

Abstract

This thesis aims to analyze the camping speeches of the two major candidates running for President of the United States in the 2020 general election and to inspect the ways in which both the candidates utilize the Us versus Them dichotomy. In doing so, the thesis provides a critique of the texts produced by the candidates and seeks to unveil their ideological motivation. As categorizing entities has a profound effect on the audience and their perception of reality, the goal is not only to unveil what entities the candidates discuss, but also to determine how they classify these entities. In addition, the strategies used by both the candidates to achieve entity evaluation are compared in order to contrast their rhetorical styles. The theoretical part of the thesis overviews concepts related to the construction of group identities and other ways of reproducing ideology in discourse. Furthermore, Hasan's approach to text analysis, which is employed in the analytical part, is introduced. A brief biography of both the candidates and a description of the US presidential election system are included as well. The analytical part is composed of Critical Discourse Analyses of selected topical segments from campaign speeches of Donald Trump and Joe Biden. Special focus is dedicated to the strategies the candidates use to evaluate individual entities. Three speeches of each of the candidates from three distinct states are explored. In the final part, the results are presented and conclusions are drawn.

Keywords

Us, Them, Ideology, CDA (Critical Discourse Analysis), Presidential election, United States