

Faris Alsubaie

Bowie State University

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Rhetoric Analysis.

To begin his speech, Barack Obama, talked about the spirit of working to fulfill both individual and collective dreams as well as the best things that were going to come in the future. Hope was something Obama always held on to and as he mentioned, not just the blind hope and wishful thinking but that hope that was about work and fighting to keep the promise of America's Founders. He would always urge his followers to believe in what they could have accomplished if they stood for what they believed in and in this case being the change and equal opportunities they wanted. This move was more of the politics of hope that he knew would win the hearts of the people.

He addressed the people who might still have the doubts that America was a place where all things were possible, and those that questioned America's power of democracy, then the night that he won the elections was the answer that this was not true. In the year 2008, when America was in a bad place financially, most of them thought the situation was so bad that there was no hope from the downward trend. Most citizens felt that all the greatness America once boasted of was now gone, but then Barack Obama, came to give hope to these people and he was elected as the 44th president of The United States of America being the first African American president. After the win, he addressed 240,000 people and gave his 'Yes We Can' speech as well as millions of people watching all over the world.

His willingness to speak about issues that would normally be considered too sensitive to be addressed in public got people intrigued. Addressing these issues including racial segregation in

public not only depicted his courage in facing such issues but also reassured Barack Obama's voters of better days to come by emphasizing that change had to come. He reminded his followers about how difficult it was to get the victory but the people's choice to stand up for change and the belief that America could be great made all the difference.

Being a politician, it was important for him to maintain loyalty to all people that voted for him and create a relationship with them by showing that he understood their needs as well as the nation and Barack Obama understood this aspect well enough and therefore, to protect the interests of all the people of America, he encouraged them to work together regardless of being rich or poor, black or white, Latino or Asian, republicans or democrats, gay or straight, and from the different states in order to achieve the change Americans wanted.

By mentioning the different demographics in America, he sent a message to the people that he did not discriminate against those that did not stand for the things he believed in and that they could work through the economic issues they faced if they chose to give everybody equal opportunities and the respect they all deserved despite their diversity. This is also done to show the welcoming nature of his coming Liberal government and his patriotism was meant to appease the whites who might have doubts about his presidency.

When giving the speech, he took advantage of the fact that he was addressing the Democrats that had a liberal way of thinking by creating an ethos that was favorable to him. He was demonstrating his sense of patriotism when he talked about Americans working together which definitely made his speech stronger than those he had done before as well as those done by the

presidents that preceded him. This was a very strategical and calculated way that he employed to persuade and influence the people.

Demonstrating an ethos that is positive is a great way to develop rapport between the audience and the orator. It clears any possible doubt that the audience might have against the orator and in this case, Barack Hussein Obama used patriotism to foster trust and understanding between himself and the people of America especially the Liberals. He gives a sense of goodwill for all people through his speech. He talks of a generous America, a peaceful one, a compassionate and tolerant one that is open to immigrants who pledge to the American flags and all the different people with dreams in America. He also talks of amicable way to settle disagreements like saying that the people can agree to disagree without being disagreeable.

He promises to serve all Americans both those that elected him and those that did not. He uses charisma and this way gets the people of America to trust his intentions for them. He puts in the effort to maintain his American ethos but then again it is quite evident that Barack Obama had a good understanding of American people's traditions. He gets the audience invested in his speech emotionally by assuring people that he will bring them to hope when he alludes to the times of crisis the country was facing but then gives his presidency as the solution.

He gets people to chant 'Yes We Can' by simply tapping into their emotions when he promises the people of his timeless American creed and that through the support of the people, they would work through both internal and external difficulties. By acknowledging the support of his wife and saying publicly that he loved her as well as his daughters, Barack Obama represented a conventional family man, a strategic move to get to the hearts of the many family people that

America is comprised of. When he said, 'we as a people will get there,' he brings back to life Martin Luther King's speech that he made the night before his assassination where he talked of believing that the American people would get to the promised land even though he would not be able to get there himself.

Obama also said that the victory they had that night was not the change they sought but the opportunity they needed to make the change they wanted. All these words were very calculated to speak to the hearts of Americans and make them believe in his ability to lead the nation to greatness as well as redeem the country from the crisis and the notion that America was no longer a supreme country because of the global financial crisis that happened in the year 2008.

The rhetoric strategies that Obama employs in the delivery of this speech which made his speech very effective include; -

1. The ability to move people through allusion and the patriotic associations that come with it.
2. The parallel constructions for oratorical resonance.
3. The ability he had to include and allude to himself when he was talking about the challenges people from other races faced.
4. The aspect of 'two-ness' in the texture of his speech, in the sense that it was relatable for both republicans and democrats.

These strategies, as well as the different stylistic devices, used to deliver his speech like alliteration and imagery as seen earlier made it sound more appealing than it looks written. His

oratory skills and voice, with a feel of persuasiveness, made it more relatable to the audience both those that voted for him and those that did not.

This ‘Yes We Can’ speech represented the power a skilled orator has over their audience just by using the art of persuasive words and a charismatic character. This technique of communication borrowed from Ancient Greece culture is still able to move masses to believe in the course of an influencer when properly executed. Barrack Obama proved to be one of the very skilled orators who mastered this art of communication when he gave this speech. Through this, he was able to use the themes of hope, persistence, and resilience to keep the people believing through the time of crisis. Unlike most speeches like the ‘Yes We Can’ speech that would consider both logos, ethos and pathos elements Obama’s speech overlooked what most would call logical politicking and it worked to the benefit of his agenda at this political stage.

References

<https://m.youtube.com/watch?v=Fe751kMBwms>