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Rhetorical Shifts in Barak Hussain Obama's Speeches Delivered Before and After the
Election from 2004 up to 2016: A Rhetorical Analysis.

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Approval Letter

This thesis is submitted to the Central Department of English, Tribhuvan University by Mr. Chet Prasad Sapkota entitled "Rhetorical Shifts in Barak Hussain Obama's Speeches Delivered Before and After the Election from 2004 up to 2016: A Rhetorical Analysis" has been approved by the undersigned members of the thesis Research Committee.

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Abstract

The focus of this thesis is in the tactful shifting of rhetorical devices-ethos, pathos, logos and kairos- embraced by the 44th president of the USA, Barak Hussein Obama. This project is important so as to help modern students know about the relevance of Aristotelian rhetoric in modern academic spectrum. The research approach adopted in this paper includes the Rhetorical Analysis. The findings from this research provide evidence that as a politician while having sojourning inside the country as well as outside the country; Obama becomes firm in being selective for the rhetorical devices in accordance with the situations and occasions. The conclusions, from this research are: the relevance of ancient rhetoric; the practicality of the rhetorical devices in a range of disciplines such as the academia, media; and so forth; and it stands as a sample for the modern students in the universities. This research ultimately recommends for the students, academicians, media-persons, professors, and so on to be more persuasive and analytical

Key words: *Obama's speeches, rhetoric; logos, pathos, ethos, and kairos*

Introduction

The American President Barak Husain Obama's tactful and more often eloquent usage of relevant devices of rhetoric: ethos- ethical appeal, pathos-emotional appeal, logos-logical appeal, and Kairos- occasional or circumstantial appeal- was certainly unique, convincing and motivating particularly for the American audience, and those audiences who observed and followed in media around the world in general.

I took the subject of rhetoric not only to bring Obama's rhetoric under sharp scrutiny for the sake of only certain interest and formality but also owing to the fact that the rhetoric is a part of writing. Thus, the amazingly emerging rhetoric in contemporary students and my own keen enthusiasm on it persuaded me to probe into Obama's seasonal usage of different rhetorical devices.

The inherently most tangible delineation of this thesis happens to be the successful incorporations of rhetorical mighty tools while contending for the Senate of the USA, and flamboyant speeches during his subsequent state visits to different regions of the world. Specially, running for the public post in the American societies- the societies which are considered to be divided and impeded by the stereotypical stains of color. The use of rhetorical devices is a tough job for everyone and obviously Obama cannot be an exceptional. This argument comes along with most relevant reasoning owing to the facts- the fact that Obama has the African-American Legacy, and had presented himself as the stronger candidate for the Senate earlier and as the president later amidst the skepticisms despite the unlike origin and orientation.

The prospect of using Aristotelian components of rhetoric seems to be relevant as the rhetorical devices have incredible power to infuse the emotions of the audiences not only for the political campaign, but also for the academic spectrum and

media dimensions to be persuasive and convincing. Knowing its significances, Obama, in all the places he travelled as a statesman brilliantly selects and uses the rhetorical tools for convincing and persuading most audiences who observe. Especially, Obama uses the syllogism and enthymeme as the rhetorical tools to persuade his audiences

Barak Hussein Obama is the forty-fourth president of the USA (January 20, 2009 to January 20, 2017) and previously he contributed a lot being a civil rights attorney and professor, and taught constitutional law at the University of Chicago Law School from 1992 to 2004. Obama represented the 13th District for three terms in the Illinois Senate from 1997 to 2004, when he ran for the U.S. Senate. He received national attention in 2004 with his unexpected and unprecedented victory. Mostly Obama credentials for his usage of rhetorical tools to trick people into believing him.

Rhetoric means an art of discourse in which the speaker asserts as much as possible his or her endeavors to inform, persuade and motivate the audiences the audiences to believe and convince his statements. Though generally it is considered as empty talk or something to cheat or deceive the people, but in the academic term it is taken as a persuasive and convincing tool. It is believed that Aristotle, twenty five hundred years ago, discovered three devices; logos, a device used in argument based on reasons and facts; pathos, another device taken in rhetoric as a means to create an argument sustainable from the heart; and ethos, an instrument that carries the credibility, trustworthiness and authenticity while presenting his or her argument before the audiences to appeal them by which we assume that the rhetoric as a means to provide the trajectories of understanding, discovering, and developing arguments for particular occasions.

Thus, the constant usages of concise elements of rhetoric appear to be

different according to the circumstances or the particular occasions, i.e. during 2004 he happens to use logos and pathos more dominantly. Likewise, in Westminster Hall, he emphasizes upon logos, in Cairo, he uses logos and pathos successfully, in Japan he focused on the pathos, and in Cuba logos appears to be more emphatic. Despite these claims, having all the state visits including the earlier nomination for US senate he possesses the credibility, authenticity and trustworthiness indeed.

This thesis argues that the selective and often seasonal oscillation between the different aspects of rhetoric enhances him to be the US Senate and finally the president of the USA. It takes Jeffry Walker and Mark Garrett Longaker's Rhetorical Analysis as a methodology in order to investigate all the selected speeches delivered by Obama while running for the US senate from Illinois in 2004 presenting before National Democratic Convention, and during his incumbencies up to concluding time of his second tenure in 2017 moving in different places; Cairo, United Kingdom at Westminster Hall, Cuba and Japan. He chooses the spectacular rhetorical tools to convince and persuade the people and appears to be enthusiastic, humble and energetic before the people he meets. He motivates all the people to have a hope and optimism amidst the turbulences and adversities. He mainly seeks for the supportive shoulders of the UK government in strengthening their alliance in order to maintain their collective power across the globe.

Similarly, he certainly comes up as the African-American President breaking the skepticism and accusation on the American institutional mechanism because people had previously misconception that they ought to think that white and only Native American could be elected as the President and which was as if taken for granted. Thus, so as to make them believe he uses all rhetorical devices such as ethos, pathos, logos and Kairos successfully. So, the mission of this paper goes in to the

depth of contemporary political rhetoric used by Obama in his speeches in which he uses all rhetorical devices successfully which makes him extraordinary president of the USA, 44th president of the USA.

The flamboyant use of rhetorical tool starts from the Democratic National Convention from 2004 in which he elevates himself from the Senate of Illinois up to the Senate of US dramatically for which Obama uses personal story and personal history and incredibly presents the American genius which enables him to be elected as the president. It is considered that his catchy-speech of 2004 in Democratic National Convention, propelled him to the culmination of the success as the President of the USA

Furthermore, he steps in Egypt, Cairo on June 4, 2009 for addressing Muslim world claiming this opportunity as the New Beginning where he presents solemnly and generously stating that the US Government never and ever fights with Islam instead imposes might to dismantle any brand of terrorism in the name of religion or other faith which has been used against humanity. Likewise, his visit to the UK -on May 25, 2011- left the remarkable impressions among the people of both countries- the USA and the UK. Firstly, he focuses on the necessity of working together to bolster the international relation with the alliance they have made over the century. Secondly, he emphasizes on the responsibility of their alliance against the counterpart alliance which is obviously leaded by Russia not only for the economic reason but also for the military expansion too. That's why he succeeds in getting international support to fight terrorism.

Obama's travelling continues in Cuba- on March 22-2016 as well where he substantiates the reasonable differences the USA and Cuban government have, for instance, their culture, language, heritages and so on and particularly he insists upon

the collaboration for the welfare of the people of both government despite the fact that they differ from one another in terms of culture, language, heritage, and most importantly their own system of government in which Cuba is a communist country and the USA is a democratic country.

Then another historic visit happens to be in Japan in May 27-2016 where he along with his counterpart, Shinzo Abe where at the beginning, they offered the wreath or the garland together for honoring those who lost lives during the Second World War and embraces with the victims of the atomic bomb dropped almost 71 years ago on August 6, 1945. He does not feel sorry for the unleashing action of his predecessor instead he asserts by twisting the horrible past that they must make the world out of atomic bomb where the process of reasoning and convincing fervently becomes a technique of Obama to heal the emotional cracks of the people of Japan.

Though many journalists, political pundits, and academic professionals talked a lot about the rhetoric and its implications in those speeches, this project critically evaluates the Aristotelian rhetoric and its components. Surprisingly, Obama carefully takes wise steps to arouse the emotions of the people using sort of logics; personal stories, the history of his grandparents, their perseverance and hard works. He also uses another ingredient of rhetoric, the pathos to arouse emotion. Most importantly his post or the position inextricably incorporates the ethical parts because of the fact that he is the Senate of one of the states, Illinois during the Democratic National Convention and the president of the USA while moving around the world as statesman. So, he has the credibility and trustworthiness of deserving to talk and share the ideas in all those places. That's why his presidential post admittedly plays the greatest role of ethical credibility, for he has vested rights to speak the truths, reveal

the secrets, convince the people, disseminate the information, and declare the American foreign policies and so forth.

Therefore, this thesis basically the components of rhetoric taken as mighty source of energy by the 44th US president to make the people believe that he seems to be worth of leading and transforming the country and to assure the audiences he meets around the world that he really represents the institutional power of the USA and can put into the test whatever he claims and pledges before those audiences, for example, with the Muslim communities, people of the the UK, Cuba and Japan. This thesis identifies all the implications of rhetorical devices taken into account by the president according to the places, audiences, and the relevancy as well. Furthermore, it evaluates the devices whether they work collectively or individually based on the places. It again explores the inherent and embedded meaning behind such tricks collaborated into making people believe, and it recommends for the contemporary students, academician, educationist, and media professionals to be more persuasive and analytical help them use the rhetorical aspects indispensable part of the academic writings, media coverage and so on.

The waves of overwhelming popularity, personality, the quality of persuasion, the technique of catching the attention of mass and so on are at the center for many writers, academicians and scholars on the political rising of Obama since 2004 to 2016. Many professors, writers and political pundits- those who analyze the politics everyday- talk on Obama's use of different method for persuasion in political campaign. For instance, at the time of Democratic National Convention in 2004, he uses the rhetoric of hope causing the sense of optimism while addressing in 2004. Associate professors Mark Lawrence and Roger McPhail affirm:

I am defining rhetoric of hope as the use of symbols to get Americans to care about this country, to want to believe in this country, to regain hope and faith in this country, and to believe that we are more alike than we are different with a common destiny and a core set of values. Rhetoric of hope also entails an important persuasive campaign. Senator Obama really wants more people to participate in the political process and ultimately to vote for him. (123)

Obama's words demonstrate that Obama looks capable of flourishing the hope among the diversified people in America since 2004. Obama is capable of installing optimism in the people making them believe in what he projects. Assistant professor Atwater Deborah F. conforms in his article:

He asks his fellow Americans, Democrats, Republicans, and Independents to work on this dream to make it a reality for everyone. He further discusses a series of stories of people that he has met in small and big cities around the country to give the immediate audience at the convention and, more importantly, the rest of the country a sense of belonging to a broader inclusive community. (124)

It means that Obama seeks his audience to believe that he stands for the whole country and all people. It is ethically appealing to a larger extent since he is presenting as the one who leads the country. Obama contests for the election at a time people almost have lost the hope, integrity, religious tolerance and so on. It is Kairos or the situational appeal in which he rises as if he knits the thread of unification while people are divided in terms of political ideology, race and religion in America. He promises before desperate people that he would serve all the people not only who go and vote for him but for all. Associate Professor at Medicine, and Harvard Medical School, David A. Frank illustrates "[u]ltimately, Obama's speech may open up the

possibility of an authentic dialogue about race, and provide the narrative necessary for multiracial coalitions and the contact of minds necessary for progressive change. It does so using a strategy of consilience in order to achieve reconciliation and coherence"(10).

Obama definitely tries to win the heart of the people by advocating possibilities American can achieve collectively. Obama addresses as if to unite all the people from different backgrounds. American novelist, speechwriter and teacher Robert Lehrman conforms:

Obama was totally unknown in 2004 people were saying I do not know who this guy is wonder why they picked him....next thing he said about his grandfather who fought in World War to is GI Bill and settled in Kansas so white people could say Oh he is just like us! There are three things that Obama does that makes Obama's speech effective he wants concrete details, he likes story and he loves antithesis.

Here, Obama's reveals his potentialities in 2004 that marked his political career, for he depicted himself as the common American who has no different history and story and he often refers the American values and assumption where American ingredients are granted for everyone irrespective of race, religion. He brings the quotations of Thomas Jefferson, Abraham Lincoln and other references to establish logos in his speeches. He reinstates the statements almost in all places, "[a]ll men are created equal" from the Declaration of Independence in order to claim that America has a door of opportunity for all. Similarly, Obama wants to make all audiences to believe that American democracy treats all people equally that's why he became the president of the USA even he belongs to African- American Community.

It seems that most researchers focused upon the specific moment, Democratic Convention in 2004. Many argue about whether the audiences are impacted or not and whether Obama holds the attentions of the people by intriguing them to help him elect. They do not probe into the elements of rhetoric whether Obama uses those tools according to the time, place and the audience. Those commentators share the ideas based on only the one speech of 2004 and they almost believe that Obama has the oratory to inform the people, guide the people and to be connected with the people in the USA.

However, this thesis shows the departure from other researches because this research does not only analyze one speech of particular moment, but further scrutinizes occasional speeches he has given in different countries. This thesis argues that not only Obama uses the oratory skill to deliver the speech but also he selects the elements of rhetoric; logos, pathos, and ethos, according to the occasions where he uses one or two mode dominantly than in other places, and it differ from place to place. It reflects the wisely selection of device to help people assume that he deserves to carry the institutional power of the USA inside the country as well as to represent it to across the world.

Barak Obama has African legacy, cultural background of Kenya and belongs to the African-American community, but he competed in the contestant of nomination in presidential election in the USA. He won the hearts of the immigrants, marginalized communities. What rhetorical strategies does he use in his speeches? This research paper examines whether his oratory skill helps him be elected and shape his name and fame across the world and whether Obama uses the rhetorical dives; ethos, pathos, logos and kairos collectively or individually.

Obama seems to be ethically credible as he has been the senator as well as the

president of America. As long as he is the legitimate Senate as well as the president of America; the ethos, the credibility and trustworthiness, comes together as inseparable attribution in all places: America, in Democratic Convention, Cairo, UK, Cuba, and Japan so as to represent his position. Interestingly, the urgent occasion or the situation in all places occurs as soon as he stands as the one who delivers the message, motivates the people and convinces them to act as he wants to have them do it.

This thesis incorporates ethos, pathos, logos and kairos to analyze Obama's speech and it examines the elements used in Obama's speeches from the perspective of rhetorical analysis. Moreover, it helps the reader to be more analytic, persuasive and argumentative too.

Hence, it is obvious that in rhetorical situation all devices come together it means for the rhetorical persuasion, all rhetorical elements come together. As Jaffrey Walker and Garrett Longaker concur, "[a]ll these things are interrelated: the rhetor's message, audience and delivery; the audience's interpretation and response, and the circumstances within which this all happens" (7). It allows us to think that the rhetor, discourse, audience and circumstance come as a single entity which enhances the actual persuasion in any argument.

The discussion starts from the textual analysis of the speech of 2004 when Obama holds the media attention which is one of the most rhetorical speeches of Obama throughout his political career. It is considered to be the moment which elevated him for the post of the President in America. He delivers the lucrative speech so compelling and convincing in the Democratic Convention where he seems to be humble and solemn before the Americans and intended to touch the feelings of the people so that they would help him be in a position to be elected for the US Senate, however, he becomes luckily to be at the center of Political discussions around the

informal tea-table talk, academic discussion in the academic institutions as well as the cover news feeding stuff for the media too.

Specially, he catches the heart of the people by using the sort of pathos, emotional appealing technique and it does not mean he does not use other tools, but for the US senate to be elected he presents himself as the common American having no different story than they have. Mostly, people are emotionally appealed knowing his story. Obama starts, at the beginning in Democratic National Convention in 2004, with own personal story:

Tonight is a particular honor for me because, let's face it; my presence on this stage is pretty unlikely. My father was a foreign student, born and raised in a small village in Kenya. He grew up herding goats, went to school in a tin-roof shack. His father, my grandfather, was a cook, a domestic servant. But my grandfather had larger dreams for his son. Through hard work and perseverance my father got a scholarship to study in a magical place: America, which stood as a beacon of freedom and opportunity to so many who had come before. (C-SPAN: Barack Obama Speech at 2004 DNC Convention 1:16)

Obama brings his personal story which is a fact in order to address the people which actually help all the people assume that Obama has the similar story whose ancestors came into the territory in search of opportunity. It is appealing for the larger masses who still are immigrants from around the world. Obama creates that imagery which is likely to affect the emotion of the people in appealing way. Then he again states so straightly, "[t]hey would give me an African name, Barack, or blessed, believing that in a tolerant America your name is no barrier to success. They imagined me going to the best schools in the land, even though they weren't rich, because in a generous

America you don't have to be rich to achieve your potential." (C-SPAN: Barack Obama Speech at 2004 DNC Convention 3:01)

The statement has created certain image in the heart of the people specially who have the African background and are the tolerant among the people. The above mentioned statement stimulated the emotion in the heart of the people. American novelist, commentator, Robert Lehrman conforms for Obama's usages of technique:

Obama was totally unknown in 2004 people were saying I do not know who this guy is wonder why they picked him, next thing he said about his grandfather who fought in World War to is GI Bill and settled in Kansas so white people could say Oh he is just like us! There are three things that Obama does that makes Obama's speech effective he wants concrete details, he likes story and he loves antithesis. (The Speech that Made Obama President 0:25)

Obama fixes his story in convincing way making people believe in what he tells. As a sojourner his grandfather came there and settled in the Hawaii state Africa where he signals the accepted notions for all summed up in the Declaration of Independence by Thomas Jefferson. Obama recalls, "[w]e hold these truths to be self-evident, that all men are created equal that they are endowed by their Creator with certain inalienable rights that among these are life, liberty and the pursuit of happiness" (C-SPAN: Barack Obama Speech at 2004 DNC Convention 4:26). This statement enshrined in the American history allows all American to follow the genius of America. Obama appealingly connects his story with the Americans as the US Political Correspondent for the London Observer Michael A. Cohen believes, "[w]hat makes a great political speak is if you somehow unfold your story in to the larger American story" (The Speech that Made Obama President 0:25). This is what exactly Obama does in the speech.

Then, he imposes successfully one of the devices- pathos through poetic language and appealing image to solve the existing misunderstanding about educating small kids. He reveals that the parents are only the true ones to teach the kids. He insists, " [go] into any inner city neighborhood and folks will tell you that government alone can't teach kids to learn. They know that parents have to teach, that children can't achieve unless we raise their expectations and turn off the television sets and eradicate the slander that says a black youth with a book is acting white" (C-SPAN: Barack Obama Speech at 2004 DNC Convention 6:58). It expresses the strongest emotional feelings owing to the imagery he has created while in the USA a television displays an advertisement which mocks like a black youth with a book acting white. Probably it pokes the hearts of all who understands the feelings of human beings. Therefore, he tries to evoke the feeling of black people and to cause them to think upon teaching their children about the good traits accepted for all. The pathos is dominant henceforth. Mark Garrett Longaker and Jeffrey Walker claims, "[p]athos is the emotion of the audiences the mood or feeling motivates the audience to believe or do something. It is often said that pathos- desire, fear, anger, love and so on-moves a person to take action" (46). The statements pointed out by Obama regarding the slander language broadcasting in Media certainly creates somehow sort of emotion in the audience.

Again it continues to be more emphatic in terms of pathos- emotions from the hearts while Obama roars with the poetic language which shapes the totally certain image in the mind of the people. As a politician, Obama asserts:

Then we send our young men and women into harm's way, we have a solemn obligation not to fudge the numbers or shade the truth about why they're going, to care for their families while they're gone, to tend to the soldiers upon

their return, and to never ever go to war without enough troops to win the war, secure the peace, and earn the respect of the world. (C-SPAN: Barack Obama Speech at 2004 DNC Convention 10:44)

It shatters the emotion while talking about the war, particularly the situation of war, the reason behind sending American soldiers, in his word to secure the peace and earn the respect from the world. It is catchy that prints the image in the audiences because he wants to be fair and impartial about the truths while sending the troops in the war, and shares the obligations they have as a nation. Similarly, Obama comes up with another appealing statement:

If there's a child on the south side of Chicago who can't read, that matters to me, even if it's not my child. If there's a senior citizen somewhere who can't pay for her prescription and has to choose between medicine and the rent that makes my life poorer, even if it's not my grandmother. If there's an Arab American family being rounded up without benefit of an attorney or due process that threatens my civil liberties. (C-SPAN: Barack Obama Speech at 2004 DNC Convention 12:5)

Obama succeeds in talking the serious issues of day to day lives in America in which he tries to convince that he is the care-taker of all people from child to the old people. Saying it, he anticipates that the audience would believe him as a true leader of the country. His selection of the narratives or anecdotes of the child, senior citizens and Arab- American sparkles the feelings of all immigrants as well as the Native Americans. The American professors Andrea A. Lunsford and John J. Ruszkiewicz assumes, "[w]hen writer and speakers can find the words and images to evoke certain emotion, they might also move the audiences to sympathize with the idea they connect to those feelings (49). This is what actually happens with Obama while

addressing the larger mass in Democratic Convention. There he does not solely present himself as a leader but as a caretaker of all Americans. Then he calls for the unity amidst the psychological barriers created among the people as White American and Black American.

Obama adjures straightaway, "[i] say to them tonight, there's not a liberal America and a conservative America - there's the United States of America. There's not a black America and white America and Latino America and Asian America; there's the United States of America" (C-SPAN: Barack Obama Speech at 2004 DNC Convention 13:18). Now, his focus seems to be more commanding as a leader so as to stop the people polarizing based on the territory, the color and the place they are originated. An Associate Professor of Media, Culture, and Communication at New York University, Charlton McIlwain clarifies, "[g]oing in this speech we have had four years of Georg Bush we felt as a country like we have grown apart" (The Speech that Made Obama President 1:36). Suddenly his approach for the US Senate is likely to be what really people want him to be. He further warns, "[t]he pundits like to slice-and-dice our country into Red States and Blue States; Red States for Republicans, Blue States for Democrats. We are one people; all of us pledging allegiance to the stars and stripes, all of us defending the United States of America" (C-SPAN: Barack Obama Speech at 2004 DNC Convention 13:39). The image of stars and stripes belongs to the flags of America and he consolidates the division and again reaffirms. It allows us to pursue our individual dreams, yet still come together as a single American family he reminds, "[e] pluribus unum, out of many, one"(C-SPAN: Barack Obama Speech at 2004 DNC Convention 12:59). It indicates the collective unification of all states into one. By saying this he intends to call for the unity among the states. Furthermore, Obama opens the options whether to choose the politics of optimism or

pessimism. He presents John Kerry for the optimistic world, "[i]n the end, that's what this election is about. Do we participate in a politics of cynicism or a politics of hope? John Kerry calls on us to hope" (C-SPAN: Barack Obama Speech at 2004 DNC Convention 14:34). Here, his persistent effort into bringing hope among the people becomes the example for the American people. He allows the people to choose the audacity of hope for which he insists:

It's the hope of slaves sitting around a fire singing freedom songs; the hope of immigrants setting out for distant shores; the hope of a young naval lieutenant bravely patrolling the Mekong Delta; the hope of a millworker's son who dares to defy the odds, the hope of a skinny kid with a funny name who believes that America has a place for him, too. (C-SPAN: Barack Obama Speech at 2004 DNC Convention (C-SPAN: Barack Obama Speech at 2004 DNC Convention 15:09)

Deborah F. Atwater, Professor of the USA reveals, "[A] rhetoric of hope also entails an important persuasion campaign. Senator Obama really wants more people to participate in the political process and ultimately to vote for him" (123). While hearing his speech and analyzing the words such as the skinny kids, millworkers and so on he presents himself for the all Americans which are ultimately persuasive and convincing. Thus, substantially the ultimate might for Obama means the pathos in 2004.

Next subsequent state visit after being elected as the President of the USA ensues to Cairo on June 4, 2009. It is selected, for it is one of the best according to the rhetorical point of view in which logos- argument based on facts and reason- seems to be more powerful than other elements. Obama moves to Cairo to reach Islamic World where he adroitly and often concisely presents himself as the friend of Muslim

Community having long rooted family background and asserts the stance of America for all religious faith as democratically favorable once and for all. Obama assures taking the slogans of Holi Koran, "[a]s the Holy Koran tells us-be conscious of God and speak always the truth" (President Obama Speech to Muslim World in Cairo 2:02). It shows how clever he appears there owing to the fact that the most audiences belong to the Muslim world. He swears as if he would talk the truth.

Associate Professor of International Islamic University Malaysia, Haja Mohideen Bin Mohamed Ali wraps up his analysis concluding:

The speech appeared to give the impression that Americans, now have a president who would not be largely Eurocentric, a president who can emphasize with the problem of Muslims in countries where they live as a majority community or as a minority. Here is an American leader who has personal experience of Islam and its followers to deal with them in ways they understand. His speech then must have given a sense of optimism for Muslims. (5)

Obama's precious speech over there spins around five basic but important contemporary issues: violent extremism, nuclear weapons in the Middle East, democracy, religious freedom, women's rights and economic development and opportunity and so on. Editorial Board New York Times claims, "[a]merica's image and reputation took a beating during the Bush years — among Muslims, but also in the wider international community, many people; Muslim and non-Muslim alike are receptive to President Obama's gestures; rhetoric and personal story" (14). Obama concerns in the issues of and relation with Muslim which was cracked during the tenure of his predecessor-Bush who was almost thick-skinned towards Muslim Communities. For the successful administration, Obama consoles the tension between

US and Islam World substantively that imprinted his political career as historic and significant in maintaining political discourse around the world.

Obama in his long speech in Cairo attempts to convince the Islamic world about the role of USA towards Islam and he strolls across many issues – tradition, modern life, democratic values and assumptions, rights and personal choices and so on. He reveals the historic necessity of confronting with extremist ideology of Muslim substantiating the evidences of murders, kidnap, rape as a means of war and brutal attack imposed by Islamic minorities. He is conscious about articulating issues regarding the hostility between West and Islam world and he insists upon the tradition of particular communities too. At first Obama greets them saying, “[a]ssalaamu Alaykum” (President Obama Speech to Muslim World in Cairo 4:02). He begins his speech presenting himself as if he respects the Islam religion. At the same time he exposes the tension between USA and Islamic World in terms of tradition as the modernity brought Islamic world to view the West as hostile. Obama accepts, “[t]he sweeping change brought by modernity and globalization led many Muslim to view the West as hostile to the tradition of Islam” (President Obama Speech to Muslim World in Cairo 10:20). And very carefully he places, before them the tussle and conflict between USA and Islamic extremity, the attacks of September 11, 2001. This reference of incident compels the spectators and readers to feel the images of twin tower attack by the Islamic State.

Obama meticulously snatches the attention of the people by using their own language, admiring their own culture and social values. Obama refers factually, “[n] signing the Treaty of Tripoli in 1796, our second President, John Adams, wrote, The United States has in itself no character of enmity against the laws, religion or tranquility of Muslims” (President Obama Speech to Muslim World in Cairo

15:12).Grossly it suggests-in his view- the USA never had and will have any biased treatment for the people instead will respect the people regardless of all possible wedges that would divide the people. He mentions it for the cooperation between USA and Islam World. His insistence is for the ideology of staying together despite the difference they have. He talks a lot and emphasizes on the mutual partnership. He exposes the event in order to support the American move to control violence and extremism,"[a]l Qaeda killed nearly 3,000 people on that day, the victims were innocent men, women and children from America and many other nations who had done nothing to harm anybody"(President Obama Speech to Muslim World in Cairo 21:40). This is the statistic data which is linked to logical appeal, taken in to account by Obama which makes people to believe in the reliable information. Linda refers what Aristotle called the evidence and facts, "[h]e divided the proof based on facts and reason into two kinds: inartistic appeals- facts, clues, statistic, testimonies, witness and those based upon reason and common sense-artistic appeal (42)". Thus the number of people died in the Twin-tower attack reminds the pathetic moment. By the way he wants them to indulge those moments and to internalize them as brutal fact. He acknowledges the facts the Muslim communities have contributed:

It was innovation in Muslim communities that developed the order of algebra; our magnetic compass and tools of navigation; our mastery of pens and printing; our understanding of how disease spreads and how can it be healed. Islamic culture has given us majestic arches and soaring spires, time less poetry cherished music; elegant calligraphy and place of peaceful contemplation. (President Obama Speech to Muslim World in Cairo 25:42)

Here, Obama gives credit for Muslim communities for their contribution for scientific upliftment. Once Charles Taylor proffers for the recognition and states, “[m]y own

identity crucially depends on my dialogical relations with others” (24). It is what Obama uses in his speech by presenting himself knowing the existence of other. That makes him receive nods of people over there in Cairo.

Obama goes in Cairo not for the people living in his country but in to the different land of mysterious people owing to their different way of living. He becomes conscious about what those people expects and are coming for. Likewise, Obama scrutinizes every issue rabble rousing between Muslim communities and the USA. Knowing it, Obama pin points the terror attack of 9\11. He talks frequently about the diabolic twin tower attack by Islamic State.

Obama uses religion as the means of convincing the mass at Cairo which means that he takes the help of pathos over there. Spinning around the religious conviction and beliefs, he gives his speech touching the various issues for the culmination of new beginning- confrontation with violent extremism; situation between Israelis, Palestinians and the Arab World; on nuclear weapons; on democracy; religious freedom; women’s rights and economic development and opportunity. For these issues he emphasizes in the new beginning many terms and conditions mainly for human rights and democracy. He captures the attention of the Muslim people in Cairo where the circumstance is that there are the delegates gathered from all the Islamic countries.

The factual Kairos seems to be that the moment and occasion- the time the USA and the Islamic world have been in misunderstanding whether the USA wages war against Islam or the extremism. The congress in Cairo from the Islamic countries allows him to talk and evade the doubts. Hence, presenting before all Islamic communities is important. That’s why he ardently talks and shares the reasons where Obama remains conscious and gives the historic references such as the Treaty of

Tripoli, The Road Map For Peace, Arab Peace initiatives, Non –Proliferation Treaty, Alliances of Civilizations, Islamic Conference in pressuring Muslim Communities to be chained under the claws of rules and he lets them feel to comply with the obligation to follow what they have compromised before. Moreover, to add extra flavor in his speech, he offers the religious preaching, statements of Jefferson and forth so as to convince the people. Now and again he takes the example of USA that there Muslim-seven million Muslim, are getting rights to education better than average American people. He brings the statistics to make them believe him. He appears Cairo to erase the blame for America- the blame of being against Muslim communities since so long. He claims, “[m]oreover freedom in America is indivisible from the freedom to practice one’s religion. That is why a mosque in every state in our union and over 1,200 mosques within our borders” (President Obama Speech to Muslim World in Cairo 35:40). He wants to be presenting himself as loyal to all religion.

Obama spends time in talking specific seven issues elaborating them for the grave-necessity of a new beginning. He revolves around the tensions and conflicts in Arab world and he defends his predecessors too to some extent. Regarding, Iraq war, imposed by USA using its veto power he says, “Iraq was a war of choice that provoked strong differences in my country and around the world, Although, I believe that the Iraqi people are ultimately better off without the tyranny of Saddam Hussein.

Additionally, he talks about the relation with Iran, “[a]nd any nation -- including Iran -- should have the right to access peaceful nuclear power if it complies with its responsibilities under the nuclear Non-Proliferation Treaty” (President Obama Speech to Muslim World in Cairo 42:21). It plays convincing reasoning that if any nations abide by the international rule of law than they can have the weapon.

The speech seeks all self-defending aspects and it excludes the opponent's hell-raising questions not only outside the USA but within his own country. Rejecting the network of US administration on war, Noam Chomsky with annoyance, rebukes the US accuses, "[W]ashington waged its 'war on terrorism' by creating an international terror network of unprecedented scale, and employing it worldwide with lethal and long-lasting effects" (4). Obama does not talk about the destruction of war instigated by US around the world in the name of democratization. But in order to end war in Israel, Syria, Afghanistan, Pakistan and so on, he does not speak clear cut ideas as US has the responsibility of loss of war. British Israel historian Avi Shlaim finds the resolution on Israel-Palestine war saying, "[o]nly America can break the deadlock in Israeli politics. If America does not; no one else will" (11). Instead of inclining towards the end of war, Obama tries hard to substantiate the role of America to maintain peace by dismantling terrorist network around the world.

Obama in Cairo, talks in favor of women- their persona choice, desire and aspiration; their clothing and way of living. It seems that Obama tilts to entice the mass by hook and crook. He interestingly presents the well scripted logical statement regarding human rights, democracy and so forth. He finds the traditional and religious preaching for orchestrating his speech fruitfully knowing that Islamic people are more traditional and conservative. Obama holds Kairos strongly. At the same time Obama persistently attacks the extremist ideology-the ideology of al-Qaeda, Taliban and so on which extremists are sullenly skulked into the peaceful world to dismantle its patterns. He conforms, "[w]e reject the same thing that people of all faiths reject: the killing of innocent men, women and children" (President Obama Speech to Muslim World in Cairo 46:35). It appears to be touchy and reasonable for him being the President of USA. And he dreams of isolating extremist group persisting, "[t]he

sooner the extremists are isolated and unwelcome in Muslim communities, the sooner we will be safer” (187). Meanwhile, he statistically oozes the data that his plan to invest \$1.5 billion each year over the five years to partner with Pakistan to build school and hospitals, roads and business and to help the millions of displaced; his plan to invest in Afghanistan \$2.8 billion for the economic development to deliver the service for the people. It shows his tactful coherence of facts and evidence to skip away the doubt dispersed against the USA.

However, rejecting the network of the US administration on war, Noam Chomsky with consternation, rebukes US, “Washington waged its ‘war on terrorism’ by creating an international terror network of unprecedented scale, and employing it worldwide with lethal and long-lasting effects” (4). Obama does not talk intentionally so as to stop the magnified feeling of the people that would be fuelled with anger and distress owing to the fact that destruction of war indirectly was instigated by US around the world in the name of democratization. But in order to end war in Israel, Syria, Afghanistan, Pakistan and so on, he does not speak clear cut ideas as US has the responsibility of loss of war. British Israel historian Avi Shlaim finds the resolution on Israel-Palestine war saying, “[o]nly America can break the deadlock in Israeli politics. If America does not, no one else will” (11). Instead of inclining towards the end of war, Obama tries hard to substantiate US’s role on terrorism.

Thirdly, his state visit continues to the UK, on May 25, 2011. He delivers his speech before the members of the parliament in Westminster Hall and there too he happens to use the device logos- the logical argumentation- while assuring them to work together to maintain their influence in the world. He talks several of issues- the relation they have shared, the responsibility they have, the history of shared ideology and so on.

At the beginning, he presents his credibility and argument based on degree,"[i] come here today to reaffirm one of the oldest and strongest alliances the world has ever known" (President Obama Addresses the British Parliament 4:30). Now as the orator or the rhetor to have an opportunity to address before the members of the Parliament he starts to establish his ethos as the president of the USA at which the members of the parliament would be motivated owing to the fact that Obama declares their bond and alliance as the superlative institution in the world-namely the oldest and strongest. Now he turns to the historical facts belonging to their countries, he admits:

[c]enturies ago, when kings, emperors, and warlords reigned over much of the world, it was the English who first spelled out the rights and liberties of man in the Magna Carta. It was here in this very hall, where the rule of law first developed; courts were established; disputes were settled, and citizens came to petition their leaders. (President Obama Addresses the British Parliament 10:17)

Here in this argument he brings the logical reasoning using the the actual facts-reliable information- such as the emperors, the English which means the people of the England and Magna Carta which is known as the first democratic constitution for the people in the world granting the rights for the people issues on 15 June, 1215; by King John. He gives the credit bluntly and it works as both professors Andrea and John believes, "...[t]hey make strong arguments, especially when readers believe they come from honest sources" (82). As a rhetor Obama oscillates between many issues. He reasserts, "[a]s Winston Churchill said, the "...Magna Carta, the Bill of Rights, the Habeas Corpus, trial by jury, and English common law find their most famous expression in the American Declaration of Independence" (President Obama

Addresses the British Parliament 8:32).He deliberately extols the contribution of those movements in his own country presenting the historical facts which is ultimately catchy and believable.

Similarly, he substantiates the action that their alliance as NATO, The North Atlantic Treaty Organization, they have taken in the world in maintaining peace, for example in Afghanistan and Iraq. He restores,"[a]fter years of conflict, the United States has removed 100,000 troops from Iraq, the United Kingdom has removed its forces, and our combat mission has ended" (President Obama Addresses the British Parliament 9:17). The factual statistical data about the troops is presented and it somehow lets people believe that if the president promises about removing troops from those countries they have deported since long, they will see in substance. He extends his speech,"[a]nd nearly 10 years after 9/11, we have disrupted terrorist networks and dealt al Qaeda a huge blow by killing its leader -- Osama bin Laden" (President Obama Addresses the British Parliament 10:47). It is something that happened in the past and actually horrific incident. It is sort of direct argumentation as Walker and Longaker assert,"[l]ogos is the reasoning itself- in direct argumentation, it is the stated reason or reasons or evidence given in support of a conclusion" (47). Presumably he hints that had there not been the conflict ended, they would have not left those countries. And the killing of Osama bin Laden is justified as it is directly connected with the factual history of 9/11.

He revolved around the particular relation between the USA and the UK where Obama despite the fact that they had bitter understanding along the way, insisted upon the strongest alliance to have stronghold and fortified negotiation. BBC's deputy political editor, James Landale generates meaningful and supporting analysis in BBC:

The president's first substantive point the world is at a "pivotal moment".

There's been a "difficult decade" but troops are leaving Iraq, Afghanistan is in transition and the fight against al-Qaeda has been dealt a huge blow. But there is now a new international order. And it is one with new challenges that still requires leadership from the "indispensable" alliance between the US and the UK. We remain, he says, "the greatest catalyst for global action (11).

The insistence upon mutual work with UK means huge importance for USA owing to the severely divided world in two super powers; US and Russia. In his visit and speech Obama tries to reaffirms their relation, assumes to have plane for future into taking action against Islamic Extremism, and seeks hands to reduce global warming and so on. He looks for those audiences to believe that the UK and the USA only stand for justice.

Again, he relentlessly insists upon working together. For this to happen he contrives to appeal logically now and again. Specially, he uses the enthymeme technique of reasoning. He justifies their action-war against extremism referring, "[o]ur two nations know what it is to confront evil in the world. Hitler's armies would not have stopped their killing had we not fought them on the beaches and the landing grounds; in the fields and on the streets" (President Obama Addresses the British Parliament 11:51). Here, Obama assumes that it's their aligned forces which only could dismantle the terrorist network and stop the mass killing pointing the example of Hitler. Again he adds, "[p]recisely because we are willing to bear its burden, we know well the cost of war. That is why we built an Alliance that was strong enough to defend this continent while deterring our enemies" (President Obama Addresses the British Parliament 14:16). It sets obvious claim that they only can fight the evil because they are against the civilians. Their claim, in this argument

has the warrant that their alliance has the responsibility of it.

In other words as Obama used enthymeme-inductive reasoning it appears to be more persuasive. As Walker and Longaker opine, "[e]nthymeme incorporate the ethos and pathos. They can be based on opinions: (doxa) and probabilities (eikota) as well as certainties"(56). Obama presumes that they together as alliance confront the evil-Islamic State. The reason is they are-extremists- against innocent people including their own communities. Obama roars, "[a]nd while al Qaeda seeks a religious war with the West, let's remember, that they have killed thousands of Muslims -- men, women and children -- around the globe"(President Obama Addresses the British Parliament 14:23). There he, a bit later, reiterates, " We do these things because we believe not simply in the rights of nations, but the rights of citizens"(President Obama Addresses the British Parliament 16:21). It seems that they have established their alliance to stop violence and extremism and they only can fight for the freedom of the citizen of all nations. His claim and reason come to be an enthymeme to give logical argument. The warrants behind such claim can be many including: they only can face the terrorist, it is only their duty in the world, and no other allies can stand it except them and so forth.

Another similar logical appeal using the same enthymeme he stimulates the audiences. He generates the ideas of binding those nations in a chain of brotherhood regardless of the territorial barriers; he invents what defines them "[i]t's possible for the sons and daughters of former colonies to sit here as members of this great Parliament, and for the grandson of a Kenyan who served as a cook in the British Army to stand before you as President of the United States" (President Obama Addresses the British Parliament 22:21). No sooner had he concluded the explanation, he reinstates straightway again, "[t]hat is what defines us. That's why the young men

and women in the streets of Damascus and Cairo still reach for the rights our citizens enjoy" (President Obama Addresses the British Parliament 24:51). Though factual account of Obama is cast using the pathetic tone- the language and it has the pathos and ethos inseparably connected as in the enthymeme described by the Aristotle.

Sharon Crowley, an author in his book *Ancient Rhetoric for Contemporary Students* brings what Aristotle's claims, "[i]n some oratorical styles example prevails, in others enthymemes; in like manners, some orators are better at the former and some at the latter. Speeches that rely on examples are as persuasive as the other kind, but those which rely on the enthymemes excite the louder applause" (133). Therefore, Obama uses the enthymeme. His insisting claim is that the USA and the UK both share the best cultural values. This is his argument or claim to clarify he brings his own story-factual. It is ethically proven too since Obama represents the whole nation- the USA. As the writer and researcher Ineke Sluiter conforms, "[t]he special features of ethos is the inherent, intrinsic trustworthiness of the speaker" (2). It means to verify that when Obama extends hands to work together for their common goal. He thereby wants their people to feel it- working together would help most people on earth longing to be in their country. As the president, to offer this choice seems to be valid. It indicates that most people across the world aim to be in their country since they have the liberties for the people under their constitutions.

Again Obama uses another argument, "[w]hen a leader is threatening to massacre his people and the international community is calling for action. That is why we stopped a massacre in Libya" (22:21). He means to claim that they stopped the massacre in which the embedded meaning is there is no such country capable of or deserving of providing justice compared to their alliance. Since it was necessary to purvey the justice, they dismantled the tyranny in Libya.

The other historic visits of Obama remain indispensable for many reasons in Japan and Cuba. The former place Japan where US dropped Atomic Bomb on August 6, 1945 becomes worth taking into account owing to the historic visit of Obama's at the exact place Hiroshima where he had to encounter with those survivors of Atomic Attack by the US Government at the culmination of World War second. There in reaction to the response of Obama, 91 years old SunaoTsuboi who was victimized 71 years ago by the explosion of Atomic Bomb, expresses his opinion in The New York Times which is reported by the editor Jonathan Soble, "[I] was almost about to ask him to stop holding my hands, but he wouldn't. I think he is such an earnest person, or has the heart to feel for others so strongly" (13). It means Obama as a speaker, while addressing those who were attacked in war, soothes the scars and wounds owing to his meticulous arrangement of speech. Aristotle observes, "[p]ersuasion is affected by means of moral character when the speech shall have been spoken in such a way to render the speaker worthy confidence"(27). It shows that as a president he stands before them and convinces them that instead of going back to the rupture of the history we must look for the better and safer future of our children.

However, the success of Obama's address to Japanese starts from the feelings of the victims for Obama since Obama extends his hand to the audiences what turned the furious disposition with vicious consternation into generous being instantly. Thus, it's because of his ability to touch the people or the audiences.

Obama takes the advantageous of pathos time and again in Japan in order to impact the audiences. The emotion of the audiences gets molded by the use of pathos while presenting argument. The writer and researcher exposes, "[p]athos is directly linked with an audience. Audience is a collective subject of speakers on which an orator tries to impact by own argumentation"(2). This is what really Obama does as

orator to motivate and persuade the people of Japan. Obama presents, "[m]en, women, children, no different than us. Shot, beaten; marched; bombed, jailed; starved, gassed to death" (President Obama Participates in a Wreath Laying Ceremony in Hiroshima, Japan 3:12). He explains those incidents in a way people are convinced that he realizes the pains of human suffering which helps them understand the way he wants them to.

In addition, Obama carefully and systematically and convincingly verbalizes that throughout the history mankind possessed the means to destroy itself. It illustrates the contriving and timely assessment of human emotions at the sudden remembrance of catastrophic event of past. He extends his talk around the religious conflict that has numbed the world as the world has witnessed the religious conflict. He accepts it and renders more appealingly, "[e]very great religion promises a pathway to love and peace and righteousness, and yet no religion has been spared from believers who have claimed their faith as a license to kill" (President Obama Participates in a Wreath Laying Ceremony in Hiroshima, Japan 8:24). It links with his humble acceptance of religious violence what has been taking place in the world since long and his indirect motto definitely is to stop it from lynching the people who have different cultural values and religious beliefs. He calls for collective action, " [m]ere words cannot give voice to such suffering. But we have a shared responsibility to look directly into the eye of history and ask what we must do differently to curb such suffering again"(8:42). It recommends that they must work together to convert their responsibilities into substances-not to let anyone kill other in the name of religion. Apparently, wants them to understand the shared responsibilities to stop violence and extremism.

Then he steps in Cuba on March 22, 2016 to restore their relation which had been severed during the Second World War. He starts by maintaining the circumstantial appealing where he straight away tries to express the condolence as the President. He starts:

Before I begin, please indulge me. I want to comment on the terrorist attacks that have taken place in Brussels. The thoughts and the prayers of the American people are with the people of Belgium, and we stand in solidarity with them in condemning these outrageous attacks against innocent people (President Obama speech in Cuba 0:43).

It seems that it is a coincidence that his visit and the terrorist attack in Brussels happen at the same time and he tries to represent the sympathetic words of Americans. Obama uses pronoun 'I' which does not stand for his name only, but his institutional power of America. Ethically it is appealing as Jeffrey Walker and Mark Garret Longaker assert, "[e]thos is the apparent character of the speaker-whatever inspires trust. This includes reputation, credentials, knowledge of the subject, intelligence, far-mindedness, honesty, goodwill, and general moral Quality" (45). Obama happens to utilize his moment to show the American concern over such brutal attack and urge the entire world to stand together against such extremism. Then, he starts incorporating other issues in order to influence the audience using logical argumentation. He goes back to the history bringing those realities that happened ages ago. He opens the door of the reality of past:

The blue waters beneath Air Force One once carried American battle ships to this island to liberate but also to exert control over Cuba. Those waters also carried generations of Cuban revolutionaries to the United States, where they built support for their cause. And that short distance has been crossed by

hundreds of thousands of Cuban exiles on planes and makeshift rafts, who, came to America in pursuit of freedom and opportunity, sometimes leaving behind everything they owned and every person that they loved. (President Obama speech in Cuba 2:20)

The imagery of the distant past while having tussle between the USA and Cuba is likely to create certain emotion among the audience. He accepts that fact bluntly that America surrounded Cuba in order to invade it and control it while Cuban people were exiled to America, they went there to get liberation and find the door of opportunity. He is able to create an emotion in the people because he talked about the moment of losing everything of the Cuban People during the struggle. Jeffrey Walker and Mark Garret Longaker clarifies, "[t]ypically, the speaker first must present causes for emotion or what we call pathemata, to arouse, intensity, or change the audience's emotions" (46). Actually, Obama tries to connect with the people of Cuba by creating emotions.

There in Cuba he makes analogies, "[C]uba has a one-party system. The United States is a multi-party democracy. Cuba has a socialist economic model. The United States is an open market. Cuba has emphasized the role and rights of the state, the United States is founded upon the rights of the individual" (President Obama speech in Cuba 8:11). This kind of comparison brings emotional appealing in the audiences by which the arguments ask the audience to feel the existence despite the differences. Andrea A. Lunsford and John J. Ruszkiewicz both reinstate, "[i]n addition, figurative language- metaphors, similes, analogies, and so on- can capture attention and appeal to emotions" (38). That's why Obama's comparison between their countries cause the emotional feeling and that compels them to believe that having difference does not

mean to alter one another but exist together. This is what he really wants from the audiences.

Similarly, Obama ethically tries to urge them to be optimistic about the future they want to see:

And today I want to share with you my vision of what our future can be. I want the Cuban people, especially the young people, to understand why I believe that you should look to the future with hope, not the false promise which insists that things are better than they really are, or the blind optimism that says all your problems can go away tomorrow. (President Obama speech in Cuba 22:13)

His usages of pronoun 'I' does not indicate his own individuality but his position as the president who carries the strength of American institution. By which he wants them to think about the better future instead of going back to the darkest history. He refers about the story of the past when they fought and another.

Obama travelled Cuba as the sitting president and he made a history since no other American president went to Cuba over the past ninety years. Obama not only talks about the emotional binding they should have but also he dreams to follow the ideas of the personalities such as Martin Luther King Jr. in reference to the fight for liberties and equality. That's why his visit to Cuba is stupendous in terms of rhetoric.

In conclusion, apart from the other's analysis of one particular speech under rhetorical analysis, this thesis reflected the shifting rhetorical tools in the speeches of Barak Obama. Apparently, he shifts rhetorically owing to the characteristics of the audiences, their relation in the past and in the present and the culture and tradition they share together. Generally, the USA and the UK share the common value so that he presents as if they are from the same culture. In Cairo he happens to defend that

America does not fight against Islam and he is compelled to assure them that the Muslim people are the part of the American society, in Japan he happens to suggest the people of Japan to acknowledge the fact of war, its destruction and the necessity of controlling it for the human prosperity, and ultimately in Cuba he urges to live together though they represent the different ideology, system and the kind of government. Obama selects rhetorical devices according to the audiences in order to make them believe in what he says. It was really exciting moment to start this project though finding those elements and sorting them out at a micro level somehow required deep mental work and especially while connecting the rhetorical devices with the implication into the speech took the long and insistent efforts. It may especially help students and other readers as well to be more persuasive and analytical and may guide for them to interpret the text, speeches, and newspaper's articles and so on in different way. It also recommends for the modern students to be persuasive and analytical in writing as well as speaking.

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