

Politics and Persuasive Speech

Student's Name

Institutional Affiliation

### Week 11 Discussion: Politics and Persuasive Speech

I revisited two notable campaign speeches: President Obama's victory speech (2012) and Senator Elizabeth Warren's speech in New York (2019). Each speech, delivered in very different contexts and political climates, provided a rich basis for comparative analysis. Obama's speech, known for its uplifting and unifying rhetoric, and Warren's, recognized for its focus on policy and reform, offer distinct approaches to campaign oratory.

#### **Analysis**

**Clarity of Message** - Obama's speech was clear with his message of hope and change, effectively communicated through a simple yet powerful narrative. Warren's speech, while more complex, clearly outlined her policy priorities and vision for change, making it accessible to a broad audience.

**Speaker's Credibility** - Both speakers established their credibility, Obama through his demeanor and previous achievements, and Warren through her law expertise and detailed policy knowledge.

**Emotional Appeal** - Emotional appeal was strong in Obama's speech, resonating with themes of hope and collective effort. Warren's speech appealed to a sense of urgency and justice concerning social and economic reform.

**Logical Structure** - Obama's speech followed a logical structure that highlighted his journey and vision, making it easy to follow. Warren used a problem-solving structure that effectively laid out the issues and her plans to address them.

According to our textbook, effective persuasive speeches should embody clarity, credibility, emotion, and logic—the pillars of persuasion (ethos, pathos, logos). Both speeches aligned well with these criteria:

Ethos (Credibility): Both speakers' backgrounds and demeanor bolstered their ethos.

Pathos (Emotional Appeal): Each speaker adeptly connects emotionally with their audience through different appeals.

Logos (Logical Structure): Their clear and logical arguments helped consolidate their messages and facilitate audience understanding.

However, discrepancies arose in the intensity of pathos used. Obama's speech was more emotionally charged than Warren's, which focused more on logos with detailed policy discussions. This difference illustrates a strategic use of rhetorical elements tailored to their audience and campaign goals.

### **Conclusion**

In conclusion, both speeches exemplify how different rhetorical strategies can be effectively employed in campaign speeches. The analysis reaffirms the principles outlined in our textbooks and provides a nuanced understanding of how context and audience can influence the strategic deployment of persuasive techniques.

### **Peer responses**

In addition to your original post, be sure to provide a meaningful response to at least two of your peers' posts by the end of the week. Discuss the persuasive elements described in your peers' posts in your responses to your peers. Do you agree with their assessments? Why or why not?

#### **Response 01**

I appreciate your detailed analysis of Obama's and Warren's speeches, particularly your breakdown of rhetorical strategies. Your points on their use of ethos and pathos resonate well with what we have learned about the pillars of persuasion. However, I wonder if considering the audience's expectations might also affect the emotional intensity of each speech. For instance, Warren's focus on policy might have been a strategic choice to cater to an audience seeking substantive plans rather than emotional engagement. It is interesting to consider how audience expectations shape rhetorical approaches.

#### **Response 02**

According to the COM 205 Week 11 Discussion instructions, we are supposed to write two peer responses. I have addressed the given instructions in one response. Following these instructions, you can write your peer responses to the Week 11 Discussion without a hassle.

References

The Guardian. (2012, November 7). Barack Obama's victory speech – full text. *The Guardian*.

<https://www.theguardian.com/world/2012/nov/07/barack-obama-speech-full-text>

Warren. (2019). *Elizabeth Warren Speaks in New York City*.

<https://2020.elizabethwarren.com/nyc-speech>