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JOE BIDEN'S VISION OF AMERICAN EXCEPTIONALISM ON TWITTER

Abstract. Social media platforms have emerged as indispensable tools for political leaders to communicate directly with citizens, offering insights into the values and sentiments shaping American exceptionalism. This comprehensive analysis delves into President Joe Biden's Twitter account to identify features and examples of the American national character reflected in his communication. It aims to identify peculiarities of his language on Twitter. Through a meticulous examination of Joe Biden's 498 tweets posted between January and March 2024, this study uncovers recurring themes, values, and sentiments that resonate with commonly held beliefs and ideals associated with American exceptionalism. Utilizing natural language processing techniques, statistical descriptive analysis, and content analysis, Joe Biden's communication strategies and their implications for shaping public perception were elucidated, fostering national unity, and reinforcing democratic values. Analyzing Joe Biden's Twitter posts with the words “America” and “American” this article provides a detailed understanding of how the president uses Twitter to express his views on the United States.

Keywords: American exceptionalism; Twitter; posts; Americans; national character

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**TWITTER-ДЕГІ ДЖО БАЙДЕННІҢ
АМЕРИКАЛЫҚ БІРЕГЕЙЛІК ТУРАЛЫ КӨЗҚАРАСЫ**

Аңдатпа. Әлеуметтік медиа платформалары америкалық бірегейлік қалыптастыратын құндылықтар мен сезімдер туралы түсініктерді ұсына отырып, саяси көшбасшылардың халықпен тікелей байланыста болуы үшін таптырмас құрал ретінде қалыптасты. Бұл мақаладағы кешенді талдау президент Джо Байденнің Twitter-дегі аккаунтын зерттеп, оның қарым-қатынас жасауында көрінетін америкалық ұлттық мінез ерекшеліктері мен мысалдарын және оның Twitter-дегі сөйлеу ерекшеліктерін анықтауға бағытталған. Джо Байденнің 2024 жылғы қаңтар-наурыз айлары аралығында жариялаған 498 твитін мұқият зерделеу арқылы бұл зерттеу америкалық бірегейлікке қатысты жалпы қабылданған сенімдер мен идеалдарға сәйкес келетін қайталанатын тақырыптарды, құндылықтар мен көңіл-күйлерді анықтайды. Табиғи тілді өңдеу әдістерін, статистикалық сипаттамалық және мазмұнды талдауды пайдалана отырып, Джо Байденнің коммуникациялық стратегиялары және олардың ұлттық бірлікті насихаттайтын және демократиялық құндылықтарды нығайтатын қоғамдық қабылдауды қалыптастырудағы маңызы түсіндірілді. Джо Байденнің «Америка» және «америкалық» деген сөздері бар Twitter-дегі посттарын талдай отырып, бұл мақала президенттің АҚШ-қа деген көзқарасын білдіру үшін Twitter-ді қалай пайдаланатыны жайында егжей-тегжейлі түсінік береді.

Тірек сөздер: америкалық бірегейлік; Twitter; жазбалар; америкалықтар; ұлттық мінез

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ВИДЕНИЕ ДЖО БАЙДЕНА ОБ АМЕРИКАНСКОЙ ИСКЛЮЧИТЕЛЬНОСТИ В TWITTER

Аннотация. Платформы социальных сетей стали для политических лидеров незаменимыми инструментами для прямого общения с гражданами, предлагая понимание ценностей и чувств, формирующих американскую исключительность. Данный комплексный анализ углубляется в аккаунт президента Джо Байдена в Twitter с целью выявления особенностей и примеров американского национального характера, отраженных в его общении, и направлен на выявление особенностей его языка в Twitter. Благодаря тщательному изучению 498 твитов Джо Байдена, опубликованных в период с января по март 2024 года, это исследование выявляет повторяющиеся темы, ценности и настроения, которые переключаются с общепринятыми убеждениями и идеалами, связанными с американской исключительностью. С использованием методов обработки естественного языка, статистического описательного анализа и контент-анализа были разъяснены коммуникационные стратегии Джо Байдена и их значение для формирования общественного восприятия, способствующего национальному единству и укреплению демократических ценностей. Изучая твиты Джо Байдена, в которых есть слова «Америка» и «американский», эта статья предлагает детальное изучение того, как президент использует Twitter для того, чтобы проецировать свое мнение о США.

Ключевые слова: американская исключительность; Twitter; посты; американцы; национальный характер

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Introduction

Language is not just a means of communication: it is the philosophy of the world, it is an idea and an integral feature of a nation. Each nation has its own culture, worldview, values, and traditions, which can be observed in the language it speaks. This means that the language picture of the world of each person on some level is determined by the common model of the world where this person lives. Thus, the concept of “linguistic personality” is not limited to the individual language user, but it reaches the national linguistic type or national character level. One of the most dynamically developing branches of modern culture is social media culture, which is understood as “a set of information and communication means, material and intellectual values, developed in the process of cultural and historical development, contributing to the formation of public consciousness and the socialization of the individual” (Kirillova, 2006: 448). The idea that the American people are chosen and have a special mission was discussed in many works of American ideologists. They believed: “We must not fear, but come as special people, marked and chosen by the finger of God to possess this land”. Social media platforms have revolutionized political communication, offering politicians unprecedented opportunities to engage directly with constituents and shape public opinion.

Among various platforms, Twitter has emerged as a prominent medium for political leaders to disseminate messages, policies, and values to a global audience. President Joe Biden, like his predecessors, uses Twitter as a key communication tool, offering insights into his leadership style, priorities, and the values he seeks to promote. His tweets often express pride in America's optimism and freedom, emphasizing the nation's resilience, commitment to rights and equality, and spirit of leadership.

This study aims to identify features of American exceptionalism in the tweets of President Joe Biden. However, we do not aim to prove whether America is inherently different from other countries. While it is true that countries have distinct cultures and perspectives, this is not the focus of our analysis. Instead, we are studying political communication on social media. Our focus is on the discourse presented on these platforms, not on proving or disproving any objective reality.

Materials and methods

This research analysis focuses on Joe Biden's 498 tweets posted on his official Twitter account (@POTUS) from January to March 2024. In order to analyze features of American exceptionalism 230 tweets of the president that contained the words “America” and “American” were selected and subdivided into topics as freedom, optimism, human rights and equality, economics, leadership, and history. That is why, the researchers read all the tweets, and an inductive/clustering approach was used. A comprehensive dataset of tweets was collected, encompassing various parameters such as date, time, content, engagement metrics (likes, retweets, replies), and intended audience (domestic, international, political stakeholders, etc.). Natural language processing (NLP) techniques were employed to categorize tweets based on their content, linguistic characteristics, and thematic patterns. A thematic analysis was conducted to identify recurring themes, values, and sentiments present in J. Biden's Twitter communication. Moreover, to provide well-grounded features of the American national character, the research employed the following theoretical and practical methods: a descriptive method for observing and classifying the materials; content analysis; and statistical descriptive analysis. These methods enabled the resolution of the research problem.

Literature review

In the modern scientific paradigm of linguistic research, one of the priorities is the study of the relationship between language, culture, and thinking and various ways of reflecting reality in a particular ethnic group. The linguistic personality is shaped by the cultural picture of the world, which includes the national character of its people. In this regard, national character is the object of research in many studies on linguistics, psychology, and more. A lot of literature dedicated to national character and linguistic personality appeared, the authors of which were: B. Anderson, Yu.N. Karaulov, E. Sapir, R. Benedict, Hamilton Fyfe, G. Bateson, W. Sulzbach, F. Hertz, C.M. Arutyunyan, S.G.Ter-Minasova, A.T. Aratayeva, V.A. Maslova, S.K. Abdygapparova, V.S. Glagolev, Alexis de Tocqueville and others. The character of a particular individual is conditioned by the national mentality, as well as factors of an individual's personal development – his education, culture, experience of perception, and interpretation of the phenomena of reality.

National character. The concept of “national character” has been contradictory and debatable for a long period in science: some authors implied temperament, others paid attention to personality traits, others valued orientations, attitudes towards power, work, etc. The first attempt to define the concept of “personality” was made in 1934 by E. Sapir, who laid the foundation for the “culture and personality” approach, which was later used as a part of the study of national character (Sapir, 1934: 408-415). A continuation of the ideas of E. Sapir was the appearance of the work of the American anthropologist R. Benedict “Models of Culture”. The essence of this approach was to study how cultural patterns and models of personal behavior are transmitted from generation to generation with the mutual influence of culture and personality (Benedict, 1989: 326). Earlier such studies in the United States were caused by the outbreak of World War II, when it became necessary to study the psychological characteristics of the enemies and allies of the American military to plan and successfully implement strategic actions in the military and post-war periods.

The first most concretized theory of understanding the national character is A. Kardiner's theory of the “basic personality structure”, which “is the dominant psychological type of personality in a particular society”. This approach was a continuation of the development of “culture and personality” with a greater emphasis on the study of personality. The introduction of this approach was a response to the impossibility of studying national character when considering culture because there is no opportunity to work with each individual specifically. The main direction of this approach was the search for cultural characteristics in the individual (Kardiner, 1939: 503). Between 1920-1960s the concept of “national character” was criticized both among European and American scientists (Hamilton Fyfe, 1946: 157), (Bateson, 1942: 71-91), (Sulzbach, 1943: 34), (Hertz, 1944: 417).

At the same time, Ernest Barker in his book “English Character and the factors in its formation” considers race and geography as factors in the formation of a national character, but downplays their importance and rightly subordinates them to historical and cultural factors. Culture, of course, has its economic aspects, and he devotes one of his most promising chapters to a discussion of relative

population density and the relative distribution of occupations as defining features of a nation (Barker, 1927: 288). However, his main emphasis is on what he calls the “spiritual factors” of culture – law and government, religion, language, literature and thought, ideas and education systems. His method is strictly historical. This allows us to understand that the national character is changeable and changing, that the English character of the twentieth century is different from the English character of the eighteenth century.

In the Soviet Union both trends could be observed. S.M. Arutyunyan defines national character as a peculiar national flavor of feelings and emotions, ways of thinking and actions, stable and national features of habits and traditions formed under the influence of material life conditions, features of the historical development of a given nation and manifested in the specifics of its nation (Arutyunyan, 1966: 23).

Professor S.G. Ter-Minassova states that the terms “national character” and “stereotype” represent the same characteristics of the nation. The scientist takes stereotypes as they demonstrate a nation and reveal the general character of a nation. She leans on the definitions of English dictionaries which state that “stereotype is – a fixed pattern which is believed to represent a type of person or event”. She examined three sources confirming the existence of national character: international jokes based on national stereotypes, national classical literature, and folklore or oral folk art. First states: “People of different nations finding themselves in a similar situation respond to it differently: the Germans are – *practical, disciplined and organized*, while the Russians *reckless, hard-drinking, not fussy, open*, etc.” S.G. Ter-Minassova gives an example of a joke about how people of different nationalities behave if they find a fly in a mug of beer. Second is national literature as it appeals to the feelings and minds of a given people and culture. The last one is folklore which the scientist finds as the most reliable source. The collective work of a people, passed down through oral transmission, serves as a repository of knowledge on national character (Ter-Minassova, 2015: 22).

Russian founder of the theory of linguistic personality, Yu.N. Karaulov preferred to operate with the concept of “national character”. He introduced the concept of a linguistic personality into wide scientific use and gave an interpretation of the corresponding terminological combination: “A linguistic personality is a person who has the ability to create and perceive texts that differ in a) the degree of structural and linguistic complexity; b) depth and accuracy of reflection of reality; c) a certain target orientation”. This definition combines a person’s abilities with the characteristics of the texts he generates. Yu.N. Karaulov reveals the linguistic personality as a form of personality representation with psychological, social, and other components reflected on the basis of verbal means.

According to him, the structure of the linguistic personality is reflected in three levels: 1) *verbal-semantic level* – reflects the degree of knowledge of ordinary national language common to all members of society; 2) *cognitive level* – includes ideas and concepts that reflect the linguistic image of the world and mentality; 3) *motivational or pragmatic level* – includes goals, motives, interests, attitudes, the most difficult level. The level of language proficiency is high. The speaker realizes and comprehends reality. Yu.N. Karaulov claims that the thesaurus of linguistic personality is closely connected with the motivational level, largely determines its pragmatic essence, and reflects a peculiar understanding of the surrounding reality by the personality. This three-level model allows us to consider various qualitative characteristics of a linguistic personality. The scientist states that at each level of the linguistic personality, both invariant (permanent) and variant (changeable) parts are distinguished. The combination of these characteristics creates the content of the appropriate level. In this regard, it is interesting to ask what characteristics in its structure bear the stamp of the national one.

The invariant (permanent) formations within the framework of linguistics for the semantic level include a nationwide language type, a standard, stable part of verbal-semantic associations, that layer in phonology, morphology, syntax, stylistics, vocabulary, semantics that does not change in historical transformations; the basic, invariant part of the picture of the world at the linguocognitive level and stable communicative needs and communicative features that typologize the specifics of speech behavior at the highest, pragmatic level of the organization of a linguistic personality (Yu.N. Karaulov, 2010: 132). In other words, ideas about the meaning of being, the purpose of life of mankind, and man as a species of *homo sapiens* (the variable part is individual motives and goals) should be considered

invariant here.

Table 1 – Invariant (permanent) and variant (changeable) parts in the structure of language personality
Кесте 1 – Тілдік тұлға құрылымындағы инвариантты (тұрақты) және варианттық (өзгермелі) бөліктер

Таблица 1 – Инвариантные (постоянные) и вариантыные (изменяемые) части в структуре языковой личности

Levels of linguistic personality	Invariant (permanent)	Variant (changeable)
Verbal-semantic	a nationwide language type, a standard, stable part of verbal-semantic associations, that layer in phonology, morphology, syntax, stylistics, vocabulary, and semantics that does not change in historical transformations;	system-structural data on the state of the language in the corresponding period
Cognitive	the basic, invariant part of the picture of the world	social and sociolinguistic characteristics of the linguistic community to which this person belongs and which determines the hierarchical relationships of the basic concepts in the picture of the world
Motivational/pragmatic level	stable communicative needs and communicative features that typologize the specifics of speech behavior	information of a psychological nature, conditioned by the belonging of the person being studied to a private speech group and defining those value-attitude criteria that create the unique aesthetic and emotional-rhetorical features of her discourse (her speech, all texts, her “language”)

Variant, changeable, characteristics are distributed at each level according to the degree of generality, depending on whether they apply to the entire social community or a narrower speech group, or whether they depend on the specific roles (psychological, social, explicit, or latent) that the person performs. According to Yu.N. Karaulov, isolating the invariant part in an organization at any level allows us to talk about the existence of a Russian linguistic personality. The specific individual realization of a linguistic personality, in addition to the presence of basic, invariant components in its structure, also presupposes taking into account variable parts, among which it is necessary to keep in mind the following:

- system-structural data on the state of the language in the corresponding period (at the zero level);
- social and sociolinguistic characteristics of the linguistic community to which this person belongs and which determines the hierarchical relationships of the basic concepts in the picture of the world (at the first level);
- information of a psychological nature, conditioned by the belonging of the person being studied to a private speech group and defining those value-attitude criteria that create the unique aesthetic and emotional-rhetorical features of her discourse (his speech, all texts, her “language”) (at the second level).

Yu.N. Karaulov refers to the national component as the invariant part of the overall picture of the world. (Yu.N. Karaulov, 2010: 35-48). The presence of an invariant part in the structure of each linguistic personality defines the existence of a national character and the individual's belonging to a specific linguocultural community. This invariant part enables mutual understanding between representatives of different cultural backgrounds, which is essentially the national character. Consequently, it leaves its mark on the worldview of the linguistic personality, that is, it is necessarily present in the structure of the linguistic personality and is the basis, in its organization, to which the components of the variable part of the picture of the world of the native speaker adjoin – individual, psychological, social and intellectual.

American national character. In the history of mankind, the USA is considered to be the biggest experiment where the representatives of various nationalities, ethnic groups, and races were melted into a single whole “*melting pot*”. They were placed together on a vast territory cut off from the outside

world, and as a result, in a short time, a new community, with its well-defined traditions, mores, values, manner of behavior, and perception of the world appeared.

At the same time A. Tocqueville is widely acknowledged as the originator of the social scientific notion of exceptionalism, which refers to the uniqueness of America compared to most other nations. He highlighted America's distinctiveness due to its lack of a feudal past. However, despite extensive efforts by modern analysts to find Tocqueville's endorsement of this concept, they have found only one indirect reference, which doesn't align with any plausible interpretation of exceptionalism. Tocqueville attributed Americans' limited focus on arts and sciences to the challenging physical conditions they faced initially, which prevented the development of a more refined culture. He described the situation of Americans as entirely exceptional, suggesting that no other democratic society would experience it (Tocqueville, 1847: 471).

Considering the worldview and values characteristic of representatives of American culture, it should be emphasized that all cultures are generally classified into two large groups: individualistic Western cultures and collectivist cultures of the Eastern type (Grushevitskaya, 2003: 25-26). Thus, Americans first of all consider themselves as individuals and only then as members of society (Grushevitskaya, 2003: 37). "Individualism" is the basis of Western in general and especially American national character and ideology (Ter-Minasova, 2003: 10).

Leaning on the works of S.K. Abdygapparova (Abdygapparova, 2002: 37) and V.S. Glagolev (Glagolev, 1999), which outlines the basic values and priorities of American culture, A. T. Arataeva in her doctoral dissertation (Aratayeva, 2010: 29-30) identifies 9 prevailing values in American society that are attributes of the national character of Americans as: 1) individualism and associated with this concept: independence, freedom (including freedom of choice), the right to private life; 2) equality; 3) focus on the future, change, progress; education and optimism related to this orientation; 4) conscientious work, striving for the best: achievements and success; faith only in one's own strength; 5) time, saving time; 6) competition; 7) materialism, practicality, pragmatism; 8) straightforwardness, openness and honesty; 9) popularity of religion.

What do the Americans themselves think about this? In the initial stages of his presidency, President B. Obama appeared to align with a perspective on American exceptionalism that was notably different from the traditional portrayal. When questioned by a reporter about whether he adhered to the idea that America was uniquely qualified to lead the world, B. Obama's response suggested a nuanced view. He expressed his belief in American exceptionalism but also implied that other nations, such as Britain and Greece, likely held similar beliefs about their own exceptional qualities, stating that: "I believe in American exceptionalism, just as I suspect that the Brits believe in British exceptionalism and the Greeks believe in Greek exceptionalism." His answer was controversial from the A. Lincoln's, N. Gingrich's, and Mitt Romney's statements strongly believed in American exceptionalism.

The idea of exceptionalism in politics has made it clear that there's a divide between those who prioritize spiritedness and those who value social justice. However, apart from this clarification, it's hard to see how discussing exceptionalism has improved debates. Here are three reasons why: Firstly, exceptionalism encompasses diverse ideas under one label, leading to confusion and heated disputes over its meaning. Secondly, instead of discussing specific values or issues directly, focusing on exceptionalism can distract from the substance of the matters at hand. Lastly, the suffix "-ism" often implies ideological rigidity and abstraction, which may hinder nuanced understanding and productive dialogue. Overall, exceptionalism may not always facilitate constructive discourse and could potentially detract from meaningful discussions about concrete issues.

According to J.W. Ceaser he studied the origin of American exceptionalism, the idea of being chosen has its roots in religious beliefs dating back to Puritan New England and their millennial theology. Initially, this theology viewed God's plan as happening in the realm of sacred history, unrelated to any global political objectives. However, around the mid-18th century, this religious perspective merged with the notion of spreading American principles of government, such as liberty and republicanism. Since then, this idea of a mission has significantly shaped America's perception of its role in the world. While not every statement about the mission explicitly mentions its religious origin, the term "secularization" has transformed almost all discussions of the mission to somehow reflect its

religious roots. Even when religious and non-religious ideas are mixed, it's often the original religious element that is considered the driving force behind America's mission (Ceaser, 2012: 156).

However, not all the people of the country support the idea of “American exceptionalism”. Opposition to the American conviction in a mission also serves as a significant foundation for the ideology referred to as “anti-Americanism”. Anti-exceptionalists provide three significant reasons to support their reactions. Firstly, they argue that belief in a mission causes Americans to respond to global events in an ideological or even theological manner, leading to unwise foreign policy decisions. Secondly, they point out that in today's world, a religious perspective is particularly risky, given the prevalence of religious fundamentalism. Many argue that peace is unattainable if conflicts are driven by religious ideologies, such as the contest between different faiths like jihads and crusades. Lastly, they contend, from a strictly theological standpoint, that using religion to justify a nation's foreign policy is considered idolatrous. They believe that true religious beliefs transcend narrow and self-serving interpretations.

Thus, it is not easy to say that “this country is like that” or “this is how they think”. It would be better to suggest that there is a tendency to believe in certain things about American exceptionalism, and that media platforms such as Twitter, Facebook, or Instagram tend to project certain ideas. After discussing the phenomenon of “national character” we concluded that there is no concrete theory, we know that people believe them or some do not. However, the idea of American exceptionalism is used by politicians to persuade their supporters, to get more attention, and to encourage the country, not because they believe in themselves.

In his book called “Imaginative communities” Benedict Anderson discusses how people in different cultures have a strong belief that their country possesses particular characteristics (Anderson, 1983). In America, they have a strong idea that America is special. It comes from their independence, history, their constitutions, their films. We cannot say Americans are exceptional or have obvious character which is the same for all 333 million people in the USA. It only could be assumed that Americans believe that they are exceptional. But the media and politicians tend to boost certain ideas so that people believe this.

According to B. Anderson the media, writers, and politicians have built up these different myths. What is interesting is that all American politicians use this. Politicians want to spread this idea of national character because it makes people feel good, it is an ideology. Why does Joe Biden always say “Americans, you are special?” He always does it. It is a political strategy to connect with ordinary people. But also, it means being very patriotic and always talking about America. He is asserting his American appeal. D. Trump is also doing this. The game in America is that Republicans like to say “I am more American”, “I am the true American”, and so the Democrats say “No, no, we are the true Americans”. It is “a game”, they have this “battle” about “Who is more American?” Why? Both parties represent a vision of America. But a bit differently. If we look at their speeches or tweets Joe Biden talks more about human rights, but D. Trump does not say that. D. Trump says “America is free to make money”, but Joe Biden does not say that (Breeze, 2024). Joe Biden is not Republican, he is Democrat, and that's why mostly speaks and tweets about human rights. Even though he is democrat-liberal he seems to use a lot of exceptionalist discourse. The question is “Why?”. There are several answers. One of them is the political strategy: in general, presidents boost exceptionalism to increase their popularity and approval ratings, especially during re-election campaigns. Joe Biden is also communicating to persuade people. Is it true about the current president of the USA Joe Biden? Does he also use the idea of American exceptionalism in his tweet? In this research, we will try to analyze and find the answers.

Results and discussions

Overall, as illustrated in Table 2, 498 tweets were posted by the president of the USA Joe Biden between January and March, 2024. Among these posts were chosen posts that include keywords of “America” and “American” which overall made up 230.

Table 2 – Breakdown of tweets

Кесте 2 – Твиттердің бөлінуі

Таблица 2 – Распределение твитов

Name	Number of tweets	Tweets that contain America /American
J.Biden	498	230

They were classified and grouped into topics as freedom, optimism, human rights and equality, economics, leadership, and history. Joe Biden tweeted on other different topics such as freedom, optimism, human rights and equality, progress and prosperity, leadership, and other minor topics.

Table 3 – Subdivision of aspects of American exceptionalism

Кесте 3 – Америкалық бірегейлік аспектілерін бөлу

Таблица 3 – Подразделение аспектов американской исключительности

№	American national character	Tweets	Topics ratio
1	Freedom	The battle for the soul of America has many fronts, but the freedom to vote is fundamental.	23
2	Optimism	I recently asked folks to send in some questions for @VP and me. Here are a few of our answers – from what’s for lunch to why we’re so optimistic about America.	37
3	History	We all come from somewhere, but we’re all Americans. You get to know the American story when you’ve been doing this as long as I have.	17
4	Human rights and equality	From bridges and ballot boxes to pulpits and courthouses, Dr. King courageously stood for the sacred idea that embodies the soul of our America: We are all created equal in the image of God and deserve to be treated equally throughout our lives.	37
5	Progress and prosperity	I propose a minimum tax of 25% for billionaires. Just 25%. That would raise \$500 billion over the next 10 years. Imagine what that could do for America.	66
6	Leadership	Inflation is coming down. It’s now lower in America than any other major economy in the world.	21
7	Other topics		29
	Overall		230

Freedom. One of the first aspects of American exceptionalism in the tweets of Joe Biden is freedom. Joe Biden tweets about freedom often in the context of various policy initiatives, historical events, and current affairs. For example, he frequently discusses protecting voting rights, ensuring access to healthcare, promoting economic opportunity, and upholding civil rights – all of which are tied to the concept of freedom. As one of the most common idioms used to describe Americans is “*the land of the free and the home of the brave*”. This unit is used to describe the American values of freedom and courage, which are reflected in the American flag and anthem.

Tweet: This bipartisan Senate bill sends a clear message to Ukrainians, to our partners, and to our Allies around the world: America can be trusted. America can be relied on. America stands up for freedom.

Tweet: @VP, thank you for your leadership on this important issue as you meet with Americans across the country in our fight for freedom.

Tweet: The battle for the soul of America has many fronts, but the freedom to vote is fundamental.

Overall, these tweets reflect Biden's rhetorical style, which often combines appeals to American values, calls for action, and expressions of gratitude and acknowledgment. They also demonstrate his focus on key issues such as voting rights, women's rights, and national security.

Optimism. Another characteristic of the American national character in Joe Biden's tweets is optimism. Despite facing challenges and setbacks, Joe Biden's posts on Twitter tend to maintain a sense of optimism about the future of the country. This optimism is rooted in the belief in progress, innovation, and the ability to overcome obstacles. Despite facing numerous challenges and

uncertainties, Joe Biden consistently conveyed messages of hope, perseverance, and determination, encouraging Americans to remain resilient in the face of adversity. These tweets often employ emotive language and vivid imagery to evoke a sense of hope and positivity, reinforcing the belief in the nation's ability to overcome obstacles and achieve progress. Examples of tweets conveying resilience and optimism include:

Tweet: Tweet: Consumer sentiment is a marker we look at to get a better understanding of how optimistic Americans are about our economy. Last week, it rose to a 31-month high.

Tweet: "Proud of the progress we've made delivering better, more affordable health care to all Americans. Let's keep up the fight, @VP"

Tweet: Optimism is up. It's time hardworking Americans had a little more breathing room. We're continuing to take action to bring down the cost of insulin, prescription drugs, and energy – and eliminate hidden junk fees companies use to rip you off.

These tweets reflect Joe Biden's efforts to instill confidence and optimism in the American people, fostering resilience and determination in the face of adversity.

"Human rights" and "equality". The pursuit of social justice and equality lies at the heart of American exceptionalism. About 16% of Joe Biden's tweets that include the words "America" and "American" were around the topic of human rights and equality. It could be noticed that he believes all people of the USA are equal. The Declaration of Independence said that "*all people are created equal*" and this belief is deeply embedded in the nation's cultural values. According to the president's tweets, currently, the American character could be imagined with the rights for women, children, blacks, and LGBTQI+, it is difficult to find a category that does not feel slighted. Joe Biden's tweets frequently emphasize these democratic values reaffirming America's foundational principles and commitments. Throughout the analyzed period, Joe Biden consistently advocated for the protection of democratic institutions, the promotion of civil liberties, and the defense of human rights. Examples of tweets highlighting democratic values include:

Tweet: From bridges and ballot boxes to pulpits and courthouses, Dr. King courageously stood for the sacred idea that embodies the soul of our America: We are all created equal in the image of God and deserve to be treated equally throughout our lives.

Tweet: For too long, our tax code has rewarded wealth, not work – increasing income and wealth inequality in America. Working Americans pay their taxes. It's time for billionaires to pay their fair share.

President Biden's tweets emphasize the importance of defending women's reproductive rights, promoting pay equity, and combating discrimination in all its forms. By acknowledging the contributions of diverse communities, celebrating Black history, and advocating for gun reform, the administration reaffirms America's commitment to inclusivity and human dignity. However, challenges such as systemic racism, income inequality, and access to healthcare persist, underscoring the ongoing struggle to fully realize the promise of equality for all. Equality is the component of freedom of American exceptionalism and can be observed everywhere: rights, duties and opportunities, the state and people, the equality of all, regardless of skin color, nationality, gender, eye shape, intellectual abilities, etc. These tweets underscore Joe Biden's dedication to upholding democratic norms and principles, safeguarding the integrity of the democratic process, and ensuring that the rights and freedoms of all citizens are protected.

Progress and prosperity. President Joe Biden's tweets highlight several indicators of economic progress and prosperity in the United States. He celebrates record job creation, historic economic growth, and declining unemployment rates, positioning America as a beacon of opportunity for its citizens. Moreover, initiatives such as infrastructure investment, small business support, and debt cancellation contribute to fostering an environment conducive to economic advancement.

Tweet: Consumer sentiment is a marker we look at to get a better understanding of how optimistic Americans are about our economy. Last week, it rose to a 31-month high.

Tweet: Inflation is coming down. It's now lower in America than any other major economy in the world. And the costs of essential items including gas are coming down too

These efforts underscore the resilience and dynamism of the American economy, reflecting a

commitment to providing every citizen with a fair chance at success. Joe Biden's tweets reflect a commitment to strengthening the economy, improving access to healthcare, promoting fairness and equality, and addressing key challenges facing American society. Based on Joe Biden's tweets about the economy and prosperity, several key themes emerge. Joe Biden emphasizes the importance of affordable healthcare and prescription drugs. He highlights initiatives such as the Inflation Reduction Act, which aims to cap prescription drug costs for seniors and potentially for all Americans. Joe Biden frequently mentions job creation and economic progress, such as the creation of millions of jobs, the strengthening of the economy, and the lowest unemployment rates in decades. Joe Biden addresses the issue of housing affordability, outlining plans to invest billions of dollars to fight homelessness and make housing more accessible to Americans. Joe Biden discusses various initiatives aimed at investing in American infrastructure, manufacturing, clean energy, and technology, with the goal of creating jobs and boosting economic growth. Joe Biden advocates for tax reforms targeting corporations and the wealthy, proposing measures such as minimum taxes for billionaires and cracking down on tax evasion to fund social programs and reduce inequality. Joe Biden emphasizes consumer protection and fairness in various sectors, including finance, healthcare, and telecommunications, advocating for measures to lower costs, prevent exploitation, and promote competition. Joe Biden underscores the importance of addressing climate change, investing in clean energy, and promoting environmental justice, with a focus on creating jobs and protecting communities. Overall, Biden's tweets reflect a commitment to strengthening the economy, improving access to healthcare, promoting fairness and equality, and addressing key challenges facing American society.

Leadership. America's role as a global leader is a cornerstone of its exceptionalism. President Joe Biden's tweets underscore the importance of international alliances, diplomacy, and democratic values in advancing America's interests abroad. By reaffirming commitments to NATO, supporting Ukraine's sovereignty, and championing human rights, the administration seeks to strengthen America's standing on the world stage. However, geopolitical tensions, authoritarian threats, and complex security challenges underscore the need for strategic engagement and multilateral cooperation.

Tweet: 14 years later, the Affordable Care Act is still a very big deal. Today, more Americans have health insurance than under any other President. I'm committed to building on the progress we've made by making lower premiums permanent for millions of families.

In these tweets, Joe Biden tweets about American leadership and pride by highlighting various aspects of America's resilience, progress, and values. He expresses pride in the American people's ability to overcome challenges, such as the COVID-19 pandemic, economic hardships, and political division. Biden emphasizes the strength of American democracy and the importance of defending it, as well as celebrating achievements in job creation, economic growth, and advancements in healthcare coverage and investments in infrastructure and manufacturing. Additionally, he praises the entrepreneurial spirit of small businesses and the determination of individuals striving for success. Overall, Biden's tweets convey a sense of optimism and pride in the resilience and potential of the American nation and its people.

Joe Biden discusses efforts to combat climate change, set pollution standards, and invest in environmental justice and clean energy projects. He addresses issues such as supporting Ukraine, strengthening alliances, and signing bipartisan national security agreements. He recognizes the resilience and contributions of communities across America and emphasizes the importance of grassroots efforts in national progress. Overall, Biden's tweets reflect his commitment to addressing pressing issues facing the country while emphasizing the importance of collaboration, progress, and inclusivity in leadership.

History. Joe Biden celebrates the achievements and contributions of individuals, communities, and movements throughout American history. This includes recognizing the accomplishments of women, minorities, activists, and other groups who have helped shape the nation. Historical references often serve as a backdrop for policy discussions and initiatives. By connecting current policy efforts to historical events or challenges, Joe Biden aims to underscore the relevance and importance of his administration's agenda in addressing ongoing issues facing the country. Joe Biden's tweets about American history can serve as sources of inspiration, encouragement, and reflection for the American

people. By highlighting moments of resilience, progress, and triumph, he seeks to instill hope and pride in the nation's collective identity.

Tweet: Black history is American history. And Black culture, stories, and triumphs are at the core of who we are as Americans.

Overall, Joe Biden tweets about American history to educate, inspire, and unite the public, while also emphasizing the importance of learning from the past to build a better future.

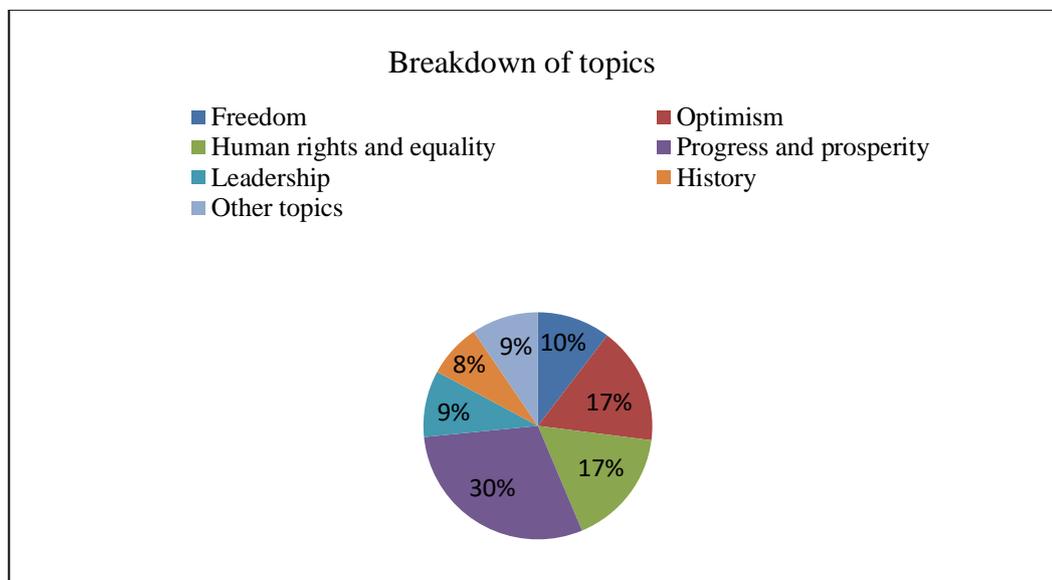


Figure 1 – Joe Biden’s vision of American exceptionalism through tweets featuring “America” and “American”

Сурет 1 – Джо Байденнің «Америка» және «америкалық» деген сөздерінен тұратын твиттері арқылы америкалық бірегейлік туралы көзқарасы

Рисунок 1 – Видение Джо Байденом американской исключительности через твиты, содержащие слова «Америка» и «американский»

Joe Biden’s tweets containing the words “America” and “American” which made up 230 were classified and grouped into topics. And the percentage of each topic was calculated where each subtopic made a ratio as: freedom – 10%, optimism – 17%, human rights, and equality – 17%, progress and prosperity – 30%, leadership – 9%, history – 8. The other topics on different themes made up – 9%.

The analysis of President Joe Biden's tweets containing the keywords “America” and “American” reveals a multifaceted portrayal of American exceptionalism across various themes. The findings indicate a consistent emphasis on core values such as freedom, optimism, human rights, equality, progress, prosperity, leadership, and historical significance. President Biden's tweets reflect a deliberate effort to reinforce these values and ideals, serving as a means to inspire, unite, and mobilize the American people.

The tweets demonstrate a nuanced understanding of American identity, acknowledging both its strengths and challenges while advocating for progress and unity. President Biden's rhetoric underscores the importance of democratic principles, social justice, economic opportunity, and global leadership in shaping the nation's character and trajectory. Moreover, his tweets highlight the interconnectedness of past achievements, present actions, and future aspirations, framing American exceptionalism as a dynamic and evolving concept rooted in shared history and collective aspirations.

Overall, President Biden's vision of American exceptionalism, as articulated through his tweets, reflects his commitment to inclusive governance, resilient optimism, and principled leadership. By engaging with diverse topics and addressing pressing issues, he seeks to uphold the foundational principles of democracy, equality, and opportunity, while inspiring confidence in the nation's ability to overcome challenges and achieve progress.

Conclusion

This thorough examination explored President Joe Biden's Twitter usage to uncover elements and instances reflecting the American national character in his communication. It seeks to pinpoint unique aspects of his language on Twitter. This study examined 498 tweets from President Joe Biden's official Twitter account (@POTUS) between January and March 2024. To explore features of American exceptionalism, 230 tweets containing the words “America” and “American” were selected and categorized into topics such as freedom, optimism, human rights and equality, economics, leadership, and history. Researchers analyzed the tweets using an inductive/clustering approach. A comprehensive dataset was compiled, including date, time, content, and engagement metrics. Natural language processing (NLP) techniques were utilized to categorize tweets based on content, linguistic characteristics, and themes. Thematic analysis identified recurring themes, values, and sentiments in J. Biden's Twitter communication. The study employed theoretical and practical methods to provide well-founded features of the American national character, including descriptive observation and classification, content analysis, and statistical descriptive analysis.

The article studied the theoretical observation of the studies on the concept of national character. “National character” has been a subject of debate and evolving understanding in the scientific community over time. Examining the American national character, it was concluded that the notion of American exceptionalism is deeply ingrained in the national psyche, fueled by historical narratives, cultural representations, and political rhetoric.

The findings suggest that Joe Biden's messaging reflects a traditional and presidential style, focusing on professionalism and unity. While his approach may differ from his predecessors, particularly Donald Trump, social media platforms like Twitter have become essential tools for political communication and mobilization in the modern era. The analysis provides insights into how politicians utilize social media to engage with the public, share policy positions, and shape their political brand. By emphasizing American exceptionalism in his tweets, Joe Biden seeks to connect with “ordinary” Americans and garner support for his administration's policies and initiatives.

This analysis has provided insights into the features and examples of American exceptionalism reflected in Joe Biden's Twitter posts, as well as the virtual language strategies employed to convey these messages effectively. President Joe Biden's Twitter serves as a multifaceted communication tool, enabling direct engagement with citizens, policymakers, and the global community. Through strategic messaging, empathetic communication, and timely responses, President Joe Biden navigates the digital landscape to advance his policy agenda, foster national unity, and uphold democratic values. This analysis underscores the significance of social media in contemporary politics and the evolving nature of presidential communication in the digital age.

This analysis has important implications for understanding the role of social media in shaping national identity, political discourse, and public opinion. Future research could explore the impact of Joe Biden's Twitter communication on public perception, engagement, and political behavior, further elucidating the dynamics of digital communication in contemporary politics. Additionally, comparative studies could examine how other political leaders in Kazakhstan utilizes social media to communicate values and shape national discourse, providing insights into cross-cultural differences and similarities in political communication strategies.

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