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Interpersonal Metadiscourse Markers as Persuasive Function in Joe Biden's Speech Remarks on Bidenomics 2023

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Abstract

This research aimed at finding the interpersonal metadiscourse markers in Joe Biden's speech remarks on Bidenomics 2023. The researchers also attempted to comprehend in depth the context of interpersonal metadiscourse markers through discourse analysis by analyzing how a speaker used language to interact with the audiences, managing social relationship, and conveying meaning, therefore it used qualitative method. Dafouz's (2008) theory was used to find the types of interpersonal metadiscourse markers, including Hedges, Certainty markers, Attributors, Attitude markers, and Commentaries. While Mai (2016) theory was also used to classify the types of interpersonal metadiscourse markers into the types of persuasive function in metadiscourse including Logos, Ethos, and Pathos. The researchers discovered 45 data of interpersonal metadiscourse in Joe Biden's speech, including 4 hedges, 3 certainty markers, 8 attributors, 7 attitude markers, and 23 commentaries. This research also found that 45 interpersonal metadiscourse markers were categorized as persuasive function including 29 markers as ethos, and 27 markers as pathos. However, the types of persuasive function were totally 56 markers because self-mention in ethos, and engagement markers in pathos have the same representative of interpersonal metadiscourse markers which were taken from the type of commentaries. Overall, commentaries were the most frequent markers used by Joe Biden in his speech, while certainty markers were the most infrequent markers used by Joe Biden. Policy speech delivered by Joe Biden affected on how persuasive function was shaped.

***Keywords**: Interpersonal metadiscourse markers; Persuasive function; Joe Biden's speech remarks on Bidenomics 2023*

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Introduction

As one of the current events in United States of America, Joe Biden's speech remarks on Bidenomics draws American's attention regarding with his economic policies well known as Bidenomics (Gannon & Popielarz, 2023). Bidenomics itself is an economic policy

proposed by Joe Biden during his period, which focuses on post-pandemic economic recovery, an increase in the minimum wage and tax reform, and more spending on education and job training programs (Reiff, 2024).

Through his speech, he also tried to describe how America nowadays after facing economy inflation because of Covid 19 pandemics (Gannon & Popielarz, 2023). He attempted to give the fact of American economy and gave solution so that he could convince the audiences to vote him in Presidential election 2024.

Conveying a speech is not only about communication through speaker, but it is a crucial thing that needs interpersonal interaction between the speaker and the audiences (Dimbleby & Burton, 2020). Many things are considered important in conveying speech including speech content, voice tone, and the speaker's gaze (El-Yamri et al., 2019).

In political speech such as president's speech is often purposed to influence public opinion (Garsten, 2006) because the use of metadiscourse markers also contributes in constructing a good argument (Effendi & Wahyudi, 2023). In addition, a speech is a way of delivering information and it is functioned to convince and persuade the audiences (Fairclough, 2023).

Persuasive function in speech, especially in the context of politics, refers to how the candidate could have the support from the audiences, which aims to convince their speech partners, speakers must interact effectively during the communication process (Edriana et al., 2020). Persuasive function in speech is deeply described in the context of Interpersonal Metadiscourse Markers henceforth IMDMs theory.

IMDMs refers to the use of words, phrases, clauses or sentences to express the relationship between the speaker and audiences in speech through expressing belief, personal attitudes, and so on (Azijah & Gulö 2020). Dafouz (2008) states that Interpersonal metadiscourse marker is functioned to create emotional relationship between the speaker and audiences because it plays an important role to achieve persuasion through the speech by following Mai's (2016) classification by Aristotle's model of persuasion (logos, ethos, and pathos).

According to Crismore (1989), he distinguished between two major functional categories, those are textual metadiscourse, which is involved in structuring the text for a specific genre, register, and readership, and interpersonal metadiscourse, which is used for evaluating the content and make it persuasive. The concepts of interpersonal metadiscourse is used to show how language conveys information and broader communication goals. The writers' perspectives or attitudes are well expressed in interpersonal metadiscourse markers theory, it can combine the concept of mood with the use of boosters and hedges to express the speaker's attitude and belief in the information they are conveying.

Interpersonal metadiscourse categories contain attractive, convincing and reliable things to the reader and use identifiable resources" and "Interpersonal metadiscourse markers in types of attitude markers and attributors can be used as persuasive functions (Dafouz, 2003, p. 33). According to Dafouz (2003), Interpersonal Metadiscourse Markers (IMDMs) are categorized into five types such as Hedges, Certainty markers, Attributors, Attitude markers, and Commentaries

The use of interpersonal metadiscourse markers in speech does not only intend to convey the main information but also aims to express ideas, opinions, attitudes, and engage with the audiences. The application of five categories of interpersonal metadiscourse markers by Dafouz (2008) helps audiences to understand how language is used to shape opinion. In addition, IMDMs are also functioned to establish a significant connection with the audiences. The five categories of interpersonal metadiscourse markers by Dafouz (2008) were used by the researchers to analyze the data which contain persuasion.

Some research on interpersonal metadiscourse markers have been conducted.

Angraini and Effrianti (2020) investigated the interpersonal metadiscourse markers in speeches of the Minister for Foreign Affairs of Indonesia, which are related to Foreign policy with America, human rights, and Palestine-Israel issue. This study showed that, self-mention was the most dominant type used in speech which eased audiences in comprehending the context. In addition, a study aimed at examining the use of Metadiscourse in Queen Elizabeth II's Coronavirus Speech. The final results revealed that the speaker dominantly used interactional Metadiscourse markers to guide the audiences to understand her message (Balog, 2022).

In addition, Etemadfar and Namaziandost (2020) investigated the use of Interpersonal Metadiscourse Markers as persuasive strategy in Donal Trump's 2016 campaign speeches through qualitative method by following Dafouz's (2008) theory. The results showed in detail that Donal Trump used more on attitude markers and commentaries which demonstrated to persuade the public in order to vote him through the link of emotion he made. Munawaroh and Ishlahiyah (2023) analyzed interactive metadiscourse through qualitative method by using Hyland's (2005) theory in Guardian Australia's TikTok and Website News Reports. The researchers concluded that transition markers were the most frequently markers used in both spoken and written.

Furthermore, Firdaus and Shartika (2021) also conducted research on interpersonal metadiscourse markers in BBC's Corona Virus news report through a discourse analysis approach. The study clarified how interpersonal metadiscourse markers were significantly used to convey a message and help speaker to engage the listeners by using evidential, hedges, boosters, attitude markers, and self-mention. Finally, in the use of self-mention and engagement markers, the researchers distinguished them by identifying the process of exclusion and inclusion in the use of "us" as possessive adjective in conveying an argument.

In the study, Anggraini and Effrianti (2020) chose Minister for Foreign Affairs of Indonesia's speeches. The speech was not functioned to influence and persuade the public as what Joe Biden did through his Bidenomics speech. The minister attempted to convey information about foreign affairs rather than of persuading the public. Therefore. self-mention that refers to the speaker's involvement became the most dominant type because the speaker intended to deliver information that was understandable for the audiences.

However, Balog (2022) focused on finding interactional metadiscourse by following Hyland's (2005) theory in order to know how Queen Elizabeth II could convey the Coronavirus information and messages as good as possible, which could provide easy understanding to the audiences. As a queen, she was only trying to guide the public on how facing Covid 19 pandemic as well instead of influencing them for her own interest. Etemadfar and Namaziandost (2020) took the focus on analyzing how Donald Trump tried to persuade the audiences to vote him in Presidential election 2016 through his campaign speech rather than conveying policy information as Biden did.

Munawaroh and Ishlahiyah's (2023) research found that transition markers as the most frequently used markers found in Guardian Australia's TikTok spoken and written news report. However, this research did not involve transition markers in finding because this research applied Dafouz's (2008) theory, not Hyland.

Then, Firdaus and Shartika (2021) distinguished self-mention and engagement markers through the exclusion and inclusion process by using possessive adjective "us". However, in this research, both self-mention and engagement markers had the same function identified in persuasive function were taken from type of commentaries in term of inclusive expression and personalization through the use of "we", "us", and "I". The current research focused on how Joe Biden tried to convince, influence, and persuade the American through his Bidenomics speech by applying interpersonal metadiscourse markers. Bidenomics speech was not only functioned to convey information about economy policy, but it was also a way of

influencing American to vote him again in Presidential election 2024 by providing an economic strategy proposed by himself in order to improve American economy after facing Covid 19 pandemic. Further, this research is also different form previous research because it focuses on applying Dafouz's (2008) theory of interpersonal metadiscourse markers while persuasive functions in the speech were found by following and Mai's (2016) theory.

This research is benefited from the previous research entitled "An Investigation of Interpersonal Metadiscourse Markers as Persuasive Strategies in Donald Trump's 2016 Campaign Speeches" (Etemadfar & Namaziandost, 2020). However, the researchers findsa gap in the previous research in the context of the President of United States of America.

Joe Biden is known as having inclusive communication style, so this research tries to analyze how Joe Biden's speech influences political persuasion dynamics through his communication style. Therefore, this research attempts to fill the gap by conducting the interpersonal metadiscourse markers in Joe Biden's speech remarks on Bidenomics to address the relationship between the speaker's communication style and the use of interpersonal metadiscourse markers in speech while accounting for the persuasive function. This research addresses the following questions.

1. What are the types of Interpersonal Metadiscourse Markers (IMDMs) that occur in Joe Biden's speech remarks on Bidenomics?
2. How are the Interpersonal Metadiscourse Markers (IMDMs) reflected as the persuasive function in Joe Biden's speech remarks on Bidenomics?

Methodology

This research attempts to comprehend in depth the engagement of a speaker and audiences in a metadiscourse analysis, in the context of interpersonal relationship in Joe Biden's speech remarks on Bidenomics by using the theories proposed by Dafouz (2008) and Mai (2016). Therefore, this research applies a discourse analysis approach to collect and analyze the data. This research is conducted by using a qualitative approach.

The data source of this research was taken from a speech delivered by Joe Biden remarks on Bidenomics. The speech takes time for about 37 minutes and 16 seconds and it was delivered on Wednesday, June 28, 2023 in Chicago, United States of America. The data are in the form of words, clauses, and sentences which are spoken by Joe Biden in his speech. The researchers also use the transcription of Joe Biden's speech remarks on Bidenomics as the secondary data source of this research by downloading from the White House.gov official Website. In addition, one of New York's news was also used as supporting data source taken from internet.

Some steps were done to collect the data. Firstly, the researchers downloaded and listened to the video of Joe Biden's speech remarks on Bidenomics in the White House official YouTube channel. Then, the researchers read the transcription of Joe Biden's speech in the White House.gov official Website and Bidenomics news in Spectrum News NY1. Finally, the researchers identified the data in the form of words, phrases, and clauses that are spoken by Joe Biden and related to five types of interpersonal metadiscourse markers by Dafouz (2008) including, hedges, certainty markers, attributors, attitude markers, and commentaries. Each category is identified through how a word or clause contain certainty, uncertainty, source of information, opinion, and speaker's point of view.

In addition, the researchers also did some steps to analyze the data. After identifying the data containing of types of IMDMs, then those markers were classified and analyzed using five types of interpersonal metadiscourse markers by Dafouz's (2008) theory. Next, the researchers categorized the markers in form of word and clause which contain of persuasion by using Mai's (2016) persuasive function classification of metadiscourse.

Mai's (2016) theory was developed from

Aristotle's model of persuasion by providing more detail categories of each logos, ethos, and pathos. After that, the researchers described how those interpersonal metadiscourse markers were functioned as persuasion in speech. Finally, the researchers drew a conclusion in which they concluded the results and findings of this research.

Results and Discussion

Based on the identifying data in Joe Biden' speech remarks on Bidenomics, there are 45 interpersonal metadiscourse markers found including, 4 hedges, 3 certainty markers, 8 attributors, 7 attitude markers, and 23 commentaries. While, the 45 data found are then classified into persuasive function of metadiscourse. However, the data of persuasive function become 56 because commentaries in IMDMs in term of inclusive expression and personalization could be categorized as two types in persuasive function, ethos and pathos. The examples of the data are discussed below.

1. Interpersonal Metadiscourse Markers

In the context of speech delivery, a speaker is not only conveying information to the audiences, but also expressing their idea, opinion, stance, and comment about the topic being presented (Kashiha, 2022). The speaker's opinion is expressed through the use of interpersonal metadisocurse markers during the speech process. There are five types of interpersonal metadiscourse markers which are conveyed by Joe Biden through his Bidenomics's speech 2023, including hedges, certainty markers, attributors, attitude markers, and commentaries.

a. Hedges

Hedges refers to how a speaker expresses their doubt and uncertainty to a particular statement. According to Dafouz (2008), hedges has three subcategories, including epistemic verbs, probability adverbs, and epistemic expression. Epistemic shows the speaker's level or degree of certainty and clarity. Therefore, it helps the speakers to acknowledge that there is potential of uncertainty or doubt in their statement. Probability adverbs are used to express to show the degree of probability of a claim or event. These are used to express how strong or weak the speaker's certainty in an argument. While epistemic expression are used to express the speaker's degree of uncertainty or confidence in the arguments or statements they convey. There are four hedges found in the speech, for example;

> *The lowest unemployment rate in 70 years for American women, and you make up half the economy and **probably** two thirds of the brains.*

The data fall under the category of hedges in the term of probability adverbs. The adverb "probably" is used to express the level of certainty which is not absolute regarding with the claim that the speaker conveys (Dafouz, 2008). In this context, the use of "probably" is to indicate that the speaker does not have undoubted and accurate data that states woman account for two-third of the brains in the economy, but the speaker only conveys an estimate or his personal belief.

> *I'm thinking I didn't go to mass. (Laughter.) They c- — they were moving to diminish competition. Well, that **may** have been things — made things easier for big corporations."*

The data belongs to epistemic verbs category in hedges, because it contains a verb of "may". The use of "May" indicates uncertainty of the speaker about events that happened. The word "may" is used to imply possibility or probability of a situation. In this context, the speaker states that there is a possibility in that event, which is an effort to reduce competition, and made things easier for the big companies. Therefore, the word "may" expresses uncertainty or doubt about the claim or event which is being talked.

b. Certainty Markers

Certainty markers are used to show full commitment to the statement or argument which is presented by the speaker (Dafouz, 2008). In contrast with hedges, certainty markers help the speaker to convey confidence and certainty in their statements,

and it does not have sub categories such like hedges. Further, the use of certainty markers helps to emphasize the speaker's belief in the statement that they convey, so it gives strong sense of certainty to the audiences. There are three data found as certainty markers, for example:

> *And the shame [sic] of working-age Americans in the workforce — the share of them — the share of them is the highest it's been in 20 years. Remember what they were saying? "Biden's policy isn't working. He's just paying people not to work, people on the sidelines." Well, guess what? Every single day in four years before I took office — you may remember, I took a lot of criticism in my presidency. Republicans charged me with encouraging people to stay home and not work. Well, they were wrong.* ***The evidence is clear****: Americans are back to work who've been on the sidelines, and they want to come back.*

The data above belong to the category of certainty markers in the form of sentences that attempt to provide or highlight certainty (Dafouz, 2008). They show how the speaker convinces the audiences that what some people said about him that he was paying American not to work was just lying because one of the pillars of new economy policy offered by Biden is educating the workforce (Gannon & Popielarz, 2023, p. 2). Therefore, by stating the evidence is clear, he had encouraged American to work back. In this context, the use of "clear" indicates that the speaker aims to show his level of confidence and conviction.

> *You know, addressing the 40-year decline in unionization by supporting project labor agreements, collective bargaining, prevailing wage laws, that's the reason today Americans' support of unions is higher than it's been in 60 years — 60 years. (Applause.)*
>
> *And, by the way, I met with the Business Roundtable and others.*
>
> *They said, "Why am I so pro union?" And I said, "Because it helps you." It really does. Think about it. The total cost of a major project goes down when you have the best workers in the world doing it. Not a joke.* ***It's true****. It lasts longer. You don't have to worry about whether that — that socket is going to work.*

"It's true" reveals how the speaker is undoubtedly with his statement. It supports Biden's statement about cost major will go down when we have the best workers in the world doing it. As the Chair of the president's Council of Economic Advisers Jared Bernstein states that, one of the pillars proposed by Biden in going to bottom up approach, so it has purpose to educating the American workforce in order to create best workers and result low total cost of major project (Gannon & Popielarz, 2023, p. 2). Therefore, the sentence "it's true "is used by the speaker to express his certainty about his claim, and the sentence also attempts to give strong certainty after the speaker says "not a joke" by saying "it's true" in his last statement.

c. Attributors

Attributors in the context of interpersonal metadiscourse markers, are used to represent or mention the source of information, opinion, and idea which is being presented. Dafouz (2008) states that the use of attributors also functioned as references of authoritative value to achieve persuasion. Further, attributors do not have subcategories because these are only in correlation with information source. There are eight data which are identified as attributors, for example;

> *You know, in the first quarter of the 20th century,* ***the poet Carl Sandburg described*** *Chicago as a "city of big shoulders." A "city of big shoulders.*

The data provided above, are including into type of attributors. This is because the sentence highlights how the speaker conveys the source of information or the origin of the statement (Dafouz, 2008). By stating that a poet, Carl Sandburg, says that "city of big shoulders" as the description of Chicago. Carl Sandburg (1878) is a renowned American writer and poet of who significantly contributes to American Literature. Through the bold sentence above, the speaker provides the source of the idea. Therefore, by using the word "described", the speaker shows that the

statement of the idea is taken from the original quotation.

> *Well, there's a guy named Tuberville from Ala- — a senator from Alabama, who announced that he strongly opposed the legislation. Now he's hailing its passage. Here's what* ***he said: Quote****, "It's great to see Alabama receive critical funds to boost ongoing broadband efforts.*

The speaker conveys an information about what another person says. Started from the statement "here's what he said: quote", the speaker tries to provide the context of the origin of the information and highlights that what he states is a quotation from Tuberville a senator from Alabama. Tuberville currently agrees with Biden's idea on providing 32 affordable high-speed internets since Alabama is known as American space program which can help Internet problem. This is also being agreed because Alabama is also influential country in United States, that internet is also a necessary for education and public work.

d. Attitude Markers

Through the use of attitude markers, a speaker can express and convey his views, beliefs, and feeling regarding with topic being discussed (Dafouz, 2008). Attitude markers consist of first, deontic verbs, which are used to express the speaker's attitude toward what should be done and avoided. Second, attitudinal adverbs are adverbs used to express the speaker's attitude, feeling, or belief towards the topic presented. Next, attitudinal adjectives are adjectives used to express the speaker evaluation and opinion about the matters being discussed. Last, cognitive verbs are verbs used to express the speaker's understanding and knowledge in a topic. There are seven data found in Joe Biden's speech, for example:

> *I* ***know*** *something about big corporations; there's more corporations in Delaware incorporated than every other state in the union combined.*

Based on the sentence of the datum above, it refers to the type attitude markers in term of cognitive verbs. This is classified into cognitive verbs because the speaker attempts to reveal his knowledge or belief about the topic being discussed (Dafouz, 2008). Through the statement of "I know something about big corporations", the speaker is explicitly conveying his knowledge about big corporations. Thus, the datum represent how the speaker applies attitude markers in his speech.

> *I told him that being mayor I* ***think*** *is the toughest job in America.*

That datum is including into the type of attitude markers in term of cognitive verbs. The use of "think" also indicates the use of verb of mental process specifically in type of cognition (Halliday & Matthiessen, 2014). This verb is functioned to convey the speaker's perception, and thoughts. The statement "I told him that being mayor I think is the toughest job in America" is way of the speaker to express his belief regarding with the job of being mayor. In this context, the speaker attempts to convey his attitude toward how though it is becoming a mayor in the United States of America.

e. Commentaries

According to Dafouz (2008), the term of commentaries in interpersonal metadiscourse markers is used to build and maintain the relationship with the audiences. This type has five subcategories, including rhetorical questions, direct address to reader, inclusive expression, personalization, and asides. First, rhetorical questions are questions posed by the speaker not to get an answer, instead to trigger the audience thought or reflection. Next, Direct address is used when the speaker is directly speaks to the audiences, which can build a closer relationship and often 39 used to invite participation or thoughts of the audience.

Then, inclusive expression is an expression that includes the audiences in the conversation. Fourth, Personalization is a personal experience, opinion or feeling to explain a point. It helps make the topic more relevant or meaningful by reinforcing an emotional connection or shared experience. Last, asides are thoughts inserted into a

conversation, usually between brackets or quotes that provide additional information or thoughts that may not be directly related to the main topic. There are twenty three data found as commentaries, for example:

> ***I*** *want them to do well, but* ***I****'m tired of waiting for the trickle-down.*

According to the data, the sentence is including into commentaries, specifically personalization. Through the use of "I want them to do well", the speakers directly indicate himself by expressing his personal desires. The use "I" also shows the speaker's opinion or desires which adds personal dimension to the statement (Dafouz, 2008). "I am tired of waiting for the trickle-down" is also used to present the speaker personal experience and feeling toward the discussed situation.

In which, Joe Biden expressed that he was tired of waiting because the trickle down failed America and it had not been succeed yet due to the wealthy people did not share their investment such through creating new job from the tax cut by government (Gannon & Popielarz, 2023, p. 2). Therefore, the sentence above is an example of commentaries because it contains personalization to highlight a speaker's feeling and desires.

> *Dick, you really are the best, man.*

Based on the data provided above, the sentence is including into commentaries in term of direct address to the reader. In this case, the speaker directly refers to the potential audience by saying "Dick" and "You", which represents direct interaction between the speaker and the audience. Thus, the use of statement by saying the audiences' name directly is including to direct address to the reader. Joe Biden said that Dick was the best, it was because Dick had worked together for a long time with him, and everything about America, Joe Biden was always asking for his advice even beyond judiciary problems because Dick was actually as Judiciary committee.

2. Classification of Persuasive Function of Metadiscourse Markers

In Joe Biden's speech remarks on Bidenomics, he is not only going to share his own information about Bidenomics as economic policies. But in political speech, as the president of United States of America, he also attempted to attract and persuade American attention to vote him in the next Presidential election by supporting his economic policy.

The idea of persuasion, introduced by Aristotle, becomes an important foundation in the context of speaking and writing (Floyd-Lapp, 2014). This research uses Mai's (2016) classification since it provides more detail categories of each type after being collaborated with Aristotle's model of persuasion. Mai's (2016) theory is the most appropriate theory regarding with the data found in Joe Biden's speech remarks on Bidenomics, in which based on Braet (1992), Aristotle identifies three main elements that can reach the success of a persuasive message, namely logos, ethos, and pathos.

In research conducted by Mai (2016), he presents a concept of persuasive function classification of metadiscourse markers that draws reader's attention to the important role of metadiscourse markers in persuasive context. Through his research, Mai provides a successful concept by linking modern theories, especially Aristotle's concepts in rhetoric, with an analytical framework applied to metadiscourse markers. Further, Mai also offers a new way to understand how elements of persuasive in metadiscourse can be understood and classified, while illustrating the deep connection between Aristotle's principles and Mai contemporary approach.

The persuasive function of metadiscourse markers based on Mai's (2016) classification offers a significant understanding of how language is basically functioned to influence and persuade the audiences in context of communication. Logos, Ethos, and Pathos in this classification help the listeners to understand how a speaker highlights the certainty, hesitation, fact, opinion, and so on.

In this speech context, the use of interpersonal metadiscourse markers are also functioned as persuasion since Joe Biden attempts to ensure the audience about what his good economic policy. There are fifty six markers classified as persuasive function including, twenty nine as ethos,and 27 as pathos, for example;

a. Logos

In the context of persuasive function of Interpersonal metadiscourse markers, Logos refers to the use argument or proof in order to influence the audiences, and it contributes to logical appeal (Abusalim et al., 2022). In the context of persuasive 53 function of metadiscourse, logos can be presented through the use of three types of logos itself including, transition markers, frame markers, and code glosses (Mai, 2016). Unfortunately, in the data of interpersonal metadiscourse found in Joe Biden's speech remarks on Bidenomics by following Dafouz (2008) theory, there are no markers belong to logos.

b. Ethos

Ethos refers to how a speaker attempts to build credibility or authority (Abusalim, et all., 2022). Ethos has subcategories such as, hedges, boosters, evidentials, and self-mention (Mai, 2016). Hedges are used to show the speaker's reasoning but not an absolute knowledge. Boosters are used to show certainty or clarity. Evidentials are used to present information source. While self-mention, are used to show self-reference and self-citations. Ethos can be presented through the use of hedges, certainty markers, attributors, and commentaries, specifically inclusive expression and personalization.

> *You know how much it costs to make that insulin? Ten — T-E-N — dollars. Package it,* ***maybe*** *12 total.*

The datum above includes into the category of hedges in ethos. The speaker, in the last sentence says "maybe 12 total" which shows his hesitation towards the statement (Mai, 2016). Therefore, the datum presented above is the representation of hedges in ethos, which are classified from hedges in interpersonal metadiscourse markers found in Joe Biden's speech.

> *The same drug made by the same American company sold in Chicago is more expensive than that same drug sold in Toronto, Great Britain, Eng- — France, Germany, any — any city you can name.* ***For real.***

The datum shows the credibility of the speaker's statement by saying "for real". To strengthen his claim about differences of drug sold. The datum above shows the type of boosters in ethos which is taken from the category of certainty markers in Interpersonal metadiscourse markers found in Joe Biden's speech remarks on Bidenomics 2023.

> *Well, my wife teaches at a community college, full-time, still. She has an expression; she says, "Any country that outcompetes us, that out" — excuse me — "that out-educates us will outcompete us." We're not going to let that happen.*

The datum also refers to the speaker's experience and take direct quotation from his wife by saying and quote; she says, "Any country that outcompetes us, that out" — excuse me — "that out-educates us will outcompete us." it creates a sense of authenticity then can attract audience's conviction. This data is taken from attributors of interpersonal metadiscourse markers.

> *And I'm not talking about the old, old days of 70 percent tax. I'm talking about a fair shot.*

The datum above shows that the speaker is clearly talking about fair shot. In which, Joe Biden tries to deliver his speech by using self-reference through saying "I'. The datum related to self-mention and self-references are taken from personalization in commentaries identified from interpersonal metadiscourse marker types.

c. Pathos

Pathos contributes to affective appeal that deals with emotional appeal (Abusalim et al., 2022). Pathos has subcategories including

attitude markers, and engagement markers (Mai, 2016). Attitude markers are used to show the attitude and emotional evaluation of the speaker towards the topic being discussed.

While engagement markers are used to draw the audience attention and engage their emotion towards the topic. Engagement markers help building emotional bond and connection between the speaker and the audiences, so that it creates strong persuasive effect on the messages being conveyed. Pathos can be presented through the use of attitude markers and commentaries, specifically in term of direct address to reader, inclusive expression, and personalizations.

> *And, **folks**, it's no accident. That's Bidenomics in action.*

The datum shows that the speaker attempted to engage the audiences by saying folks (Mai, 2016). Therefore, this datum falls into the category of engagement markers in pathos. It is also classified from direct address to the reader as the subcategory of commentaries in interpersonal metadiscourse markers found in Joe Biden's speech.

> *I believe every American willing to work hard should be able to say where they grew up and stay where they grew up.*

The datum above shows the speaker belief towards opportunity and right to stay in the original place for American who are willing to work hard. The data also includes to the type of attitude marker in pathos. In addition, attitude markers in pathos are also taken from attitude markers identified in interpersonal metadiscourse markers found in Joe Biden's speech.

The type of commentaries are the most frequent markers used by Joe Biden in his speech, because Joe Biden attempts to convince the audience about his economic policy. Thus, commentaries are used as they way to convey his reflective comment and engage the American to participate into what he talks about during the speech, While Certainty markers are most infrequent markers used by Joe Biden.

Joe Biden's speech remarks on Bidenomics in 2023 was delivered in the context of his administration to achieve the direction and successes of United States economic policy. The speech was conveyed in a complex political and economic situation, in post-pandemic economic recovery, inflation concerns, debates over public spending, and political pressure heading into the 2024 presidential election. Biden emphasized and focused on rebuilding the economy from the middle out and the bottom up, contrasting this with past policies that favoured trickle-down economics.

Biden also focused on presenting arguments and evidence rather than relying on certainty markers aligned with the rhetorical goal of convincing the public and policymakers of the effectiveness of his economic policies. By delivering facts, data, and policy substance, Biden tried to build credibility and trust, overcoming the inflation, job creation, and manufacturing growth.

The absence of asides in his commentaries reflects his strategy of staying focused on the core issues of economic policy rather than digressing into unrelated matters. The structural delivery of the speech, building argumentation, engagement, and conviction.

Furthermore, the researchers found that not all interpersonal metadiscourse markers found in Joe Biden's speech remarks on Bidenomics reflected as persuasive function. There were no interpersonal metadiscourse markers found that reflected as logos. The findings also presented that, the researchers found fifty-six interpersonal metadiscourse markers found in Joe Biden's speech remarks on Bidenomics that were reflected as persuasive function by following the types of logos, ethos, and pathos by Mai (2016). The fifty-six markers consisted of twenty-seven ethos, and twenty-nine pathos.

The most frequent interpersonal metadiscourse markers are reflected as ethos because it highlights and helps a speaker to express doubt, certainty, evidence and self-mention during the speech. While, the most infrequent interpersonal metadiscourse markers are reflected as type of logos since the

speaker did not use logos during the speech delivery. This is because the speaker did not use pragmatic connection through transition markers, schematic text structure through frame markers, and code glosses to convey explanation and exemplification

The researchers also found that in the subcategory of rhetorical questions in commentaries did not reflect as any other types of persuasive function of metadiscourse. Rhetorical questions were not reflected as persuasive function either logos, ethos, or pathos. Rhetorical question might be functioned to engage audience, but it did not fall into category of attitude markers and engagement markers.

This research has similarity object that is the same context of speech, with the research conducted by Etemadfar and Namaziandos (2020). They investigated the interpersonal metadiscourse markers as persuasive function in Donald Trump's 2016 campaign speeches by using Dafouz (2008) theory. However, Etemadfar and Namaziandos (2020) found that the frequency of attitude markers were more than other types. While this present research found that commentaries are the most dominant markers in Joe Biden's speech remarks on Bidenomics 2023.

These findings suggest that the nature of the speech-whether it is policy or campaign-speech can affect the use of interpersonal metadiscourse markers. Such the differences of strategies to achieve the immediate purpose, context and audiences. Further, policy speech and campaign speech are different in shaping the use of interpersonal metadiscourse markers in the context of political discourse and persuasive strategies.

Further, Munawaroh and Ishlahiyah (2023) found that transition markers as the most frequently used. But this present study did not identify transition markers as one of types of interpersonal metadiscourse markers, because Dafouz (2008) only classifies IMDMs into five types including, hedges, certainty markers, attributors, attitude markers, and commentaries.

While, Firdaus and Shartika (2021) distinguished self-mention and engagement markers through the exclusion and inclusion process by using possessive adjective "us". But this present research concluded that both self-mention and engagement markers were taken from commentaries in Interpersonal metadiscourse markers, specifically inclusive expression and personalization through the use of "we", "us", and "I". These differences emphasize that situational factors affect the purpose if speech, for example policy and campaign speech as crucial triggers in shaping the types of interpersonal markers used based on each purpose needed.

The interpersonal metadiscourse markers in Joe Biden's speech remarks on Bidenomics were included to the classification of persuasive function of metadiscourse. Hedges, certainty markers, attributors, and commentaries in term of inclusive expression and personalization include to ethos. Attitude markers and commentaries specifically direct address to reader, inclusive expression, and personalization include to pathos.

However, there are no interpersonal metadiscourse markers reflected as logos in persuasive function. But, as the aim of the research is to find interpersonal metadiscourse markers and clarify how those reflect as persuasive function, so it is considered enough to close the gap.

Conclusion

This research found out 45 interpersonal metadiscourse markers in Joe Biden's Bidenomics speech by following Dafouz's (2008) theory including, 4 hedges, 3 certainty markers, 8 attributors, 7 attitude markers, and 23 commentaries. These markers were then categorized into 56 persuasive functions including, 29 classified as ethos and 27 as pathos, but no markers are categorized as logos. The research also found that Biden, in his policy speech, preferred using commentaries over certainty markers by the purpose to engage the audience.

Bidenomics speech 2023 is a single speech used and analyzed in this research by using Dafouz's (2008) and Mai's (2016) theory. Future researchers could explore comparative studies between campaign

speeches and policy speeches, or investigate interpersonal markers in educational settings such as, class discussion and presentation to offer a more comprehensive understanding of interpersonal metadiscourse markers.

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