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Barbara Bush's "Choices and Change" Speech

During the inauguration at Wellesley College, the speech provided by Mrs. Bush aimed to pursue the audience on 1st June of 1990. Normally, persuasive talk is supposed to inspire individual's insolence, views as well as standards and acts. Thus, I feel that what Mrs. Bush said was acknowledged by the intended audience because she utilized the pathos, symbols, and theory. Also, Mrs. Bush maintained the attention of her audience using inspirational words, humor, and significant references. Although she was not the expected speaker, I believe the words encouraged many individuals and made an impact in their life by viewing life from a different angle. Notably, the speech is comprised of almost all features from entertainment to celebration and encouragement hence achieving the expectation of the audience.

According to NBC News, Barbara Bush is observed speaking in an outstanding event and thus eminent in her encouraging speech of selecting the best choices and providing reasons for the selections. Furthermore, the event is considered ad distinct because it is an inauguration speech celebrating Wellesley college graduates. Thus, the audience Mrs. Bush is speaking to are students who are about to become graduates of Wellesley College together with their friends, families, and the institution fraternity.

Barbara Bush met the expectations because the talk entertained individuals awaiting the celebration of their graduation from college and other audiences in general, thus leaving them with encouraging opinions. Nonetheless, Mrs. Bush had vast knowledge concerning her audience and therefore was able to deliver a speech based on their welfares, principles, level of understanding, and attitudes. Besides, focusing on the audience-centered method plays a significant role in enhancing the speaker's efficacy and adequately delivering the content.

To address a diverse audience, it is always important for the speaker to adapt by focusing on the content expected. Audience expectation plays a critical role in creating a persuasive speech. For that reason, I feel that Barbara successfully addressed the demographic and situational audience because, in her speech, she has utilized references and several personal practices and understandings to influence the audience. The situational audience is demonstrated when Mrs. Bush trailed the students to focus on three decisions in their life. The first one is to believe in something more significant than themselves and start acting on it. This will allow them to focus on higher limits. Barbara used her experience in deciding to assist individuals with literacy. Also, another choice is to make sure their life has joy. Therefore, based on her audience's situation, they are required to focus on what makes their life fun and happy, and Mrs. Bush used her experience on not regretting choosing George Bush as her husband because he makes her laugh regularly.

Moreover, the demographic audience is addressed successfully, especially when she speaks about the third choice that individuals should cherish their human connections. The three decisions are linked to life after college as Mrs. Bush says that they will not regret not to have passed another test, achieving another decision, and not attaining a contract during the end of every person's life. Nonetheless, they will regret the time which was not utilized with their

family members. The encouraging speech is related to the listeners using pathos emotionally, insisting that they work on the choices given. Besides, ethos is used in the talk when she references her involvement in the literacy program and interaction with her husband. Similarly, the acquaintance Mrs. Bush has concerning Wellesley College and the previous information of the institution has presented that she could talk during the event.

Mrs. Bush used various stylistic and linguistic strategies while presenting the speech. Therefore, she was able to make her talk suitable to all individuals, including parents, institution faculty, as well as graduates. For instance, the use of Ferris Bueller was proper as the movie relates to graduate students and the life spent while in college according to NBC News video. The style of communication was also adjusted because Mrs. Bush organized the talking based on the topic. For instance, Barbara started the speech by complementing the institution and stated an enjoyable story concerning wizards, giants, and dwarfs. Besides, she made an exciting talk about herself not to be the first one selected to talk.

Moreover, the language style used was simple and easy to understand because she used college-level terminology. Furthermore, Mrs. Bush stopped when required, utilized humor when talking about something funny as well as be serious when needed. While she began by stating a brief history of the college, she completed the speech with the three choices the graduates should make in their life and Wellesley's college past. Notably, Mrs. Bush's speech appeared to be well prepared and memorized because she looked at her outline and maintained eye contact. Additionally, since the speech used inspiring words, they were able to convince individuals to change their beliefs and attitudes. Also, the provision of the three choices in life was effective as they influenced them to be cautious about what they do now to ensure they do not regret it in the future.

Work Cited

NBC News. Barbara Bush Delivers Wellesley College Commencement Speech. *NBC News*.

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