The Pragmatics of Image Restoration Strategies in Biden's Address on the Withdrawal from Afghanistan 2021

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Date Received : 3/9/2026

Date of Acceptness : 22/10/2026

Abstract

This study investigate the effectiveness of the image restoration strategies (IRS) employed by Biden in his August 16, 2021 speech on the withdrawal of troops from Afghanistan. Throughout the political discourse literature, speeches have been recognized as having a powerful ability to alter public opinion and influence attitudes, values, and behaviours. Politicians use a variety of influential linguistic elements to guide audience responses to specific policy directions and win their support. This study combines pragmatic analysis with image restoration theory (IRT) to reveal the main strategies Biden employed in his 2021 speech on the withdrawal from Afghanistan to restore or enhance a positive national image, and, based on a compromise model constructed for the analysis, identifies the types of speech acts utilised to pragmatically apply these strategies. The analysis shows that image restoration strategies mainly fall into four categories: the most frequent strategy was Reduction offensiveness (in which Bolstering, Differentiation, Transcendence, are the most utilized tactics) ; corrective Action; Evasion of Responsibility (Defeasibility/Responsibility Shifting and) and Partial Mortification.

Keywords: Restoration , transcendence , defeasibility ,reduction offensiveness.

تحليل تداولي لاستراتيجيات استعادة الصورة الذهنية: خطاب بايدن بشأن الانسحاب من أفغانستان عام ٢٠٢١

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تاريخ استلام البحث : ٢٠٢٦/٩/٣
تاريخ قبول البحث : ٢٠٢٦/١٠/٢٢

الملخص

تتناول هذه الدراسة مدى فعالية استراتيجيات استعادة الصورة الذهنية (IRS) التي وظّفها بايدن في خطابه بتاريخ ١٦ اب ٢٠٢١ بشأن انسحاب القوات من أفغانستان. وتُشير أدبيات الخطاب السياسي إلى أن الخطابات تمتلك قدرةً هائلة على تغيير الرأي العام والتأثير في الاتجاهات والقيم والسلوكيات؛ إذ يستخدم السياسيون عناصر لغوية مؤثرة لتوجيه استجابات الجمهور نحو مسارات سياسية محددة وكسب تأييدهم. وتجمع هذه الدراسة بين التحليل التداولي (البراغماتي) ونظرية ترميم الصورة (IRT) للكشف عن الاستراتيجيات الرئيسية التي استخدمها بايدن في خطابه المذكور لترميم الصورة الوطنية الإيجابية أو تعزيزها، كما تحدد –استناداً إلى نموذج تحليلي مُعدّ خصيصاً لهذا الغرض– أنواع الأفعال الكلامية المُستخدمة لتطبيق هذه الاستراتيجيات من منظور تداولي. وقد أظهر التحليل أن استراتيجيات ترميم الصورة تندرج في الغالب تحت أربع فئات: استراتيجية "التقليل من حدة الإساءة" (وتُعد استراتيجيات التعزيز، والتمييز، والارتقاء بالموقف هي التكتيكات الأكثر استخداماً ضمنها)، واستراتيجية "الإجراء التصحيحي"، واستراتيجية "التنصل من المسؤولية" (وتشمل الدفع بانتفاء المسؤولية أو نقلها)، واستراتيجية "الاعتراف الجزئي بالخطأ".

الكلمات المفتاحية: الترميم، الارتقاء بالموقف (التعالي)، انتفاء المسؤولية، التقليل من حدة الإساءة

1. Introduction

Benoit's (1995: 251) Image Restoration Theory illustrate how individuals or groups respond to perceived misconduct, including the categorization and planning of crisis response information. Image Restoration Theory is based on two fundamental assumptions: communication is a goal-driven activity; and the essential goal of communication is to maintain a positive reputation (Benoit, 2018). Image Restoration Strategies is the specific discourse techniques communicators use to restoration or reshape their image or reputation after a crisis. These strategies can influence public perception of organizations or individuals and form the long-term ramifications of the crisis (Benoit,1995:255).

Benoit's (1995,2018) Image Restoration Theory (IRT) is one of the main approaches in the field of crisis communication. Benoit (2018: 82) argues that communication generally refers to the process by which a speaker delivers a message to his audience. In other words, communication refers to the way people interact and exchange information through language . Crisis communication refers to communication after a crisis occurs or a threat arises, including responding to a crisis through crisis communication strategies to reduce reputational damage.Garcia (2011:293) points out that image restoration focuses on the post-crisis period, with defendants responding through communication messages. Image restoration theory provides an integrated strategic crisis response typology, namely image restoration strategies, aimed at defending reputation by addressing attacks that damage one's image. Following a crisis, the defendant utilizes communication to address it, while image restoration theory focuses on analysing the post-crisis situation. Image restoration theory offers an integrated, strategic type of crisis response: image restoration strategies, designed to maintain reputation by responding to attacks that damage one's image. Benoit (2018: 290) defines image restoration strategies as communication of behaviour patterns aimed at “restoring, reducing, correcting, or preventing damage to one's image (reputation or face) caused by accusations or suspicions of misconduct.” In other words, these strategies represent “verbal responses to perceived reputational damage” Therefore, from a pragmatic perspective, they are practical strategies implemented through triggered verbal acts. This theory was proposed by William Benoit (2000,2015). It argues that crisis communication is a goal-oriented activity aimed at maintaining an ideal reputation during a crisis. It is a rhetorical and textual analysis approach used to understand the three elements vindicatetext, speaker, and audience in the context of image restoration or reputation maintenance.

Image restoration refers to how organizations or individuals maintain their reputation when accused of misconduct (Benoit 1997:55). Image restoration theory revolves around five basic strategies and their sub-strategies (tactics) used by the accused to maintain an ideal image. These strategies include denial, evasion of responsibility, downplaying the offensiveness, taking corrective action, and self-shaming (Sellnow etal.2013.44).

Benoit proposed a typology of image restoration strategies, categorizing them into five main types for restoration a damaged image from attacks. The first three types are categories composed of subcategories (specific strategies):

1 .Denial strategies are one type of image restoration strategy, triggered by simple denial and deflection of responsibility, aiming to vindicate the accused of liability. Simple denial is the denial strategy where the accused claims they did not commit the offensive act, or that the act never occurred. Shifting blame is another denial strategy, designed to transfer responsibility for the offensive act from the accused to someone else, thereby diverting the audience's negative perception of the accused .

2 .Evading responsibility is a common strategy, achieved through four strategies: revocability, , accident ,provocation, and good faith. These strategies aim to mitigate responsibility for the act.The provocation strategy aims to mitigate responsibility by claiming that the negative behaviour was a response or natural reaction to someone else's previous offensive behaviour, thus implying that the provocateur should not bear full responsibility.

a. The revocability strategy involves claiming insufficient information, lack of ability, or lack of control over the situation, thereby implying that "he should not bear full responsibility .

b. Accidental behaviour is one strategy for evading responsibility; the defendant claims the offensive act was unintentional. If accepted by the audience, this helps to mitigate the degree of responsibility (Benoit 2015:98)

c. According to Benoit (ibid.), in the benevolent strategy, the persuader attempts to absolve themselves of responsibility by claiming the offensive act was well-intentioned rather than intentionally harmful.

3 .Strategies for reducing offensiveness include reinforcement, minimization, differentiation, transcendence, attacking the accuser, and compensation.

a. Reinforcement strategies are a means of reducing offensiveness; they refer to the rhetorician enhancing the positive emotions of the target audience by praising their positive qualities or achievements, thereby mitigating the negative impact of their inappropriate behaviour (ibid:255)

b. The transcendence strategy is a subcategory of offensiveness reduction; it refers to placing the behaviour within a broader, often moral, context, thereby enabling the means to justify the end .

c. The minimization strategy aims to reduce the negative impact of offensive behaviour by attempting to convince the audience that the behaviour is not as bad or serious as it initially appears, and by implying that the consequences or severity of the behaviour have been exaggerated (Benoit 2004.290)

d. Differentiation is an offensiveness reduction strategy that involves comparing or differentiating the persuader's behaviour from similar, more serious offensive behaviour by others.

Through this comparison, the behaviour may appear less offensive, or it can be reshaped into acceptable behaviour .

a. Attacking the accuser is a strategy used by the defendant in an offensive act to reduce the credibility of the accuser (the party representing the accusation or the source of the accusation.

b. Attempting to mitigate the damage to the rhetorician's reputation caused by the accusation.

Therefore, the rhetorician's image may be improved c. In compensatory strategies, the persuader tries to offset the victim by offering various forms of positive services (e.g., , reinforcement money, or goods) to compensate the negative emotions associated with the offensive behaviour .

4 .Corrective Actions: Regarding corrective actions, image restoration strategies refer to the defender's commitment to resolving the issue or developing a plan to prevent its recurrence (Benoit, 2015:55).

5 .Shaming is an image restoration strategy that includes expressing regret (for one's role in the offensive behaviour, the consequences of the behaviour, or both) and requesting forgiveness .

The typological development of image restoration strategies (IRS) stems from the defence theory of Ware & Linkugel (1973), which emphasizes the use of formal (public) self-defence in a political context.(ibid.)

Benoit (1997:80) points out that in order to effectively utilize image restoration strategies, the defender must fully consider and understand the attacks that threaten their image, thereby prompting them to adopt appropriate defence strategies to properly respond to the accusations and effectively restoration the damaged image. An attack, also known as a complaint, challenge, or crisis (through accusations, criticism, or suspicion of misconduct), as Pomerantz (1978) states, contains two elements that jeopardize the image based on the audience's perception: the offensiveness of the behaviour itself, and the attribution of responsibility to the accused. Regarding the elements of an attack, denial strategies aim to evade and absolve responsibility; avoidance strategies aim to reduce the degree of reprehensibility; de-offending strategies aim to reduce the negative emotions and offensiveness of the behaviour in the audience; and corrective and shaming strategies aim to simultaneously reduce both reprehensibility and offensiveness..

The following table summarises Benoit’s Image restoration Strategies are as follows:

General .strategies	Technique	Definition
Denial	Shift blame	Attribute responsibility to another for the act
	Simple denial	Deny responsibility for the act
Evade.responsibility	Defeasibility	Lack of information or ability
	Provocation	Offensive act is just ɑ response to an

		earlier offence
Reduction offensiveness	Accident	Mishap
	Good intensions	Meant well
	Bolstering	Stress defender's good traits or acts .
	Minimization	Offense is less serious than it appears
	Differentiation	Act less offensive than other, similar acts
	Transcendence	Act justified by more important values
	Attack.accuser	Reduce credibility of accuser; suggest victim deserved offense; shift audience attention from the act
	compensation	Provide something of value to the victim
corrective action		fix problem or prevent recurrence of problem
Mortification		apologize

By integrating pragmatic analysis with Image restoration Theory, the aim to uncover the common strategies adopted by Biden to restore or enhance a positive national image in his speeches. Since pragmatics is the study of actual utterances; the study of use rather than meaning (Lyons 1977:171). It also can be defined as the study of that part of meaning which is not purely truth conditional or the study of performance rather than competence (Yule 2000:32). Yule (ibid.) proposed yet another definition to pragmatics; it is "the study of the intended meaning of speech acts or the study of the speaker's meaning". Therefore, this hybrid field has become a lively and interesting area for research . Although many left out issues concerning meaning and use of language have been settled through its methodology, many other intricate phenomena are still in need to be given due attention .

3 .**Research Method**

This study employs qualitative analysis, using pragmatics and image restoration theory as research tools, to explore the use of language as a form of social practice within specific

contexts, and to reveal existing strategies . This paper selects President Biden's speech delivered on August 16, 2021, excerpted from the White House website, for analysis.

3.1 .Data Collection

Analysing the selected speech of Biden. The specifically selected excerpts for analysis is Biden's self-defence in response to the accusations, which represent a serious crisis threatening his public image

3.2 .Analytical Model

To achieve the objectives of this study, a compromise analytical model is proposed. This model draws on Benoît's (1995) theory of Image restoration strategies and tactics as an analytical model. These defensive strategies ,speech act strategies are defensive verbal responses implemented at the pragmatic level in the form of speech acts, This study focuses on three types of speech acts (representative, commisives, and expressives) to implement image restoration strategies and tactics at the pragmatic level. According to Searle's (1969) classification of speech acts, aiming to achieve a persuasive post-verbal effect. i.e. the analysis integrates Benoit's Image Restoration Theory (IRT) with Searle's speech-act theory.

3.3 Data Analysis

President Biden simultaneously acknowledges responsibility and defends the fundamental decision to withdraw. His speech was filled with derogatory terms used against the Afghan government and the Taliban.One of these derogatory terms targeted al-Qaeda, drawing a negative contrast between it and the United States. On the other hand, President Biden also used the speech to emphasize the achievements of the United States since deploying troops to Afghanistan two decades ago.

Biden employs three IRS . These strategies involve mortification, reducing offensiveness, corrective action, and denial. They are explained below:

Extract (1)

"We did that. We severely degraded Al Qaida in Afghanistan".

IRT strategy: Reducing offensiveness → Bolstering

Speech act: Representative /Assertive

Biden emphasizes the successful achievement of the original American objective in Afghanistan: weakening Al-Qaeda. The short, emphatic sentences **"We did that"** give the statement a tone of certainty and accomplishment. Rather than allowing the audience to evaluate the withdrawal exclusively in terms of the Taliban's rapid takeover, Biden reminds them of previous American successes. This functions as bolstering, because he associates his administration and the broader U.S. mission with successful counterterrorism achievements.

Image-restoration function:

The withdrawal is reframed from "American failure" to "the conclusion of a mission whose principal counterterrorism objective had already been achieved."

Extract (2)

"Our mission in Afghanistan was never supposed to have been nation building".

IRT strategy: Reducing offensiveness → Differentiation

Speech act: Representative /Assertive

Biden distinguishes the actual purpose of the U.S. intervention from the broader expectations that had developed during the twenty-year war. By asserting that nation-building was never the mission, he narrows the criteria by which the success or failure of the intervention should be judged.This is particularly important rhetorically because if the mission was primarily counterterrorism, then the failure to create a stable democracy does not necessarily constitute failure according to Biden's definition.

Image-restoration function:

He changes the evaluative framework from counterterrorism success to nation-building success.

Therefore, the negative consequences of the withdrawal become less damaging to his image.

Extract(3)

"When I came into office, I inherited a deal that President Trump negotiated with the Taliban".

IRT strategy: Evasion of responsibility

Sub-strategy: Shifting responsibility / defeasibility

Speech act: Representative /Assertive

Biden explicitly identifies a pre-existing political constraint. By foregrounding the fact that the agreement was negotiated by the previous administration, he provides a causal explanation for why his administration was operating under difficult conditions.The verb "inherited" is particularly significant. It linguistically presents Biden as the recipient of an existing situation rather than its creator.

Image-restoration function:

The problematic circumstances existed before Biden assumed office. Thus, some responsibility for the withdrawal's circumstances is transferred to the previous administration.

Extract (4)

"The events we're seeing now are sadly proof that no amount of military force would ever deliver a stable, united, secure Afghanistan".

IRT strategy: Evasion of responsibility + reducing offensiveness

Sub-strategy: Defeasibility / transcendence

Speech act: Representative /Assertive

Biden argues that the negative outcome was not simply the result of his particular decision-making. Instead, he presents the instability of Afghanistan as a structural and historical problem that military power could not solve.The phrase **"no amount of military force"** is particularly powerful because it universalizes the problem. The problem is no longer "Biden's withdrawal"; it becomes the inherent limitations of military intervention in Afghanistan.

This helps Biden avoid the implication**:"If Biden had made a different decision, Afghanistan would have remained stable."**

Extract (5)

"You have to be honest: Our mission in Afghanistan has taken many missteps—made many missteps over the past two decades".

IRT strategy: Mortification / acknowledgment

Speech act: Representative /Assertive

This is one of the most interesting examples because Biden explicitly acknowledges failure. However, this is not full mortification in Benoit's strongest sense. Biden does not say that he personally committed the wrongdoing or offer an apology. Instead, responsibility is distributed across **"our mission"** and the **"past two decades".**The temporal expression "**over the past two decades"** is important because it extends responsibility across four presidential administrations. Thus, Biden acknowledges wrongdoing while simultaneously diluting individual responsibility.

Extract (6).

"I'm now the fourth American President to preside over war in Afghanistan, two Democrats and two Republicans".

IRT strategy: Evasion of responsibility

Sub-strategy: Shifting responsibility / differentiation

Speech act: Representative /Assertive

Biden explicitly distributes responsibility across both political parties. The numerical formulation **"the fourth American President," "two Democrats and two Republicans"** constructs the Afghanistan war as a bipartisan historical problem rather than a uniquely Biden-created problem.This is strategically important because it prevents critics from defining the crisis solely as a consequence of Biden's presidency.

Extract (7)

"I will not pass this responsibility on to a fifth President".

IRT strategy: corrective action and transcendence

Speech act: commissive

The phrase **"I will not"** is a strong commissive construction. Biden commits himself to ending the cycle of presidential responsibility for the war.The withdrawal is therefore represented as an act of presidential responsibility, rather than irresponsibility.This creates an interesting inversion:

critics: Biden abandoned Afghanistan.

Biden: A responsible president must end an endless war.

Extract (8)

"Nor will I shrink from my share of responsibility for where we are today and how we must move forward from here".

IRT strategy: Mortification + corrective action

Speech act: commissive / Representative /Assertive

The **e**xpression **"my share of responsibility"** constitutes an explicit acknowledgment of personal responsibility. However, the phrase **"my share"** is carefully qualified: Biden does not claim total responsibility.He simultaneously acknowledges responsibility and limits it.

The second part **"how we must move forward from here"** shifts the discourse from blame to future action.Therefore, the utterance performs two functions:

Acknowledgment of responsibility

commitment to corrective action

Extract (9)

"Iam President of the United States of America, and the buck stops with me".

IRT strategy: Mortification

Speech act: Representative /Assertive

This is arguably the strongest image-restoration quotation in the entire speech. The idiom **"the buck stops with me"** explicitly accepts presidential accountability. Unlike the earlier attempts to distribute responsibility across previous administrations, Biden now presents himself as ultimately accountable because he occupies the presidency. However, this admission is strategically followed by a defence of his decision. Thus:

Responsibility for the situation is not admission that the decision was wrong.This distinction is crucial.

Extract (10)

"I do not regret my decision to end America's warfighting in Afghanistan".

IRT strategy: Reducing offensiveness → transcendence

Speech act: Assertive

Biden refuses to apologize for the fundamental decision to withdraw.The expression **"I do not regret"** is an explicit rejection of the proposition that withdrawal itself should be regarded as wrongdoing.He therefore separates the problematic implementation of withdrawal from the legitimacy of ending the war. This distinction allows him to acknowledge difficulties while maintaining a positive presidential image.

Extract (11)

"Our mission to degrade the terrorist threat of Al Qaida in Afghanistan and kill Usama bin Laden was a success".

IRT strategy: Reducing offensiveness → Bolstering

Speech act: Representative /Assertive

Biden again invokes previous achievements to counterbalance the negative image generated by the Taliban takeover. The lexical item **"success"** directly contrasts with the implied accusation of failure. This is classic bolstering: Biden strengthens the positive image associated with U.S. action by reminding the audience of achievements.

Extract (12)

"Our decades-long effort to overcome centuries of history and permanently change and remake Afghanistan was not".

IRT strategy: Differentiation and transcendence

Speech act: Representative /Assertive

Biden exploits the differentiation tactic in the abovementioned extract, in an attempt to offset the offensiveness of the withdrawal . This quotation is especially valuable academically because Biden explicitly creates a contrast:

counterterrorism mission → success

Permanent transformation of Afghanistan → failure

He therefore differentiates between two objectives.The phrase **"centuries of history"** also invokes a larger historical framework. Biden suggests that expecting the United States to permanently transform Afghanistan was unrealistic.

This is transcendence because the specific controversy is placed within a much larger historical context.

Extract(13)

"I cannot and I will not ask our troops to fight on endlessly in another country's civil war".

IRT strategy: corrective action and transcendence

Speech act: commissive

The repeated modal construction **"I cannot and I will not"** creates strong commitment. Biden frames withdrawal as an ethical obligation toward American soldiers.The phrase **"fight on endlessly"** constructs continued military involvement as unreasonable and potentially immoral.

consequently, withdrawal is transformed from a sign of weakness into a form of protection of U.S. troops.

Extract (14)

"This is not in our national security interest".

IRT strategy: Reducing offensiveness → transcendence

Speech act: Representative /Assertive

Biden appeals to the higher value of national security. Instead of evaluating withdrawal through the immediate images of the Taliban takeover, he asks the audience to evaluate it according to America's broader strategic interests.This is transcendence because the controversial action is justified by a higher-order national value.

Extract (15)

"I made a commitment to the American people when I ran for President that I would bring America's military involvement in Afghanistan to an end".

IRT strategy: corrective action and bolstering

Speech act: commissive / Representative /Assertive

Biden presents the withdrawal as fulfilment of a campaign promise.The word **"commitment"** is important because it transforms withdrawal into evidence of political integrity.Instead of " **Biden failed in Afghanistan",**the audience is encouraged to understand:

"Biden kept his promise". This strengthens his image as a trustworthy political leader.

Extract (16)

"And while it's been hard and messy—and yes, far from perfect—I've honored that commitment".

IRT strategy: corrective action and limited mortification

Speech act: Representative /Assertive

This is a highly useful example of concession. Biden acknowledges three negative characteristics**:hard, messy, far from perfect**

However, the concessive structure **"while... I've honored"** immediately redirects the interpretation toward success.The rhetorical structure is:concession of imperfection → affirmation of commitment → restoration of credibility

This is a sophisticated image-restoration strategy because Biden does not pretend that everything went perfectly.

Extract (17)

"I know my decision will be criticized, but I would rather take all that criticism than pass this decision on to another President".

IRT strategy: corrective action and transcendence

Speech act: commissive

Biden explicitly anticipates criticism. The conjunction **"but"** creates a contrast between: criticism and presidential responsibility. He portrays himself as willing to sacrifice his personal political image in order to make what he considers the correct decision. Paradoxically, this admission of anticipated criticism can itself enhance his image by constructing him as courageous and principled.

Extract (18)

"Because it's the right one—it's the right decision for our people".

IRT strategy: Transcendence

Speech act: Representative /Assertive

Biden moves from the immediate controversy to a higher moral and national principle: what is right for the American people.The repetition of **"right"** reinforces certainty and moral legitimacy.The withdrawal is therefore no longer presented as merely a military decision but as an ethical obligation toward Americans.

4.1 Results and Discussion

4.1.1 Quantitative Analysis of IRS

This section summarises the numerical results . Table1 introduces frequencies and percentages of the data selected. It is worth mentioning that denial as α general strategy and the tactics provocation,compensation and accident, are not employed in speech under examination. Therefore, these tactics are not mentioned in the table below:.

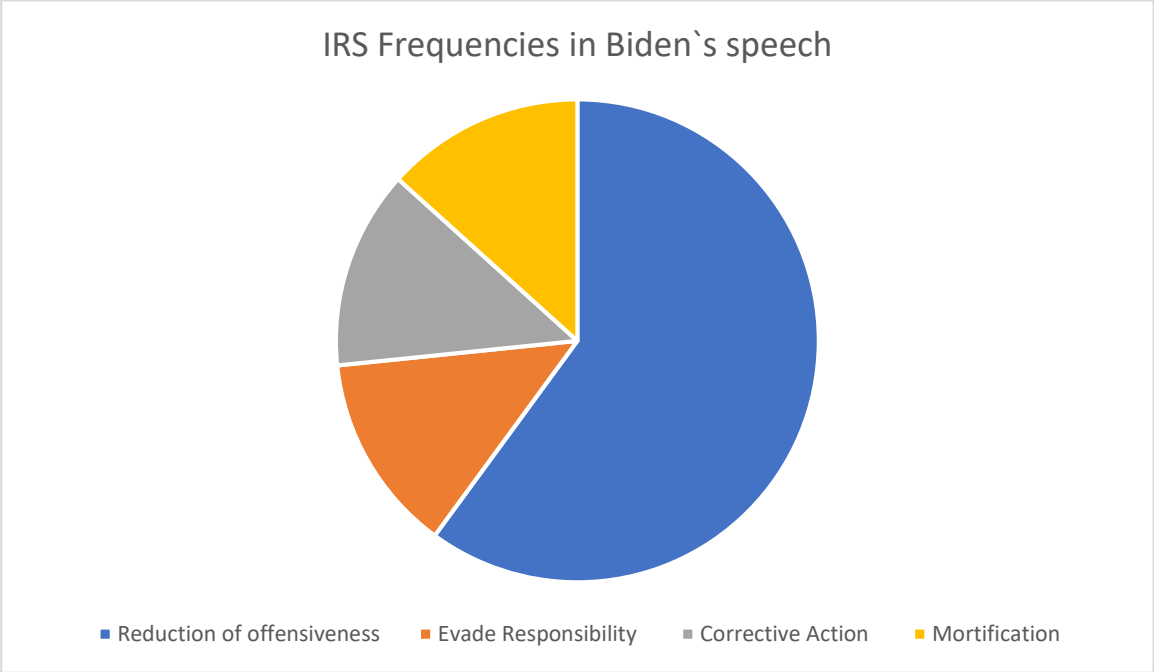
Table 1 Analysis of IRS & IRT

IRS	IRT	IRT Fr.	IRS Pr.	IRS Fr.	IRS Pr.
Reduction offensiveness	Transcendence Bolstering Differentiation	8 6 4	26.6 20 13.3	18	60
Evade responsibility	Defeasibility	4	13.3	4	13.3

corrective Action		4	13.3	4	13.3
Mortification		4	13.3	4	13.3
Total		30			99.9%

The results in Table 1 shows that the regression of the strategies in frequency from reduction offensiveness as the highest (60%) to evade responsibility, mortification ,corrective action as the lowest strategy for each (13.3%) employed in the speech under examination . The marked regression in percentages corresponds to and is supported by the results of previous research. Earlier research (Benoit & czerwinski, 1997; Benoit & McHale, 1999; Blaney, Benoit &Brazeal, 2002) indicates that the adoption of defensive strategies (reduction offensiveness) undermines accommodating strategies (mortification and correction action). The feeble apologies might be motivated by fears about liabilities resulting from admission, as Hearit and Brown (2004) reported .

Figure 1 shows that the incidence of reduction offensiveness has the highest frequency. Furthermore, the result confirms the link between crisis type and coping strategies.



King (2006) points out that accusations of serious misconduct prompt organizations to adopt defensive coping strategies.Defensive coping plans aim to eliminate and dispel doubts about the organization's legitimacy and maintain its image, provided the accusations are unfounded. Benoit (2015) also supports this link, arguing that the two strategies are related in defending responsibility. Moreover, Table 1 shows that Evade responsibility with the tactic of

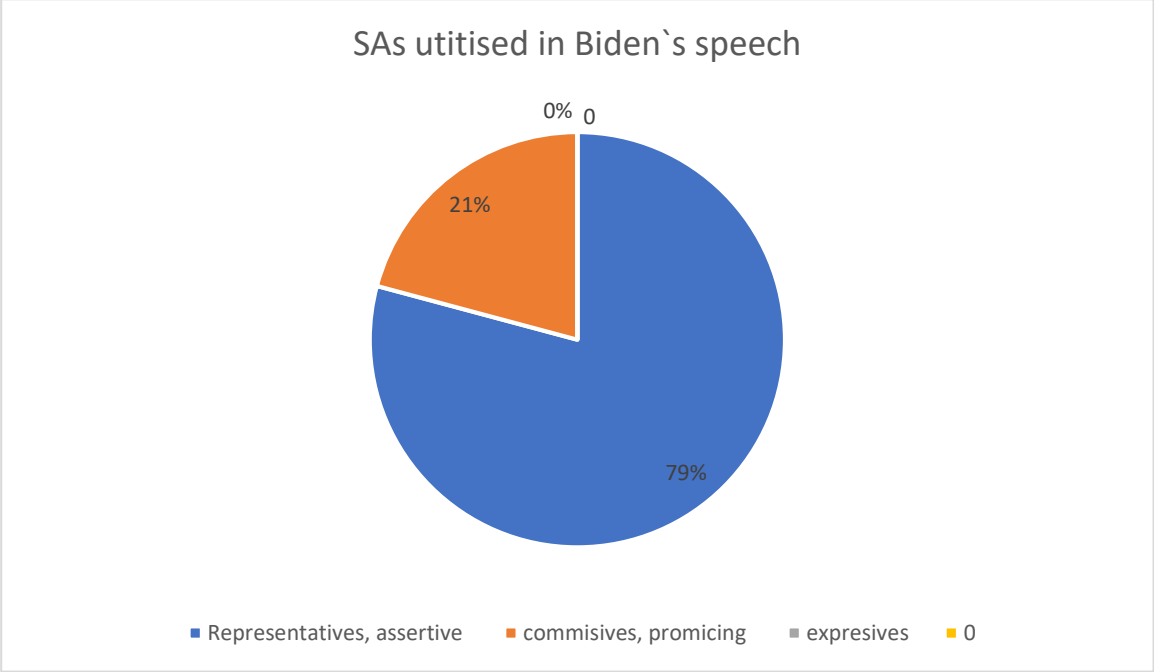
Defeasibility, corrective action and Mortification are compatible with corrective measures. This result supports previous research on this brain region, which has linked shame with corrective measures, such as Benoit's (1997) study, which highlighted the importance of shame and corrective measures as adaptive coping strategies,helping to maintain a good reputation.

From a pragmatic perspective, the representative SAs of asserting is performed to realize the differentiation tactic, as Biden uses it when he compares his act with other similar acts which are more offensive and critical committed by his opponents, to highlight his opponent's passive deeds so his act becomes less offensive through comparison .

Table 2 shows the frequencies of SAs performed in the data under analysis

categories	Speech acts	Fr.	Pr.
Representatives	Assertive	19	79.16%
commisives	Promicing	5	20.83%
Expressives	0	0	0
Total		24	99.99%

Figure1 Image Resortation Speech Acts



Regarding the significance of the numerical results, it is clear that all strategies were employed in combination. This observation aligns with the meta-analysis conducted by Meng-Kengho and Malik (2012), who analyzed image restoration research from 1994 to 2012. With regard to Hindman's (2005) research, that meta-analysis indicates that the use of mixed

strategy patterns suggests that while defensive strategies i.e reducting offensiveness and evasion of responsibility can help distance a company from mistakes, they may also raise questions about how the misconduct initially occurred. Therefore, the combination of strategies ; reducing offensiveness, corrective action, and shaming, enhances the persuasiveness of an organization's response since it suggests the possibility of genuine change, implying that the breach was merely a deviation from the of the organization`s fundamental failure .

5. Conclusion

The analysis shows that image restoration strategies mainly fall into four categories:; the most frequent strategy was Reduction offensiveness (in which Bolstering, Differentiation, Transcendence, are the most utilized tactics) ; corrective Action; Evasion of Responsibility (Defeasibility/Responsibility Shifting and) and Partial Mortification. This gives a much more defensible coding scheme than labelling every defensive statement as “mortification.”

“The buck stops with me” partial mortification/acceptance of responsibility rather than simply “mortification,” because Benoit's full mortification strategy involves admission of fault accompanied by an apology or request for forgiveness. Biden accepts responsibility, but immediately defends the decision and does not ask forgiveness The next most common strategy was corrective action (42.2%). This result indicates that President Biden was more inclined to attack the accuser and deny his own wrongdoing to evade responsibility. Evading responsibility was less used strategy . Mortification was the least used one .

The qualitative analysis of the pragmatic realization of IR tactics as pragmatic strategies performing speech acts the table shows that the representative speech act of assertive realizing the tactic of is the mostly performed SA. Followed by the commmisive SAs of promising which realize the corrective action .

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