

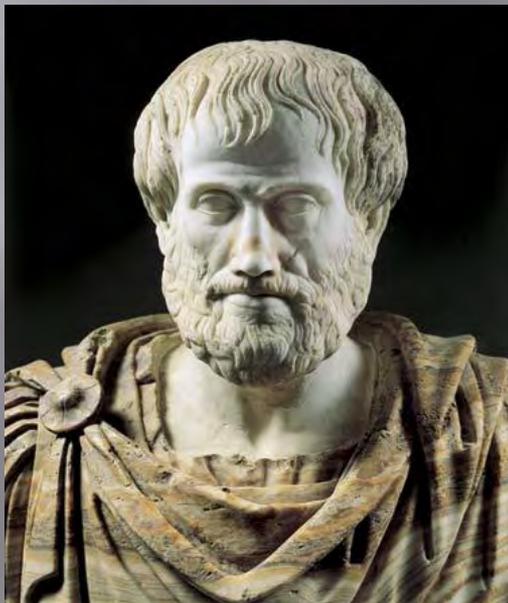
Obama's Rhetoric:

Rousing the Masses

Classical Rhetoric

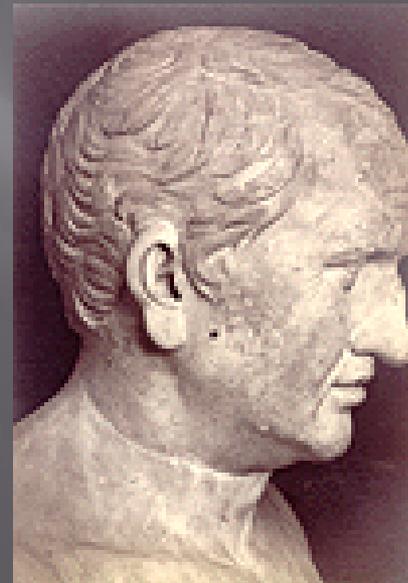
ARISTOTLE

The Rhetoric (322 BC)



CICERO

On Oratory (55 BC)



Rhetoric Defined by the Dictionary

- 1.(in writing or speech) the undue use of exaggeration or display; bombast. . . .
7. (in classical oratory) the art of influencing the thought and conduct of an audience.

THE ANTI- INTELLECTUAL PRESIDENCY



THE HISTORY OF PRESIDENTIAL HISTORY
FROM GEORGE WASHINGTON
TO GEORGE W. BUSH

ELVIN T. LIM

“The anti-intellectual President is certainly intelligent or at least crafty enough to recognize the political utility of publicly rejecting the ‘highfalutin’ ruminations of the intellectual and to affirm the soundness of ‘common sense.’”

Evin T Lim, The Anti-Intellectual Presidency: The Decline of Rhetoric from George Washington to George W. Bush. 2008

Herbert Hoover wrote his own speeches



Presidential Directives to Speechwriters

Richard Nixon: I prefer “truck driver language.”

Ronald Reagan: I want “muscular workaday prose”

Bill Clinton: “Make it more talky.”

Aristotle's Definition

Rhetoric is the “the faculty of discovering in any particular case all of the available means of persuasion.”

The Importance of Words



Obama with failed teleprompter



Three Ways of Forming or Changing Opinion According to Aristotle

- ▣ Ethos: The persuasive appeal that resides with the speaker (source creditability)
- ▣ Logos: The use of Logic and Reasoning to convince
- ▣ Pathos: The use of non-logical means to convince including emotional and esthetic appeals.

Ethos

- ▣ Natural Ethos: The Creditability the speaker has before the speech including physical appearance and reputation
- ▣ Acquired Ethos: The things the speaker does during the speech to increase his/her creditability

Ethos: Source Creditability



“He speaks in whole sentences. His body language gives the impression of relaxation. He listens.”

Richard Macksey,
Humanities Professor, John
Hopkins.

Logos: Use of Logic and Reason
to form or change belief.

“Eloquence is the essential
thing in a speech, not
information.”

Mark Twain

Pathos: The use of non-logical appeals—primarily emotional

Appeals to Tradition

The Rhetoric of Hope

Effective delivery style

Tricon-Grouping in threes



Anaphora: Use of the same words to begin a series of clauses



Epiphora: Use of the same words to end a series of clauses



Call and Respond



For More information

Evin T Lim, The Anti-Intellectual Presidency:
The Decline of Rhetoric from George
Washington to George W. Bush. 2008

Web site devoted to effective public speaking
<http://americanrhetoric.com/>

Speeches and remarks by Obama as President
[http://www.whitehouse.gov/briefing-
room/speeches-and-remarks](http://www.whitehouse.gov/briefing-room/speeches-and-remarks)