

Frames of Promise in Biden's Presidential Addresses

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Abstract:

This study shares the report of investigation on the American frames of promise in American presidential addresses particularly President Joe Biden's four speeches namely nomination, acceptance, inaugural and state of the union address. In this qualitative descriptive research, Biden's four speeches such as the nomination speech, acceptance speech, inaugural speech, and State of the Union speech are the primary of sources of data. The words and expressions in the line of the addresses are viewed and categorized as the data to analyze. For data analysis, hermeneutically Entman's frame analysis is employed to meet the objectives of the study. The results of the research bring forward that Biden's addresses reflect the frames of promises related to economic, social, culture and politic issues. Further, this study detects that promises serve as the consistent element of the speeches and social promise constitutes the most applied frames. The findings of the study are expected to contribute toward further inquiry on the relation of the rhetoric to the social engineering of the public mind in the context of national development, and toward the study of language use in political domain.

Keywords: American Promise, Presidential Addresses, Biden, Frame Analysis

INTRODUCTION

America has been known as the land of promise. Millions of immigrants left their own homes to find opportunities not readily available in their own: dreaming an opportunity to succeed. America is believed as a land of opportunity where promises of prosperity are pursued; the pursuit of happiness. People live in the dream of having a better life in America. Various myths of success spread among public mind. Promises of meeting and experiencing more prosperous life have been the dream planted since the coming of the first settlers to the new land (Abramitzky & Boustan, 2022; Singer, 2020; Wolak & Peterson, 2020). This goes along with the experience of the long-standing democratic political system. American people political awareness requires politicians to pay close attention to people's political perceptions and try their best to find ways to win the hearts of citizens who have the right to vote. Election is the mark of political regular event. It is the step to the pulpit of power. That then defines the urgency of having promises to offer to the public. Politic candidates are competing to give their promises to the American people. The promises are either related to the candidate's vision and mission or related to relevant to ongoing issues (Carey et al., 2022; Graham & Svolic, 2020;

Wasserman & Fullmer, 2023). Taking a government office as the fruit of winning the political contest later, an American leader shall be able to manage public mind to guarantee the existence of the power.

Within such context, the American political leaders frequently voice promises to the contemporary public issues such as racial plurality, religion and job or welfare. The promise was not only limited to words of historical, social, economic, and political vocabularies, but also to the emphasis on the conviction of the land of full of hope, opportunity, and prosperity (Lee, 2020; Wilson, 2021). These are all about to win public hearts, and to gain support for political appeals or candidacy. Considering this, current American president that constitutes the results political process requires to continue to display the rhetoric capacity to meet people's hope and need in times of abundance or scarcity.

In the time to the Corona virus outbreak, President Joseph Biden, the present American president, seemed to be challenged to deal with public anxiety of the virus. People are waiting for the government efforts and leader to voice in solving the devastating effects off the pandemic. In his campaign for presidency, Biden promised to waive the cost of the coronavirus vaccine to all Americans if he wins the election. Regarding Covid-19, he also promised to extend insurance (benefits) for the unemployed so that they can help those who are unable to earn a living. These are some promises expressed in his speeches. That implies that an inquiry on a particular president speech, in this case, those of President Biden, may reveal the understanding of functions or significance of promises for American mind and experience. It is further hoped to disclose promises in the speeches and their relevant and contextual realities. These objectives of the study define the originality and urgency of this inquiry.

Previous studies on the topic of presidential speeches mostly focused on different angles of inquiry. Nugroho through his writing "Framing Analysis of Basuki Tjahaja Purnama Speech" operationalize the four structural dimensions of the news text as a framing device: syntactic, scriptural, thematic, and rhetorical (Nugroho, 2018). Several similar studies related to the speech of the elected American president, namely Joe Biden, as in the research (Ahmed & Amir, 2021) "Speech Act Analysis of the Joseph R. Biden, Jr.'s Inaugural Address on 20th of January 2021 as the 46th President of the USA", which focuses on Biden's Inaugural Speech. The study confirms the inclusion of directive, representative and commissive speech acts. These aspects shape people to be sympathetic, to trust, and to place high hopes on Biden's promise. This study also detected the employment of techniques of direct or indirect solicitation to Americans at that time made them understand Biden's concepts and goals. The other research (Rahmadianto & Herawati, 2021) investigated Biden's Inauguration speech found that the physical context, psychological context, social context, and context of shared knowledge constitute the core of the speech.) In the research "Jeremiad Frames in Reagan's inaugural addresses", Maru (2013) argued that the Inaugural Address is a speech within which a president for the first time introduces himself formally as a leader for his people after pronouncing his presidential oath. While the inquiry on The State of the Union entitled "Euphemism and Dysphemism on Donald Trump's Political Speech: State of The Union Address" (Kafi & Degaf, 2021) revealed the use of euphemism and dysphemism expressions in President Donald Trump's annual speech, State of the Union Address 2020, which discovered six functions of using dysphemism in the speech namely exaggerating, criticizing, conveying information, insinuating, showing dislike and insulting, vilifying or sharpening insults. In terms of the Acceptance Speech, Matheny et al., (2018) in their study "Chaos and stability in Donald Trump's acceptance speech." This presented evidence that Trump creates an empathetic

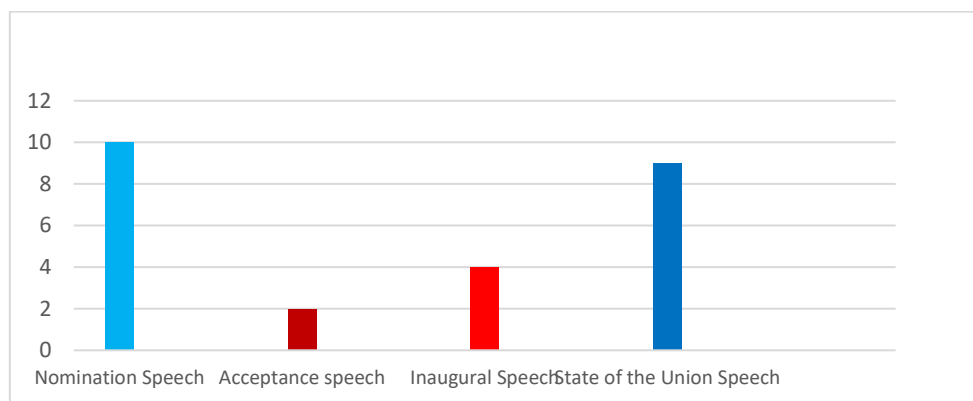
resonance with the audience that helps evoke a sense of political movement and unity among Trump supporters. Viewing, it is obvious that the study on a speech may bridge not solely the use of language but also the context or function of the speech as the reflection of the American mind. Further, for linguistics and literary learning contexts, it also highlights the language pattern used to voice the promise

METHOD

The research is descriptive qualitative. This describes and analyzes phenomena, events, social activities, attitudes, beliefs, perceptions, and people individually and in groups (Fadli, 2021). In this study, Entman's frame analysis is applied for analyzing Biden's Nomination Speech, Acceptance Speech, Inaugural Speech and State of the Union. Framing is defined in terms of putting more focus on how a rhetorical text is displayed and which parts are highlighted or considered important by the text creator. It is accompanied by keying which is viewed to make the expression more clearly visible, more meaningful, or easier to remember by the audience. It is intended to make expression or information stands out likely to be more accepted by the audience, more pronounced and stored in memory compared to the usual presented. Within this perspective, the words and expression in the lines of the four speeches are treated as the primary data. The secondary data are relevant references to disclose the object of the study. The data expressions related to promises are then analyzed by following triangulation technique, and presented descriptively.

FINDINGS

Researchers conducted a framing analysis of Biden's speeches as candidate and president of America. The analysis identified twenty promises are explicitly voiced in Biden's nomination, acceptance, inaugural, and state of the union speech as seen in the following diagram as follows:



This figure implies that each of his speech, President Biden, from his time of presidential nomination to presidency, expressed his promise to American people, and even to the international communities. The promises seem to deal with some issues as follows:

A. Economic Frames

The economic frames in President Biden's speeches reflect a concerted effort to address the concerns of the American public regarding economic instability and the rising cost of living. As a leader expected to provide solutions and hope, Biden's rhetoric elevates the assurance of economic recovery, inflation control, and overall prosperity for the people. This is a critical aspect of his political strategy,

aiming to differentiate his leadership from that of his predecessor and affirm his commitment to improving the everyday lives of Americans.

In his Nomination Acceptance Speech, Biden highlighted the economic burdens facing the nation, emphasizing the struggles caused by rising prices. He asserted,

“Looking out there, everything from a gallon of gas to a loaf of bread costs more. Even though wages are rising, we still face challenges, and we have to overcome them. We have to go ahead and overcome it.” (NAS, Lines 72-74).

Within these expressions, Biden does not only acknowledge the difficulties posed by the increasing cost of living but also reconciles himself with the struggles of the common American. By doing so, he places himself as a leader who is both aware of these issues and capable of addressing them. Such statement exemplifies his broader economic narrative, which seeks to reconcile wage growth with rising consumption costs, thereby promising a more balanced and fairer economic environment.

The economic promises outlined in Biden’s speeches further serve as a direct response to the protectionist policies of the previous administration, which often emphasized economic nationalism at the expense of broader economic inclusivity (Kamran, 2023; van Apeldoorn et al., 2023). Biden’s rhetoric, by contrast, is geared toward fostering a more equitable economic climate. His approach brings forward to bridge the gap between wages and living costs; presenting a vision of economic growth that is not only sustained but also widely distributed across different social level. This economic frame is pivotal in distinguishing Biden’s economic policies from those of his predecessor, projecting a new hope for the realization of a more inclusive and prosperous economy.

In the State of the Union Address, Biden’s focus on economic issues becomes even more pronounced. He emphasizes the urgent need to solve inflation rate, which he characterizes as a significant threat to the financial well-being of Americans. Biden then stipulated,

“Inflation is robbing them of the gains they might otherwise feel. That's why my top priority is getting prices under control” (SOU, Line 39).

Within these words, Biden employs a metaphor that equates inflation to theft; dramatization of the impact of rising prices on the American public. This rhetorical strategy emphasizes the urgency of his economic agenda, portraying inflation as a direct challenge toward the gains that Americans have already worked hard to achieve. By framing inflation in such clear terms, Biden reinforces his commitment to stabilizing the economy and protecting the interests of everyday American citizens.

The economic promises in Biden’s speeches also centre in the vitality of economic efforts in presidential rhetoric. These promises are not only about addressing immediate concerns but also about setting the stage for future policies. In the Nomination Acceptance Speech, Biden demonstrates his sensitivity to the economic realities faced by Americans, presenting the issue of the rising cost of living as a challenge that he is uniquely equipped to address. By the moment of the State of the Union Address, this initial framing evolves into a more concrete policy direction, with Biden foreshadowing measures aimed at controlling prices and curbing inflation. This progress from identification to action illustrates the centrality of economic promise in Biden’s communication strategy, depicting how his

promises are designed to resonate with the economic apprehensions of the public while offering a better path ahead.

It is obvious that Biden's economic frames of promise are a deliberate effort to engage with the American electorate on one of the most crucial issues: economic stability and prosperity. By focusing on the cost of living and inflation, Biden's rhetoric is designed to reassure the public that his administration is both aware of their anxieties and actively working to deal with them. This focus on economic issues is critical not only for winning public trust but also for laying the groundwork for the administration's broader policy agenda (Asadnabizadeh, 2021; Pipa et al., 2021).

B. Political Frame

The atmosphere surrounding the delivery of President Biden's speeches not only reflects the political landscape but also sets the tone for his leadership and the future direction of the nation. Every word and phrase are strategically chosen to assert a political declaration and emphasize a specific stance, addressing the hindrances and opportunities facing the United States (Al-Khawaldeh et al., 2023; Amaireh, 2023). As both a candidate and later as the President, Biden has been required to navigate an ever-intensifying political contestation and meet public demand for decisive and empathetic presidency. The language used in his speeches holds the potential to shape public perception, influence national sentiment, and ultimately determine the success of his administration.

Biden's speeches, thus, function as more than mere rhetoric; they are seemingly strategic instruments intended to meet the American people's dream of the future. His political communication is deeply intertwined with the expectations and hopes of a nation seeking stability and prosperity (Comesaña Pérez, 2021). In his Nomination Speech, Biden declared that his administration would not tolerate foreign interference, saying,

"Under President Biden, America will not turn a blind eye to Russian bounties on the heads of American soldiers. Nor will I put up with foreign interference in our most sacred democratic exercise – voting" (Biden NS 2020, Line 208-210).

These lines reflect Biden's commitment to safeguarding democracy, a central theme throughout his campaign and presidency, aimed at ensuring Americans of their electoral integrity and national security.

Biden's emphasis on multilateralism as a core tenet of his foreign policy also illustrates his strategic approach to global leadership. He has consistently framed the United States as a "beacon of the world," leading sovereign states in managing international threats through cooperation rather than isolation (Chen, 2022; Hao, 2024). His foreign policy agenda, as voiced during his campaign, specifically and dominantly centralized on multilateralism. This approach contrasts sharply with the unilateralism of his predecessor, Donald Trump, who prioritized "America First" at the expense of traditional alliances and global institutions. By reaffirming America's role as a global leader committed to liberal internationalism, Biden seeks to restore the country's standing on the world stage while promoting democracy and strengthening alliances with other countries for democracy.

The other critical areas that Biden has tried to distinguish himself is in the U.S. approach to China. In his Nomination Speech, Biden explicitly uttered,

"As president, I will make you this promise: I will protect America. I will defend us from every attack. Seen. And unseen. Always. Without exception. Every time" (Biden NS 2020, Line 124-125).

These utterances describe the administration's policy on countering China's growing influence and assuring that America remains vigilant against threats to its national security. Biden administration's 2022 defence budget further anticipates this priority, with significant resources allocated toward balancing China's power, particularly through NATO adaptation, U.S.-EU cooperation, and the reinforcement of democratic alliances in Europe and the Indo-Pacific (Centner, n.d.; Fasulo, 2023).

In terms of the foreign policy, Biden also intend to revitalize relationships with key global players and institutions. His administration has search for reestablishing alliances in East Asia, promoting technological innovation to counter China's advancements, and reintegrating the United States into global health and climate initiatives (Biden, 2022; Fägersten et al., 2023). His decision to rejoin the World Health Organization (WHO) and his commitment to lead the global fight against the COVID-19 pandemic are set as essential steps toward restoring America's international credibility. In his speeches, Biden consistently aligns these actions with a broader vision of countering authoritarianism and championing democratic values on the world stage.

Additionally, Biden's decision to end U.S. support for the Saudi-led war in Yemen is indicative of his commitment to a foreign policy that prioritizes human rights and aligns with his broader vision of America's role as a force for good (Ogolo, 2024). While this move has garnered opposition from certain political factions, it reinforces Biden's broader strategic goal of rebalancing U.S. foreign policy away from conflict and toward diplomacy and multilateral cooperation.

Biden's political frames might be elaborated that not merely reflect his response to the immediate challenges of his presidency but also his broader vision for America's role in the world. By emphasizing multilateralism, democratic alliances, and a commitment to human rights, Biden seeks to redefine American leadership for the 21st century, navigating the complexities of a rapidly changing global landscape. These frames, plainly embedded in his speeches, are designed to reassure a nation in transition and to convince the existence of a profile of a confident and capable leadership that is both responsive to domestic demands and attuned to global responsibilities.

C. Social Frames

In addition to promises in economic, and political frame, Biden apparently presented promises related to social issues in his speeches. It appears that they are not just rhetorical devices but strategic instrument construed to be in line with the public mind and hope during a time of extraordinary turmoil and division. His expressions strategically highlight the handling of the COVID-19 pandemic, social justice issues, and the wider concept of national unity. Biden's concentration on these social themes stems for a deep understanding of the nation's collective concerns and aspirations, which he proposes to tackle by offering a vision of hope, resilience, and a return to commonly shared-values.

In his Nomination Speech, Biden makes a prevailing promise to the moral and ethical sensibilities of the American constituents, affirming,

"Here and now, I give you my word: If you entrust me with the presidency, I will draw on the best of us not the worst. I will be an ally of the light not of the darkness" (Biden NS, 2020, Line 8).

Analytically, this affirmation is more than a campaign promise; it is a declaration of distinction to the perceived divisiveness of the Trump administration. Biden's commitment to being an "ally of the light" invokes a moral imperative that defines him as a leader potentially managing the nation for more promising future. This framing clicks with the public's desire for a leader who embodies ethical integrity and prioritizes the welfare of all Americans (Oliver, 2024; Wagner-Pacifici, 2024). Further, Biden's offers to resolve the COVID-19 pandemic with a national strategy to characterize his commitment to science and expert guidance, showing the prominence of his approach compared to his predecessor. He clearly put this commitment:

"If I'm president on day one we'll implement the national strategy I've been laying out since March" (Biden NS, 2020, Line 106).

These words not only express his proactive stance but also mirror his understanding of the pandemic's impact on both public health and the economy. By framing his response to COVID-19 as a priority, Biden effectively leverages the widespread dissatisfaction with the previous administration's policy of handling of the crisis. His strategic framing derives from the belief that effective leadership requires listening to science and making decisions that protect the public interest, even if they are politically challenging (Power, 2021; Struye de Swielande, 2021).

Biden's promises in his speeches also extend beyond health concerns to encompass broader themes of unity and collective recovery. His words in the Inaugural Speech can be taken as a prime example of how he uses these social frames to address the deep divisions within the nation. It is detected in Biden's reference to a biblical passage as follow;

"Weeping may endure for a night, but joy cometh in the morning" (Biden IS, Line 119-120),

This is a deliberate invocation of shared cultural and religious values living in American mind and experience. This choice of language not solely provides comfort to a nation in crisis but also symbolizes the potential for renewal and recovery. By framing the nation's challenges in terms of a shared struggle that will eventually lead to collective victory, Biden share the image of a caring and optimistic leader (Krames, 2021; Salek, 2022). Remaining within this context, Biden retain the call for unity of the nation in his speeches to bridge the deep political and social divides that have characterized the nation after the ideological contestation and election process. In his Inaugural Speech, he thus declares,

"Today, on this January day, my whole soul is in this: Bringing America together. Uniting our people. And uniting our nation" (Biden Inaugural Speech, Line 24-26).

This declaration is remarkable. It is a direct response to the polarization and social unrest that marked the Trump era. By focusing on unity, Biden attempts to eliminate the partisan divides and foster a sense of commonly share purpose as one nation. His repeated use of the word "together" is a thoughtful rhetorical strategy designed to create a sense of collective responsibility and shared-destiny, American destiny.

Moreover, Biden's social frames are not limited to domestic concerns but are also related to global and ethical substance. In his speeches, Biden spotted the fundamental of restoring America's role as a moral leader on the world. He aligns his domestic agenda with his foreign policy by voicing,

“We can deliver racial justice. We can make America, once again, the leading force for good in the world” (Biden, IS, Line 80-81).

Through these remarks, Biden strongly suggests that the fight for social justice at home is immediately connected to America’s global leadership. By doing so, He draws voters’ perception of having a leader of fairness, equality, and America’s supremacy. The other tendency of social frames is also evident in Biden approach to social justice. In his Acceptance Speech, he acknowledges the struggles of working-class Americans and promises to prioritize their needs as in the following lines:

“It's time for respected leadership. For real plans. To deal with the pandemic. To finally deal with systemic racism. To deal with the economic hardship that too many Americans feel” (Biden AS, Line 74-76).

These lines are seemingly constructed to shape Biden’s image of “respected leadership” and “real plans.” It is a pragmatic step to unite the nation and to win public support. It serves to correspond with the electorate’s desire for a return to normalcy and stability which make easy for Biden to run his administration. His promise to bring joy after a period of hardship, marked by the phrase “joy cometh in the morning,” indicates a proposal of a more prosperous life for American, the realization of the American dream. Such success picture is principally significant in the context of the COVID-19 pandemic, which has caused widespread social and economic disruptions.

Briefly, Biden’s promise in terms of social frames appears to illustrate the effort to address the needs of American public, and at the same time, to build the image of visionary leader for the future of the nation. His rhetoric of hope, unity, and recovery is apparently intended to foster trust, bridge divisions, and build a sense of collective responsibility as well as awaken commonly shared-values, Biden tries to be in harmony with public’s hopes, and to convince the acquisition of leadership competence to lead Americans to pursue their dreams in his new administration.

D. Cultural Frames

President Biden’s rhetoric seems to be meticulously composed to underline his cultural commitment to multiculturalism and anti-racism. His cultural promises are rooted in the point of upholding the rights and dignity of all Americans, regardless of race, religion, or gender identity. This inclusive notion is evident in his Inaugural Speech when he states,

"I will be a President for all Americans, all Americans. And I promise you I will fight for those who did not support me as for those who did" (Biden IS, Line 89-91).

By pledging to serve every citizen, Biden reinforces the idea of a presidency that transcends partisan divisions and prioritizes the happiness and security of all communities (Bose & Fritz, 2024; Levendusky, 2023). Biden’s commitment to marginalized groups, including the transgender community, is another pivotal aspect of his cultural framing. In his 2021 State of the Union Address, he specifically addresses younger transgender Americans, stipulating,

"As I said last year, especially to our younger transgender Americans, I will always have your back as your President, so you can be yourself and reach your God-given potential" (Biden State of the Union, Line 514-515).

This promise is a direct magnetism to a community that has often undergone discrimination and hostility. It is also a powerful signal to advocate their rights and ensure their inclusion in the daily life of American society. This is empirical. America, as a multi-ethnic and multi-religious nation, faces ongoing challenges related to racism and religious discrimination (Husain & Howard, 2020; Rose, 2020). Biden's cultural promises imply community supports including re-embracing the Islamic community and promoting unity among all religious and ethnic groups. His emphasis on pluralism and anti-racism is vividly reflected in his choice of Kamala Harris as Vice President, marking the first time a Black and South Asian woman holds such a high office in the U.S. government (Asumah & Nagel, 2024; Johnson, 2022). This decision is not solely symbolic but also a critical move to connect with voters to win the ongoing political contestation.

It is also found that Biden's cultural promises can not be separated from the legacy of former President Barack Obama, who emphasized inclusivity and racial justice during his presidency. Obama's endorsement of Biden during the 2020 campaign was a pivotal moment, particularly when he assured voters that "help is on the way" (Obama's endorsement speech, 2020), which met the expectation of a more inclusive and empathetic leadership. It helps Biden to craft his political identity and appeal for the election process and picture of his coming administration.

In Biden's Nomination Speech, he further clarifies his stance on international relations, stating, "I will be a president who will stand with our allies and friends. I will make it clear to our adversaries the days of cozying up to dictators are over" (Biden Nomination Speech, Line 209-213).

While this statement is primarily focused on foreign policy, it also carries cultural significance by rejecting authoritarianism and aligning the U.S. with democratic values that respect human rights and diversity. This global perspective on cultural values reinforces Biden's domestic message of unity and inclusiveness.

Overall, Biden's cultural frames of promise are a powerful tool in his rhetoric, designed to resonate with a wide array of voters, especially those who felt excluded or targeted during the Trump administration. By advocating for the rights of minority groups and emphasizing pluralism, Biden seeks to build a coalition that reflects the diverse fabric of American society. His speeches offer a vision of a nation that not only acknowledges its differences but also draws strength from them, promoting a more just and equitable society for all.

DISCUSSION

Having conducted the analysis of various elements in Biden's speeches, the following discussion will explore into how these elements function in shaping an effective political communication strategy. This discussion elaborates on the findings from the analysis related to the economic, social, cultural, and political frames employed by Bidens. Biden's speeches serve not only as communication tools but also as strategic instruments for consolidating power and building support. In this discussion, the results of the analysis will be reflected through discussion points that highlight the practical and theoretical implications of Biden's rhetorical strategy.

A. All of the Addresses Contain Promises

Speaking of Biden's speech, in this study the focus of the speech raised was The Acceptance Speech, Nomination Speech, Inaugural Speech and State of Union. These speeches were delivered by Biden at the time of being a candidate and already an American president. These speeches contained many of Biden's promises ranging from to social, economy, culture, national/international communities, and other promises that were spread through several online media in America. Like in a fragment of one of Biden's speeches that was full of promises related to health, for example:

"As president, the first step I will take will be to get control of the virus that's ruined so many lives". "We'll develop and deploy rapid tests with results available immediately". "We'll make the medical supplies and protective equipment our country needs. And we'll make them here in America. So we will never again be at the mercy of China and other foreign countries in order to protect our own people". (Biden 2020, NS, Line 92-110).

The quotation above is part of one of Biden's nomination speeches, which indicates that Biden is aiming to fulfill his campaign promise to make COVID-19 relief a top priority and will mark a sharp difference from the Trump Administration's pandemic response, which critics say is ineffective, uncoordinated, and held responsible for the deaths of more than 400 thousand U.S. citizens (Lisbet, 2021). Schmidt argued that campaigning for president of the United States is essentially a marketing process, in which candidates present themselves as products, differentiate themselves from the other products, and make proposals on how they will perform if they get the job. (Schmidt, 2022).

The same thing was seen in Joe Biden's speech when he said now was the right time to unite the nation. In his first speech after officially being declared victorious in the presidential election, he said this is the time to heal a divided America. Here is an excerpt from his speech:

"The people of this country have spoken, they gave us a convincing victory. I promise to be a president who seeks not to divide, but to unite." (Joe Biden NAS Speech, Line 45-46)

If this part is examined further that Biden's speech is either in the Acceptance Speech, Nomination Speech, or Inaugural Speech, all of them contain the sense of optimism towards the United States of America under his leadership. It is that all of Biden's speeches invoke promises to highlight and frame patriotic meanings, progress minds, and success of American dream. They are closely attached with the hopes and inspiration of the people both as constituents and everyday American (Dragojević, 2023; Ursic, 2021).

B. Promise reflects party platform

Biden is from the Democratic party, which is a party with an ideology of liberalism. The democratic party has been trying to win the presidential election from year to year until the Americans have elected the 46th president and viewing from the percentage the Democrats have won the presidency 23 times, compared to the Republican party to be balanced. In terms of platform, the democratic party is more focused on the freedoms granted to the people (Graham & Svolic, 2020).

Biden is considered in line with the values of the Democratic Party which has historically been friendly and close to various group groups such as opening an equal opportunity for the Muslim Community,

one of which is by abolishing *the Muslim Ban*. In addition to Muslim issues, Biden also promised to empower black communities in the U.S. and eliminate systemic racism and racial violence against them. Furthermore, in March, Biden stated that he would choose women as his vice-presidential candidate, this was evidenced on August 11, 2020, Biden announced that he would elect California US Senator Kamala Harris as his vice president.

"I will work as hard for those who didn't vote for me – as those who did". (BIDEN US 2020)

"And I pledge this to you. I will be a President for all Americans, all Americans. "And I promise this, as the Bible says, 'Weeping may endure for a night, joy cometh in the morning'. We will get through this together. "All of you, I give you my word. I will always level with you. I will defend the Constitution; I'll defend our democracy". "I'll defend America and I will give all - all of you - keep everything I do in your service". "Thinking not of power but of possibilities. Not of personal interest but of public good. we will write an American story of hope, not fear". (Biden IS 2021, Line 89-156).

These lines were expressed in the time at Biden was nominated as the presidential candidate of the Democrat party (Berretta et al., 2021). Biden's victory over Trump can be interpreted as Trump's failure to meet the needs of U.S. citizens and safeguard the U.S role in international politics. Biden's victory is considered to change U.S. relations with global societies. It can also be a challenge for countries in the world, especially China, if the US again takes on the role of one of the superpowers in the world and hampers China's superpower ambitions (Ali & Ali, 2021; Bergsten, 2022).

In the party platform, Democrats believe that it is the responsibility of a government to take care of its citizens and assume that federal bureaucrats know better the individual needs of locally elected officials (Anzia, 2021; Bucchianeri, 2020). Democrats have a philosophy that security can be guaranteed through mutual understanding cooperation and negotiations between countries (Biden, 2020). Seeing the ideology and understandings provided by the democratic party makes an advantage for the American people in choosing Biden as the president-elect of the democratic party. The democratic party assumes that every citizen does not have to be confined to the state, liberal in the sense that the United States of America competes with other countries and citizens (Mearsheimer, 2021). There is no need for protection, there is no need for a highly controversial economic system at home because domestic protection will weaken our competition abroad. The democratic party is more focused on the freedoms given to the people. Democrats uphold the notion that security can be guaranteed through mutual understanding and negotiation between countries.

Relying upon this perspective, Biden framed the promises to attract the sympathy of White people from the working class, referring to 2016 presidential election, these voters tended to be with Trump due to Trump's promise of policies on trade and business (Hinojosa Ojeda & Telles, 2021). At this moment of 2020 presidential election, Biden is trying to gain White people from the working class; many of them became union members who being staunch supporters of the Democratic Party for years, to vote for their candidate. This underlines the attachment of the promises applied in the speeches are unavoidably derived from the foundation of the Biden's party platform. The promises reproduce the common shared-values of Democrats; framing the American experience and dream to meet constituents' need and aspirations.

C. **Public health constitutes the most dominant promise**

In addition, Biden's promise of health coverage particularly handling Corona virus spread for his people becomes the most dominant issue offered to American people. In his acceptance speech Biden promised about the health insurance that he would set up to control the spread of Covid-19 in America at that time which was getting worse, this can be seen in the words below:

"On Monday, I will name a group of leading scientists and experts as transition advisers to help take the Biden-Harris COVID plan and convert it into an action blueprint that starts on January 20th, 2021. That plan will be built on a bedrock of science. It will be constructed out of compassion, empathy and concern. I will spare no effort – or commitment – to turn this pandemic around" (Biden AS, 2020)

At this moment of speech deliverance, the U.S. has reported nearly 200 thousand new COVID-19 cases and 3,000 deaths per day with a rolling average of seven days, according to Reuters. More than 123 thousand U.S. citizens were hospitalized with COVID-19 (Amara et al., 2021; Taschner, 2020). Biden sought to unite the nation with his speech by affirming the urgency of controlling Covid-19 as the first step to improve the economy of the country. In laying out his first priorities, Biden said he would gather a group of scientists to come up with a plan to address the Coronavirus pandemic that is still hitting almost all sectors of the U.S. economy, and is ready to begin the action on the day of his inauguration on January 20, 2021. Biden, referring to his campaign, promised various economic recovery programs; starting from supporting plans to restructure credit, improving social security for retirees, and providing cash assistance to small businesses.

"If necessary, we'll be able to deploy new vaccines within 100 days instead of many more months or years. And, if Congress provides the funds we need, we'll have new stockpiles of tests, masks, and pills ready if needed. I cannot promise a new variant won't come. But I can promise you we'll do everything within our power to be ready if it does". (Biden STU, 2021, Line 399-400).

These lines suggest the promise of taking care people's health by vaccinating or testing employees for corona virus every week. It affects about 80 million Americans. About 17 million workers in healthcare facilities receiving Medicare or Medicaid also need to be fully vaccinated (Grimm, 2021; Larkin, 2022). Not only that, Biden also later signed an executive order for vaccinations for employees of government executive agencies and contractors who do business with the federal government to get a COVID-19 vaccine.

Such exposure toward public health care especially at the time the attempts to minimize even to stop the spread of Covid-19 pandemic in Biden's speeches imply that the inclusion of the public health as the most dominant promise indicates the portrait of the circumstances faced by most American at the time. Framing people with promises related to this issue seems to be effective to attract sympathy, and to gain support for political contestation (McAdams, 2023; Wagner-Pacifici, 2024). The more people are engaged with the promises relevant to their anxieties and hopes, the easier obtain political preferences which are necessary to win and commence a new presidency.

D. **Tendency to use "future form" as the Language Pattern Used for Promise**

Political candidates like to use one or more grammatical structures when they speak. They use grammatical structures for a rhetorical effect. In these Biden's speeches, it is found that future sentence

constructions were frequently used. This structure of the future simple tense appears to be applied to express future intentions to spontaneous offers and promises. It becomes the part of the lines of all the speeches when it comes to voice an explicit promise to people.

The promises are frequently expressed with the pattern “ I will....”. Grammatically this refers to the pattern of simple future tense. The usage of the ‘I will’ pattern greatly shapes the meaning of the promise itself where it emphasizes that the promise of some of Joe Biden’s speech quotes is very clear. Here are some excerpts from Biden's speech using “I Will pattern”:

*“As president, the first step I will take will be to get control of the virus that's ruined so many lives”
(Biden NAS Speech Line 72-73)*

“As president, I will make you this promise: I will protect America. I will defend us from every attack. Seen. And unseen. Always. Without exception. Every time.” (Biden NAS Speech Line 85-86)

The above lines illustrate that the pattern immediately comes with the effort to foreshadow the future policies and actions. It serves as the visionary declaration of what to provide to American people. It is a practical and direct frame to draw people attention and support. Within similar context, Biden's speech, also used the word “am going”. He used similar words sentence construction for promises. However, if it is grammatically examined, there is a significant distinction between the use of “I will” and “am going” in the speeches. The use of “will” shows the ability or willingness to do something voluntarily, respond to complaints or requests for help from others, ask someone for help or ask someone to do something for us, refuse something to convey a threat am going to state that something is being planned. Whereas “be going to” is used to express the immediate and real intention to do something in the future as detected in the following lines;

“I will not let it happen. If I'm your president, we're going to protect Social Security and Medicare. You have my word.” (Biden NAS Speech Line 101-102)

“With newly empowered labor unions. With equal pay for women. With rising wages, you can raise a family on. Yes, we're going to do more than praise our essential workers. We're finally going to pay them.” (Biden NAS Speech Line 112-115)

These words use the word “be going to” which refers more to the social and economic context which is closely related to more serious policy planning towards the economic and social policies. It is strongly implied that within a certain context Biden uses “We're going to” as a form of emphasis frame that he is very serious about it, while the use of “will” refers to something more general frame of promise.

Further, remaining in the context of this used language pattern, there is an implicit pattern without using the word “promise” but conveying the same meaning as promise itself, for instance, only by using the adverb of time. Here is an example of an excerpt from Biden's speech:

*“We can never lose that. In times as challenging as these, I believe there is only one way forward. As a united America. United in our pursuit of a more perfect Union. United in our dreams of a better future for us and for our children. United in our determination to make the coming years bright.”
(Biden NAS Speech Line 137-139)*

From the expressions above, it is obvious that Biden promises a good future for the next generation of the United States. Here, Biden uses the word “future” as a description of his optimism with his policies towards the progress of the United States in the future. This means that besides explicitly applying the simple future pattern, and direct use of the word ‘promise’, the language of promise in the speeches shows the potential of using the adverb of time with ‘future’ nuance. These language patterns suggest the synthesis for the frame of promise in the speeches not solely rely upon the future sentence constructions but also upon the inclusion of the vocabulary of promise and the future adverb of time. They are potential to manage public attention, apprehension, and aspiration (Hanst, 2021; McAdams, 2023). They are instrumental in the presidential speeches. Most importantly, they apparently function to convince and effectively gain public support.

CONCLUSION

Biden four speeches namely Nomination Speech, Acceptance, Inauguration, and State of Union speech employ promises which fall into social, economic, cultural and, political frames. This study further reveals that those frames of promise imply the reflection of party platform, in this case, Democrat party platform, and the potential of raising social issues particularly public health to draw public attention in a presidential speech. It is critical to mention that the frames of promise can also be conveyed in a certain language pattern such as future sentence construction, promise-related vocabulary, and future adverb of time. It is synthesized that from that frame of promise constitute one of the essential elements in the presidential speeches. It is essential and instrumental in the attempt to gain public support, to convince voters, and to prefigure the policies and actions for the future of the nation. These define the attachment of the frame of promise with the empirical and contemporary issues and realities at the moment of speech deliverance. This, in other hand, gives opportunity to carry out further studies on American Presidents of different parties and periods, on whether similar frames of promise exist, and on Biden’s policies and actions during the presidency whether they are in line with the promises.

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