

The Transformative Power of Speech: A Discourse Analysis of "The Change We Choose" Speeches by Barack Obama in 2007 and 2009

Barack Obama's "The Change We Choose" speeches, delivered in 2007 and 2009, were powerful rhetorical performances that had a profound impact on American politics and society. Through his skillful use of language and persuasive techniques, Obama was able to connect with voters on a deep level, articulate a compelling vision for the future, and mobilize them to action.

This article analyzes the rhetoric of Obama's "The Change We Choose" speeches, focusing on how his use of language and persuasive techniques shaped the public's perception of him and his vision for America. The analysis draws on the fields of discourse analysis, rhetoric, and political science to provide a comprehensive understanding of the speeches' impact.



The Change We Choose: Speeches 2007-2009

by Gordon Brown

★★★★★ 5 out of 5

Language	: English
File size	: 547 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 376 pages



Background

Barack Obama first delivered "The Change We Choose" speech on October 10, 2007, at the Unity Bridge in Selma, Alabama. The speech was a major turning point in the 2008 presidential campaign, as it helped to establish Obama as a serious contender for the Democratic nomination. The speech was also notable for its powerful rhetoric, which invoked the legacy of the civil rights movement and called for a new era of hope and change in America.

Obama delivered the second "The Change We Choose" speech on January 18, 2009, at the Lincoln Memorial in Washington, D.C. The speech was given on the day of Obama's inauguration as the 44th president of the United States. The speech was a powerful call for unity and renewal, and it laid out Obama's vision for a more just and equitable America.

Rhetorical Analysis

Obama's "The Change We Choose" speeches are masterclasses in rhetoric. Obama effectively employs a range of rhetorical devices, including metaphors, analogies, and repetition, to create a compelling and persuasive message. He also uses a variety of persuasive techniques, such as emotional appeals and appeals to authority, to connect with his audience on a personal level and to build support for his agenda.

One of the most striking features of Obama's speeches is his use of metaphor. Metaphors allow speakers to compare two things that are not traditionally thought of as being similar, in order to create a new and

unexpected meaning. Obama uses metaphors to compare America to a "promised land" and to a "city on a hill." These metaphors evoke powerful images of hope and possibility, and they help to create a sense of urgency and excitement about the future.

Obama also uses analogies to compare his vision for America to past events or figures. For example, in his 2009 speech, Obama compares his inauguration to the signing of the Declaration of Independence and the Emancipation Proclamation. These analogies help to connect Obama's presidency to the legacy of the civil rights movement and to the founding principles of the United States. They also help to create a sense of continuity and progress, and they suggest that Obama is building on the work of those who came before him.

In addition to metaphors and analogies, Obama also uses repetition to create emphasis and to build momentum. For example, he repeats the phrase "the change we seek" throughout his 2007 speech. This repetition helps to create a sense of urgency and to build support for Obama's vision for change. It also helps to create a sense of unity, as it suggests that Obama is speaking for a large and diverse group of people.

Obama also uses a variety of persuasive techniques to connect with his audience on a personal level and to build support for his agenda. He uses emotional appeals to tap into the hopes and fears of his audience, and he uses appeals to authority to lend credibility to his arguments. For example, in his 2009 speech, Obama appeals to the American people's sense of patriotism and love of country. He also appeals to their sense of history, by reminding them of the challenges that their ancestors faced.

Obama's "The Change We Choose" speeches are powerful examples of the transformative power of speech. Through his skillful use of language and persuasive techniques, Obama was able to connect with voters on a deep level, articulate a compelling vision for the future, and mobilize them to action. The speeches played a major role in Obama's election victory and in the shaping of his presidency.

Barack Obama's "The Change We Choose" speeches are significant historical documents that provide a valuable glimpse into the power of rhetoric. The speeches are a testament to Obama's rhetorical skills and his ability to connect with people on a deep level. They are also a reminder of the importance of hope, change, and unity in American politics.

The speeches have had a lasting impact on American society. They have inspired people to get involved in politics, to fight for justice, and to believe in the possibility of a better future. They are a reminder that words can change the world.



The Change We Choose: Speeches 2007-2009

by Gordon Brown

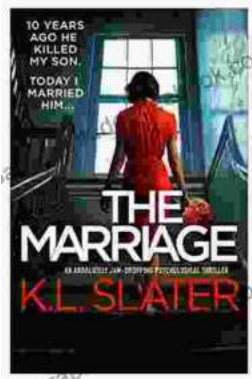
★★★★★ 5 out of 5

Language : English
File size : 547 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 376 pages

FREE

DOWNLOAD E-BOOK





The Marriage: An Absolutely Jaw-Dropping Psychological Thriller That Will Leave You on the Edge of Your Seat

In the realm of psychological thrillers, *The Marriage* stands out as a masterpiece of suspense and deception. This gripping novel, crafted by the masterful...



Discover the Enchanting Charm of Budapest and Its Environs: A Comprehensive Travel Guide

Nestled in the heart of Central Europe, Budapest is a vibrant and captivating city that exudes a rich tapestry of history, culture, and charm. From the...