engagement.

## 4. FINDINGS AND DISCUSSION

The following offers an illustration of how to analyze President Joe Biden's press conference speech from his official 2023 visit to Vietnam using Norman Fairclough's Critical Discourse Analysis (CDA) approach. In light of the analysis's scope, the main focus is on Biden's speech's vocabulary, metaphors, pronouns, and modality in order to provide insights into the ideological viewpoints expressed in his speech.

### 4.1. Vocabulary

"The repeated use of a word indicates a concern with some practical issue - which may indicate that this is an issue of ideological focus," claims Fairclough [8]. Therefore, using a word, phrase, or entire sentence repeatedly to highlight its significance throughout the text is known as lexical repetition or repetition as a rhetorical device. The following illustrates how President Biden used the same words again in his speech:

In his speech, President Biden employed repeated vocabulary not only to convey and emphasize his ideas but also to reinforce the ideology of his administration.

Several key themes were highlighted throughout his address, including U.S.-Vietnam relations and U.S. concerns. These patterns are shown in Table 1, which details the repetition of specific vocabulary items.

Table 1. Repetition of vocabulary in the press conference of US President Joe Biden during his official visit to Vietnam in 2023

Problem	Repetition of vocabulary	Frequency
1. Vietnam-US Relations	<i>Vietnam</i>	10
	<i>the U.S.</i>	05
	<i>Partnership</i>	06
	<i>Cooperation</i>	03
	<i>Strengthen</i>	03
	<i>Comprehensive strategic partnership</i>	01
2. Issues of US concern	<i>Region</i>	03
	<i>Security</i>	03
	<i>Prosperity</i>	02

First, one of President Biden's main concerns was the relationship between the United States and Vietnam. The first two paragraphs of his address focused on this relationship because it was the first time a U.S. president had ever visited Hanoi. He frequently repeated terms like "cooperation" and "partnership," using them a total of nine times to underscore the significance of these concepts, "strengthen" - referring to the importance of developing cooperation between Vietnam and the United States (appearing 03 times), and especially the phrase "comprehensive strategic partnership" appeared 01 time marking a big step forward in the bilateral relationship between the two former enemies. Through the repeated use of vocabulary, President Biden succeeded in drawing the audience's attention to his idea of emphasizing the enduring relationship between the United States and Vietnam, which was established in 1995 and has grown to the highest level of relations between the two countries.

Second, President Biden's ideology was also revealed in his speech by emphasizing issues of US interest such as "region" (a total of 03 times) implying the Indo-Pacific region and Southeast Asia, "prosperity" and "security" (a total of 05 times) expressing the desire for a stable and developing Vietnam that will benefit the US in its pivot strategy to the Asia-Pacific region, a strategy that began during the time of former President Obama.

### 4.2. Metaphor

To achieve the goal of persuading people, President Biden effectively used metaphors to make a good impression on the public. First, the "new chapter" used

when talking about the relationship between Vietnam and the United States is a metaphor exploited in President Biden's speech. The choice of the metaphor "new chapter" gives listeners an expectation of new content that will be deployed and promoted in the future to strengthen the bilateral relationship between the two countries, including: *"...from conflict to normalization to this new elevated status that will be a force for prosperity and security in one of the most consequential regions in the world"; "We're expanding our economic partnership, spurring even greater trade and investment between our nations"; "We're working to tackle the climate crisis and to accelerate Vietnam's clean energy transition; strengthening global health security and advance treatments for cancer and HIV/AIDS; enhance our security cooperation, including countering trafficking in persons"; "...I mean enormous opportunities - of this new age of technology"; "...as well as on forging new legacies"; "...embrace a future of progress, one grounded on unity of our people".*

President Biden effectively communicated his point, calling on both countries to act and cooperate, by using figurative language. In order for their bilateral partnership to support the development and security stability of the area, he urged its steady expansion.

#### 4.3. Pronouns

Pronouns like "we" and "our" are essential for expressing relational values in grammar, which enables speakers to communicate their authority and ideas through language, claims Fairclough [8]. throughout terms of occurrence, the pronouns "we," "our," and "I" were the most commonly used throughout President Biden's speech.

Table 2. The use of pronouns in US President Joe Biden's remarks at a press conference on his official visit to Vietnam in 2023

Pronouns	Frequency
We	18
Our	22
I	09

In the speech, the pronouns "we" and "our" were used most frequently by President Biden (a total of 40 times). His strategic use of pronouns is summarized in Table 2, illustrating how these choices foster a sense of unity and shared purpose. Biden's use of "we" and "our" - referring to the "two countries" relationship and issues of mutual concern "of the two countries" - creates the impression that the Joe Biden Administration is pursuing the same ideological direction as the Vietnamese Government.

Both countries share a commitment to building a sustainable bilateral relationship such as *"our cooperation", "our partnership", "our economic partnership", "our security", "our future"*. In addition, President Biden's speech not only expressed his own ideology but also the ideology of the Joe Biden administration. Therefore, it is understandable that President Biden must make more efforts to improve his relationship with the audience to gain public support for his future plans, improve the bilateral relationship, and the Joe Biden administration's commitments to Vietnam. With the pronoun "I" appearing 09 times, Mr. Biden strongly and clearly expressed his feelings and beliefs about the prospect of a sustainable relationship between Vietnam and the United States.

#### 4.4. Modality

There are many different ways to express modality such as by modal verbs, adverbs or tenses. This study will only focus on the frequency of modal verbs used in President Biden's speech. In terms of the auxiliary verb "will" (06 times), this is the speaker's preferred choice with the same number of occurrences in Mr. Biden's speech. "Will" is mainly used to express the possibility of developing the bilateral relationship between Vietnam and the United States. He stressed that *"from conflict to normalization to this new elevated status that will be a force for prosperity and security in one of the most consequential regions in the world", "I also raised the importance of respect for human rights as a priority for both my administration and the American people. And we'll continue to - our candid dialogue on that regard"*.

#### 4.5. Analyzing President Biden's Ideology in His 2023 Official Visit to Vietnam and His Comments to the Press

The primary goal of President Biden's official visit to Vietnam was to strengthen ties and elevate the bilateral relationship to a Comprehensive Strategic Partnership. This visit was historically significant, as it marked the first state visit by a sitting U.S. president at the invitation of the General Secretary of the Communist Party of Vietnam-an unprecedented occurrence. President Biden expressed his hope for the future of U.S. - Vietnam relations, stating, *"I look forward to continuing this new chapter in the story of our nation"*. His 2023 visit held great importance for the U.S., as it solidified the Comprehensive Strategic Partnership and reaffirmed Vietnam's role as a key partner in the Indo-Pacific region; Economic cooperation, especially in the field of semiconductors and high technology, helps the US diversify its supply chain and

promote sustainable development for Vietnam; Promote the image of the United States, promote and disseminate American "values" in Vietnam as well as in the world. The visit affirms Vietnam's role in the US's regional strategy.

## 5. CONCLUSION

An examination of President Biden's speech at his news conference in Vietnam in 2023 shows that he used a number of linguistic tactics to effectively communicate his philosophy. These consist of the strategic use of pronouns, metaphorical expressions, grammatical aspects like modality, and lexical repetition. These strategies were used to win support for the Biden Administration's foreign policies and programs from the Vietnamese government and populace. This study reveals significant layers of meaning and intention that reflect broader geopolitical, economic, and diplomatic strategies. Biden's language emphasized partnership, mutual respect, and shared goals, underscoring the evolving relationship between the two nations as they upgraded their ties to a Comprehensive Strategic Partnership. His discourse employed themes of collaboration on global challenges such as climate change, technology, and supply chain diversification, signalling a desire to bolster bilateral economic ties. Additionally, Biden's rhetoric subtly reinforced the strategic importance of Vietnam in the Indo-Pacific, especially concerning regional security and the balance of power with China. Through the use of diplomatic and cooperative language, Biden's speech highlighted both countries' commitments to peace, stability, and prosperity, while also reflecting the U.S.'s long-term strategic interests in Southeast Asia.

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