

analyzing rhetorical strategies in presidential speeches

analyzing rhetorical strategies in presidential speeches is a powerful approach to understanding how leaders communicate, persuade, and inspire audiences. Examining these techniques reveals how presidents shape public perception, build unity, and influence policy through carefully crafted language. This comprehensive article explores the most effective rhetorical strategies used in presidential speeches, such as ethos, pathos, and logos, and investigates their impact on audiences. Readers will discover the historical evolution of presidential rhetoric, the role of speechwriters, and notable examples from landmark addresses. The article also provides practical insights into identifying these strategies and discusses their relevance in today's political landscape. Whether you are a student, researcher, or professional, this guide will equip you with the analytical tools to decode presidential speeches and appreciate the art of political communication.

- Understanding Rhetorical Strategies in Presidential Speeches
- Historical Evolution of Presidential Rhetoric
- Key Rhetorical Strategies and Their Functions
- Analyzing Ethos, Pathos, and Logos in Presidential Addresses
- The Role of Speechwriters in Crafting Rhetoric
- Case Studies: Famous Presidential Speeches
- How to Identify Rhetorical Strategies in Speeches
- The Impact of Rhetorical Strategies on Audiences
- Modern Trends in Presidential Speechmaking

Understanding Rhetorical Strategies in Presidential Speeches

Rhetorical strategies are deliberate techniques used by speakers to influence, persuade, and motivate audiences. In presidential speeches, these strategies are paramount for achieving political objectives, fostering national unity, and responding to crises. Presidents utilize a blend of rhetorical devices to communicate complex messages in accessible ways, adapting their language to suit the context and audience. Analyzing rhetorical strategies in presidential speeches allows scholars and citizens alike to discern underlying meanings, intentions, and the emotional resonance of key messages. This approach sheds light on the effectiveness of presidential communication and its role in shaping public discourse.

Historical Evolution of Presidential Rhetoric

The art of presidential rhetoric has undergone significant changes since the founding of the United States. Early presidents, such as George Washington and Thomas Jefferson, favored formal and restrained styles that reflected the conventions of their time. As mass media evolved, so did the style and delivery of presidential speeches. Franklin D. Roosevelt's fireside chats brought a conversational tone to the presidency, while John F. Kennedy's inaugural address showcased the power of concise, memorable phrases. Today, presidents must navigate a digital media landscape, tailoring their rhetorical strategies to reach diverse audiences across multiple platforms.

Major Shifts in Presidential Speechmaking

- Transition from formal written speeches to televised and digital broadcasts
- Greater emphasis on emotional appeal and storytelling
- Use of inclusive language to foster unity and national identity
- Adaptation to real-time feedback and public reaction via social media

Key Rhetorical Strategies and Their Functions

Presidential speeches employ a variety of rhetorical strategies to achieve specific communicative goals. These techniques are rooted in classical rhetoric but adapted for modern audiences. Understanding these strategies helps reveal how presidents persuade, inform, and inspire.

Common Rhetorical Devices in Presidential Speeches

- **Repetition:** Reinforces key messages and creates rhythm.
- **Metaphor and Simile:** Makes complex ideas relatable and vivid.
- **Antithesis:** Highlights contrasts to clarify positions.
- **Anaphora:** Repeats phrases at the beginning of successive clauses for emphasis.
- **Allusion:** References historical events or literature to evoke authority.
- **Inclusive Language:** Uses pronouns like "we" and "us" to build solidarity.

Analyzing Ethos, Pathos, and Logos in Presidential Addresses

Ethos, pathos, and logos are foundational rhetorical appeals that presidents use to connect with audiences. Ethos establishes credibility and moral authority, pathos evokes emotional responses, while logos appeals to logic and reason. Masters of presidential rhetoric blend these strategies to reinforce their leadership and gain support. For example, Abraham Lincoln's Gettysburg Address relied heavily on ethos and pathos to honor fallen soldiers and unite the nation. Barack Obama's speeches often balanced emotional storytelling (pathos) with factual argumentation (logos) to address policy issues and inspire change.

Examples of Ethos, Pathos, and Logos

- **Ethos:** Referencing personal experience or national values
- **Pathos:** Telling stories of ordinary citizens or invoking shared struggles
- **Logos:** Presenting statistics, historical facts, and logical arguments

The Role of Speechwriters in Crafting Rhetoric

Behind every memorable presidential speech is a team of skilled speechwriters who research, draft, and refine messages. Speechwriters work closely with presidents to align rhetoric with political strategy and personal style. They analyze audience demographics, anticipate reactions, and weave in rhetorical devices that amplify the impact of the speech. The collaboration between president and speechwriter is crucial for producing addresses that resonate with both immediate audiences and the broader public.

Responsibilities of Presidential Speechwriters

- Conducting background research and gathering relevant data
- Drafting and editing speeches to fit the president's voice
- Integrating rhetorical strategies for maximum effect
- Rehearsing delivery and adjusting language for clarity and impact

Case Studies: Famous Presidential Speeches

Examining landmark presidential speeches provides valuable insights into the effectiveness of rhetorical strategies. These case studies highlight how presidents adapted their rhetoric to historical moments and national challenges.

The Gettysburg Address (Abraham Lincoln)

Lincoln's brief but powerful speech masterfully employed repetition, parallelism, and appeals to ethos and pathos to honor fallen soldiers and redefine the meaning of American democracy.

The Inaugural Address (John F. Kennedy)

Kennedy's address is renowned for its antithesis ("Ask not what your country can do for you...") and inclusive language, which inspired a generation to pursue civic engagement and global leadership.

The Challenger Disaster Speech (Ronald Reagan)

Reagan's speech demonstrated empathetic tone, effective use of pathos, and national unity, comforting the nation during a time of tragedy.

How to Identify Rhetorical Strategies in Speeches

Analyzing rhetorical strategies in presidential speeches requires close listening and critical thinking. Audiences can identify these techniques by paying attention to language patterns, emotional cues, and structural elements. Start by noting repeated phrases, metaphorical language, and appeals to shared values. Consider the context of the speech and the intended audience, as these factors influence the choice of rhetorical strategies. Practice by reviewing transcripts and highlighting key passages that exemplify the use of ethos, pathos, and logos.

Tips for Rhetorical Analysis

- Read the speech aloud to detect rhythm and emphasis
- Compare speech structure to classical rhetorical models
- Look for historical or cultural references
- Analyze how the speech addresses opposing viewpoints
- Evaluate the emotional and logical appeals used

The Impact of Rhetorical Strategies on Audiences

Rhetorical strategies in presidential speeches have a profound influence on public opinion, policy support, and national morale. Effective rhetoric can unify divided societies, inspire action, and reassure citizens during crises. Conversely, poorly chosen rhetorical devices may alienate audiences or diminish trust. Presidents who master the art of rhetoric often leave lasting legacies, shaping the course of history through words alone.

Effects of Presidential Rhetoric

- Enhances credibility and authority
- Mobilizes public support for policies
- Fosters national identity and pride
- Mitigates social and political tensions

Modern Trends in Presidential Speechmaking

Contemporary presidents face unique challenges and opportunities in speechmaking. The rise of social media, real-time news coverage, and global audiences has transformed the landscape of presidential rhetoric. Modern speeches are often shorter, more conversational, and designed for digital sharing. Presidents now integrate multimedia elements, interactive language, and direct audience engagement to maximize reach and impact. These trends underscore the importance of adapting rhetorical strategies to evolving communication technologies and cultural expectations.

Features of Modern Presidential Rhetoric

- Use of social media platforms for direct communication
- Emphasis on concise, quotable soundbites
- Integration of visual and multimedia storytelling
- Personalization of messages to connect with diverse groups

Questions and Answers: Analyzing Rhetorical

Strategies in Presidential Speeches

Q: What are the most common rhetorical strategies used in presidential speeches?

A: The most common strategies include repetition, metaphor, antithesis, inclusive language, and the appeals of ethos, pathos, and logos. These techniques help presidents persuade, inform, and inspire audiences.

Q: How do ethos, pathos, and logos differ in presidential rhetoric?

A: Ethos establishes credibility, pathos evokes emotion, and logos appeals to logic. Presidents use these appeals in combination to build trust, connect with citizens emotionally, and present rational arguments.

Q: Why is rhetorical analysis important for understanding presidential speeches?

A: Rhetorical analysis reveals the underlying techniques and intentions behind presidential messages, helping audiences critically evaluate how leaders seek to influence public opinion and policy.

Q: How have presidential rhetorical strategies changed over time?

A: Strategies have evolved from formal, written addresses to conversational, media-driven speeches. Modern presidents use more emotional appeals, storytelling, and digital communication to reach broader audiences.

Q: What role do speechwriters play in the development of presidential rhetoric?

A: Speechwriters research, draft, and refine speeches, integrating rhetorical strategies that align with presidential goals and audience needs. They are essential in crafting impactful and memorable addresses.

Q: Can rhetorical strategies in presidential speeches influence policy outcomes?

A: Yes, effective rhetoric can mobilize public support, sway legislative decisions, and build consensus around policies, making it a powerful tool in the political process.

Q: What are some famous examples of rhetorical excellence in presidential speeches?

A: Notable examples include Abraham Lincoln's Gettysburg Address, John F. Kennedy's inaugural address, and Ronald Reagan's Challenger Disaster speech, all of which exemplify masterful use of rhetorical strategies.

Q: How can individuals learn to identify rhetorical strategies in speeches?

A: By studying speech transcripts, noting repeated phrases, metaphors, and appeals to values, and comparing speech structures to classical rhetorical models, individuals can become adept at identifying these techniques.

Q: What impact does digital media have on presidential speechmaking?

A: Digital media has led to shorter, more conversational speeches, increased use of multimedia elements, and greater emphasis on direct audience engagement through social platforms.

Q: Why do presidents use inclusive language in their speeches?

A: Inclusive language fosters a sense of unity, belonging, and shared purpose, helping presidents connect with diverse audiences and promote national solidarity.

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Analyzing Rhetorical Strategies in Presidential Speeches

Presidential speeches are more than just pronouncements; they are meticulously crafted performances designed to persuade, inspire, and ultimately, shape public opinion. Analyzing the

rhetorical strategies employed by presidents provides invaluable insight into their leadership styles, the socio-political climate of their time, and the enduring power of language in shaping national narratives. This post will delve into the key rhetorical strategies presidents frequently utilize, offering practical examples and demonstrating how to effectively analyze these powerful communications. We'll equip you with the tools to dissect presidential rhetoric, enabling you to become a more informed and critical citizen.

H2: The Pillars of Presidential Persuasion: Key Rhetorical Strategies

Effective presidential speeches rely on a blend of rhetorical techniques. Understanding these strategies is crucial for a thorough analysis. Here are some of the most frequently employed:

H3: Ethos: Establishing Credibility and Trust

Ethos centers on the speaker's credibility and authority. Presidents often leverage their experience, expertise, and even their personal narratives to build trust with their audience. For example, a president might highlight their military service to establish their commitment to national security or emphasize their economic background to bolster their credibility on fiscal policy. Analyzing ethos involves identifying how the speaker positions themselves as a reliable and trustworthy source of information.

H3: Pathos: Appealing to Emotions

Pathos uses emotional appeals to connect with the audience on a personal level. Presidents often utilize powerful imagery, storytelling, and evocative language to evoke feelings of patriotism, fear, hope, or anger. Think of President Lincoln's Gettysburg Address, which masterfully evokes a sense of national unity and sorrow. Analyzing pathos requires identifying the specific emotions targeted and how the speaker uses language to achieve this impact.

H3: Logos: Employing Logic and Reason

Logos relies on logic, evidence, and reasoning to persuade the audience. Presidents may cite statistics, historical precedents, or expert opinions to support their claims. Analyzing logos involves scrutinizing the evidence presented, evaluating its validity, and identifying any logical fallacies. A well-structured argument, supported by credible evidence, is a hallmark of effective presidential communication employing logos.

H3: Kairos: Seizing the opportune moment

Kairos refers to the timeliness and appropriateness of a message. A president's speech must resonate with the current social, political, and cultural context. Analyzing kairos involves examining how the speech responds to specific events, trends, or public sentiments. For instance, a speech delivered during a national crisis will differ significantly in tone and content compared to one delivered during a period of economic prosperity.

H3: Anaphora and Epistrophe: The Power of Repetition

The strategic repetition of words or phrases, known as anaphora (repetition at the beginning) and epistrophe (repetition at the end) can significantly enhance the impact of a speech. Martin Luther King Jr.'s "I have a dream" speech is a prime example of the power of anaphora, creating a powerful rhythm and memorability. Identifying and analyzing the use of these devices reveals how the speaker intends to emphasize certain points and create a lasting impression.

H2: Analyzing a Presidential Speech: A Step-by-Step Guide

To effectively analyze a presidential speech, follow these steps:

1. Identify the context: Understand the historical, political, and social circumstances surrounding the speech.
2. Determine the audience: Who was the president addressing? How did this influence the message and rhetorical strategies employed?
3. Analyze the main arguments: What are the central claims or propositions being made?
4. Identify the rhetorical appeals: How does the speaker utilize ethos, pathos, and logos? Look for specific examples of language and imagery.
5. Assess the effectiveness: How successfully did the speech achieve its intended purpose? Did it persuade, inspire, or unify the audience?
6. Consider Kairos: How well did the speech respond to the specific timing and circumstances?

H2: Beyond the Basics: Advanced Analytical Techniques

Beyond the foundational rhetorical strategies, consider exploring more nuanced aspects:

Figurative language: Metaphors, similes, and other figures of speech can powerfully convey meaning and evoke emotion.

Tone and style: The president's choice of words, sentence structure, and overall tone contribute to the speech's impact.

Use of rhetoric devices: Alliteration, assonance, and other literary devices should be noted for their persuasive power.

Comparison with other speeches: Comparing and contrasting different presidential speeches can reveal evolving rhetorical styles and trends.

Conclusion:

Analyzing rhetorical strategies in presidential speeches is a valuable skill that allows for a deeper understanding of political discourse and the power of persuasion. By applying the techniques discussed above, you can move beyond simply listening to a speech and engage in a critical, insightful analysis of the president's communication strategies and their impact on the nation. Developing this skill fosters informed citizenship and a more nuanced understanding of the political landscape.

FAQs:

1. Why is analyzing presidential speeches important? Analyzing presidential speeches provides insight into the political climate, the president's communication style, and the effectiveness of their persuasive techniques. It allows for a more critical understanding of political messaging.
2. Are there specific resources available to help with this analysis? Yes, many academic databases, presidential libraries, and online archives offer transcripts and recordings of presidential speeches. Textbooks on rhetoric and public speaking are also valuable resources.
3. Can this analysis be applied to other forms of political communication? Absolutely! The principles of rhetorical analysis apply to all forms of political communication, including campaign ads, debates, and interviews.
4. What are some common pitfalls to avoid when analyzing presidential speeches? Avoid making subjective judgments without supporting evidence. Be aware of your own biases and strive for objective analysis. Ensure a thorough understanding of the historical context.
5. How can I improve my ability to analyze rhetorical strategies? Practice! Analyze various speeches, compare and contrast different strategies, and seek feedback on your analyses from others. Engage with scholarly resources on rhetoric and political communication.

analyzing rhetorical strategies in presidential speeches: Handbook of Communication in the Public Sphere Ruth Wodak, Veronika Koller, 2008-08-27 As you are reading this, you are finding yourself in the ubiquitous public sphere that is the Web. Ubiquitous, and yet not universally

accessible. This volume addresses this dilemma of the public sphere, which is by definition open to everyone but in practice often excludes particular groups of people in particular societies at particular points in time. The guiding questions for this collection of articles are therefore: Who has access to the public sphere? How is this access enabled or disabled? Under what conditions is it granted or withheld, and by whom? We regard the public sphere as the nodal point for the discourses of business, politics and media, and this basic assumption is also reflected in the structure of the volume. Each of these three macro-topics comprises chapters by international scholars from a variety of disciplines and research traditions who each combine up-to-date overviews of the relevant literature with their own cutting-edge research into aspects of different public spheres such as corporate promotional communication, political rhetoric or genre features of electronic mass media. The broad scope of the volume is perhaps best reflected in a comprehensive discussion of communication technologies ranging from conventional spoken and written formats such as company brochures, political speeches and TV shows to emerging ones like customer chat forums, political blogs and text messaging. Due to the books' wide scope, its interdisciplinary approach and its clear structure, we are sure that whether you work in communication and media studies, linguistics, political science, sociology or marketing, you will find this handbook an invaluable guide offering state-of-the-art literature reviews and exciting new research in your field and adjacent areas.

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Leadership B. Dan Wood, 2021-02-09 The American president is widely viewed by the public and media as the nation's single most influential political and economic figure. But social scientists have often concluded that presidential words fall on deaf ears or have little lasting impact on policy or public opinion. Then why did Bill Clinton make 12,798 public references to the economy during his eight years in office compared with Harry Truman's mere 2,124 during his own two terms? Why George W. Bush's 3,351 remarks during his first term? Did all these words matter? *The Politics of Economic Leadership* is the first comprehensive effort to examine when, why, and how presidents talk about the economy, as well as whether the president's economic rhetoric matters. It demonstrates conclusively that such presidential words do matter. Using an unprecedented compendium of every known unique statement by U.S. presidents about the economy from World War II through the first George W. Bush administration, Dan Wood measures the relative intensity and optimism of presidents' economic rhetoric. His pathbreaking statistical analysis shows that presidential words can affect everything from approval of the president's job performance to perceptions of economic news, consumer confidence, consumer behavior, business investment, and interest rates. The impacts are both immediate and gradual. Ultimately, Wood concludes, rhetoric is indeed a tool of presidential leadership that can be used unilaterally to affect a range of political and economic outcomes.

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You have been using rhetoric yourself, all your life. After all, you know what a rhetorical question is, don't you? In this updated edition of his classic guide, Sam Leith traces the art of argument from ancient Greece down to its many modern mutations. He introduces verbal villains from Hitler to Donald Trump - and the three musketeers: ethos, pathos and logos. He explains how rhetoric works in speeches from Cicero to Richard Nixon, and pays tribute to the rhetorical brilliance of AC/DC's Back In Black. Before you know it, you'll be confident in chiasmus and proud of your panegyrics - because rhetoric is useful, relevant and absolutely nothing to be afraid of.

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what it was like to be a speechwriter among bureaucrats, and a woman in the last bastion of male power, makes this a Washington memoir that breaks the mold—as spirited, sensitive, and thoughtful as Peggy Noonan herself.

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analyzing rhetorical strategies in presidential speeches: *Words Like Loaded Pistols* Sam Leith, 2016-04-26 An entertaining history of great oratory and a primer to rhetoric's key techniques (The New Yorker). Rhetoric gives our words the power to inspire. But it's not just for politicians: it's all around us, whether you're buttering up a key client or persuading your children to eat their vegetables. You have been using rhetoric yourself, all your life. After all, you know what a rhetorical question is, don't you? In *Words Like Loaded Pistols*, Sam Leith traces the art of argument from ancient Greece down to its many modern mutations. He introduces verbal villains from Hitler to Richard Nixon—and the three musketeers: ethos, pathos and logos. He explains how rhetoric works in speeches from Cicero to Obama, and pays tribute to the rhetorical brilliance of AC/DC's *Back In Black*. Before you know it, you'll be confident in chiasmus and proud of your panegyrics— because rhetoric is useful, relevant, and absolutely nothing to be afraid of.

analyzing rhetorical strategies in presidential speeches: *Essays in Presidential Rhetoric* Theodore Windt, Beth Ingold, 1992

analyzing rhetorical strategies in presidential speeches: *The Art Of Rhetoric* Aristotle, 2014-09-02 In *The Art of Rhetoric*, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like ethos, pathos, and logos, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture. Aristotle's work, which dates from the fourth century B.C., was written while the author lived in Athens, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

analyzing rhetorical strategies in presidential speeches: *The Ubiquitous Presidency* Joshua M. Scacco, Kevin Coe, 2021 American democracy is in a period of striking tumult. The clash of a rapidly changing socio-technological environment and the traditional presidency has led to an

upheaval in the scope and standards of executive leadership. Research on the presidency, although abundant, has been slow to adjust to changing realities associated with digital technologies, diverse audiences, and new political practices. Meanwhile, journalists and the public continue to encounter and shape emerging presidential efforts in deeply consequential ways. This book offers a comprehensive framework for understanding contemporary presidential communication: the ubiquitous presidency. Presidents harness new opportunities in the media environment to create a nearly constant and highly visible presence in political and nonpolitical arenas. They do this by trying to achieve longstanding presidential goals, namely visibility, adaptation, and control. However, in an environment where accessibility, personalization, and pluralism are omnipresent considerations, the strategies presidents use to achieve their goals are very different from what we once knew. Using this novel framework, the book undertakes one of the most expansive analyses of presidential communication to date. A wide variety of approaches-ranging from surveys and survey-experiments, to large-scale automated content and network analyses, to qualitative textual analysis-uncover new aspects of the intricate relationship between the president, news media, and the public. Focusing on the presidency since Ronald Reagan, and devoting particular attention to the cases of Barack Obama and Donald Trump, the book uncovers remarkable shifts in communication that test the institution of the presidency and, consequently, democratic governance itself--

analyzing rhetorical strategies in presidential speeches: FDR's First Fireside Chat Amos Kiewe, 2007 I want to talk for a few minutes with the people of the United States. Thus began not only the first of Franklin Roosevelt's celebrated radio addresses, collectively called Fireside Chats, but also the birth of the media era of the rhetorical presidency. Humorist Will Rogers later said that the president took such a dry subject as banking and made everyone understand it, even the bankers. Roosevelt also took a giant step toward restoring confidence in the nation's banks and, eventually, in its economy. Amos Kiewe tells the story of the First Fireside Chat, the context in which it was constructed, the events leading to the radio address, and the impact it had on the American people and the nation's economy. Roosevelt told America, The success of our whole national program depends, of course, on the cooperation of the public on its intelligent support and its use of a reliable system. Kiewe succinctly demonstrates how the rhetoric of the soon-to-be-famous First Fireside Chat laid the groundwork for that support and the recovery of American capitalism.

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analyzing rhetorical strategies in presidential speeches: *The Modern Presidency and Crisis Rhetoric* Amos Kiewe, 1994 This volume examines how presidents from Truman to Bush rhetorically approached and managed political, military, judicial, legislative, and economic crises during their presidencies. Editor Amos Kiewe assembles new essays by communications scholars who look at rhetoric initiated during national crises, and account for various rhetorical developments affected by crises, changes in presidential rhetoric, and rhetorical and situational crisis constraints. Their studies suggest similarities in rhetoric in different types of crises, and yield resources for postulating patterns of crisis rhetoric. Each chapter's author presents a crisis rhetoric case study, analyzing initial strategies and tactics, shifts in rhetorical tactics, adjustments of discourse to particular phases in the crises, and unique rhetorical approaches designed to accommodate unexpected turns of events. The contributors discuss how presidents use rhetorical inventions, flip-flops, face-saving

posturing, and even silence to diffuse crises. Specific topics include Eisenhower's response to the constitutional crisis in Little Rock, Kennedy and the Berlin Wall crisis, Johnson and the Kennedy assassination, Nixon and Watergate, and Bush and the Persian Gulf Crisis. Recommended for political scientists and communication theorists.

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analyzing rhetorical strategies in presidential speeches: *Beyond Misunderstanding* Kristin Bührig, Jan D. ten Thije, 2006-01-01 This book challenges two tacit presumptions in the field of intercultural communication research. Firstly, misunderstandings can frequently be found in intercultural communication, although, one could not claim that intercultural communication is constituted by misunderstandings alone. This volume shows how new perspectives on linguistic analyses of intercultural communication go beyond the analysis of misunderstanding. Secondly, intercultural communication is not solely constituted by the fact that individuals from different cultural groups interact. Each contribution of this volume analyses to what extent instances of discourse are institutionally and/or interculturally determined. These linguistic reflections involve different theoretical frameworks, e.g. functional grammar, systemic functional linguistics, functional pragmatics, rhetorical conversation analysis, ethno-methodological conversation analysis, linguistic anthropology and a critical discourse approach. As the contributions focus on the discourse of genetic counseling, gate-keeping discourse, international team co-operation, international business communication, workplace discourse, internet communication, and lamentation discourse, the book exemplifies that the analysis of intercultural communication is organized in response to social needs and, therefore, may contribute to the social justification of linguistics.

analyzing rhetorical strategies in presidential speeches: *Politics and Rhetoric* James Martin, 2013-10-08 Rhetoric is the art of speech and persuasion, the study of argument and, in Classical times, an essential component in the education of the citizen. For rhetoricians, politics is a skill to be performed and not merely observed. Yet in modern democracies we often suspect political speech of malign intent and remain uncertain how properly to interpret and evaluate it. Public arguments are easily dismissed as 'mere rhetoric' rather than engaged critically, with citizens encouraged to be passive consumers of a media spectacle rather than active participants in a political dialogue. This volume provides a clear and instructive introduction to the skills of the rhetorical arts. It surveys critically the place of rhetoric in contemporary public life and assesses its virtues as a tool of political theory. Questions about power and identity in the practices of political communication remain central to the rhetorical tradition: how do we know that we are not being manipulated by those who seek to persuade us? Only a grasp of the techniques of rhetoric and an understanding of how they manifest themselves in contemporary politics, argues the author, can guide us in answering these perennial questions. *Politics and Rhetoric* draws together in a comprehensive and highly accessible way relevant ideas from discourse analysis, classical rhetoric updated to a modern setting, relevant issues in contemporary political theory, and numerous carefully chosen examples and issues from current politics. It will be essential reading for all students of politics and political communications.

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analyzing rhetorical strategies in presidential speeches: *Presidents Creating the Presidency* Karlyn Kohrs Campbell, Kathleen Hall Jamieson, 2008-05 Arguing that "the presidency" is not defined by the Constitution—which doesn't use the term—but by what presidents say and how they say it, *Deeds Done in Words* has been the definitive book on presidential rhetoric for more than a decade. In *Presidents Creating the Presidency*, Karlyn Kohrs Campbell and Kathleen Hall Jamieson expand and recast their classic work for the YouTube era, revealing how our media-saturated age has transformed the ever-evolving rhetorical strategies that presidents use to increase and sustain the executive branch's powers. Identifying the primary genres of presidential oratory, Campbell and Jamieson add new analyses of signing statements and national eulogies to their explorations of inaugural addresses, veto messages, and war rhetoric, among other types. They explain that in some of these genres, such as farewell addresses intended to leave an individual legacy, the president acts alone; in others, such as State of the Union speeches that urge a legislative agenda, the executive solicits reaction from the other branches. Updating their coverage through the current administration, the authors contend that many of these rhetorical acts extend over time: George W.

Bush's post-September 11 statements, for example, culminated in a speech at the National Cathedral and became a touchstone for his subsequent address to Congress. For two centuries, presidential discourse has both succeeded brilliantly and failed miserably at satisfying the demands of audience, occasion, and institution—and in the process, it has increased and depleted political capital by enhancing presidential authority or ceding it to the other branches. Illuminating the reasons behind each outcome, Campbell and Jamieson draw an authoritative picture of how presidents have used rhetoric to shape the presidency—and how they continue to re-create it.

analyzing rhetorical strategies in presidential speeches: You, the People Vanessa B.

Beasley, 2011-11-07 New in paperback As we ask anew in these troubled times what it means to be an American, *You, the People* provides perspective by casting its eye over the answers given by past U.S. presidents in their addresses to the public. Who is an American, and who is not? And yet, as Vanessa Beasley demonstrates in this eloquent exploration of a century of presidential speeches, the questions are not new. Since the Founders first identified the nation as “we, the people,” the faces and accents of U.S. citizens have changed dramatically due to immigration and other constitutive changes. U.S. presidents have often spoken as if there were one monolithic American people. Here Beasley traces rhetorical constructions of American national identity in presidents' inaugural addresses and state of the union messages from 1885 through 2000. She argues convincingly that while the demographics of the voting citizenry changed rapidly during this period, presidential definitions of American national identity did not. Chief executives have consistently employed a rhetoric of American nationalism that is simultaneously inclusive and exclusive; Beasley examines both the genius and the limitations of this language.

analyzing rhetorical strategies in presidential speeches: Political Public Relations

Jesper Stromback, Spiro Kioussis, 2011-05-18 *Political Public Relations* maps and defines this emerging field, bringing together scholars from various disciplines—political communication, public relations and political science—to explore the area in detail. The volume connects differing schools of thought, bringing together theoretical and empirical investigations, and defines a field that is becoming increasingly important and prominent. It offers an international orientation, as the field of political public relations must be studied in the context of various political and communication systems to be fully understood. As a singular contribution to scholarship in public relations and political communication, this work fills a significant gap in the existing literature, and is certain to influence future theory and research.

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