



**AN ANALYSIS OF 2016 MICHELLE
OBAMA'S SPEECHES BASED ON
PERSUASIVE STRATEGIES**

NUTNAREE SRINOI

THUNYAPORN SRIDAMANEE

**AN INDEPENDENT STUDY REPORT FOR THE
BACHELOR DEGREE
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INTERNATIONAL COMMUNICATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY
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CERTIFICATION
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Independent Study Title: AN ANALYSIS OF 2016 MICHELLE OBAMA’S
SPEECHES BASED ON PERSUASIVE STRATEGIES

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หัวข้อปริญญานิพนธ์	การวิเคราะห์สุนทรพจน์ของมิเชลล์ โอบามา ในปี พ.ศ. ๒๕๕๙ โดยใช้กลวิธีโน้มน้าวใจ
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อาจารย์ที่ปรึกษา	ดร. ธนากร วีระไทย
ปีการศึกษา	๒๕๖๐

บทคัดย่อ

การศึกษาแบบผสมผสานนี้มีวัตถุประสงค์วิเคราะห์การหากลวิธีโน้มน้าวใจและรูปแบบภาษาในการโน้มน้าวใจที่มิเชลล์ โอบามา ใช้ในสุนทรพจน์ปี พ.ศ.๒๕๕๙

ผู้วิจัยได้รวบรวมสุนทรพจน์ทั้งหมด 8 บท โดยใช้วิธีการสุ่มอย่างง่าย ซึ่งสุนทรพจน์ที่ใช้คือ 1) The First Lady at Let Girls Learn Event in Madrid, Spain, 2) The First Lady At Let Girls Learn Event Celebrating International Women’s Day, 3) The First Lady After a Conversation with Girl Students, 4) The First Lady at the United State of Women Summit Dinner, 5) The First Lady at Hillary For America Campaign Event, 6) The First Lady At a Hillary for America Event, 7) The First Lady on Let Girls Learn to Argentine High School Students, 8) The First Lady at Hillary for America Campaign Event – Winston-Salem, North Carolina. โดยทำการเลือกสุนทรพจน์ระหว่าง วันที่ 21 มกราคม 2559 ถึงวันที่ 15 ธันวาคม 2559 กลวิธีการโน้มน้าวใจที่นำมาใช้ในการวิเคราะห์ข้อมูลได้แก่ pathos, ethos และ logos และรูปแบบภาษาในการโน้มน้าวใจได้แก่ repetition, rhetorical question, metaphor, simile และ personification ข้อมูลถูกวิเคราะห์ทั้งเชิงปริมาณและเชิงคุณภาพ

ผลการศึกษาพบว่ากลวิธีที่ใช้โน้มน้าวใจได้แก่ pathos (10%), ethos (44.4%), logos (21.1%), pathos และ ethos (14%), ethos และ logos (8%) และ pathos และ logos (2.3%) และ ethos, pathos and logos (1%) ในส่วนของรูปแบบภาษาในการโน้มน้าวใจพบทั้งหมด 2 รูปแบบได้แก่ rhetorical question (34%) และ repetition (66.1%) ส่วน metaphor, simile และ personification ไม่พบว่ามีการใช้ในการกล่าวสุนทรพจน์ทั้ง 8 บท

Project Title **AN ANALYSIS OF 2016 MICHELLE OBAMA’S SPEECHES BASED ON PERSUASIVE STRATEGIES**

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ABSTRACT

This mixed-methods research study aims at studying types of persuasive strategies and language persuasions in Michelle Obama’s speeches that she delivered in 2016.

There were 8 speeches selected by using simple sampling method. The speeches included: 1) The First Lady at Let Girls Learn Event in Madrid, Spain, 2) The First Lady At Let Girls Learn Event Celebrating International Women’s Day, 3) The First Lady After a Conversation with Girl Students, 4) The First Lady at the United State of Women Summit Dinner, 5) The First Lady at Hillary For America Campaign Event, 6) The First Lady At a Hillary for America Event, 7) The First Lady on Let Girls Learn to Argentine High School Students, 8) The First Lady at Hillary for America Campaign Event – Winston-Salem, North Carolina. They were selected from the 21st of January, 2016 to 15th December, 2016. The persuasive strategies used to analyze the data were pathos, ethos, and logos, while language persuasions included repetition, rhetorical question, metaphor, simile and personification. The data were analyze using quantitative and qualitative methods.

The results showed that types of persuasive strategies and language persuasions in Michelle Obama’s speeches were pathos (10%), ethos (44.4%), logos (21.1%), pathos and ethos (14%), ethos and logos (8%), and pathos and logos (2.3%) and ethos, pathos and logos (1%). There were two types of language persuasions including rhetorical question (34%) and repetition (66.1%). Metaphor, simile, and personification were not found in her speeches.

**This independent study is dedicated
to our families and the entire teaching staff**

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CHAPTER I

INTRODUCTION

This chapter presents the introduction of the study. It involves background of the study; purpose of the study; research question; scope of the study; significance of the study.

1.1 Background of the study

Speaking is a verbal communication between two or more people who have a purpose to communicate. A speaker needs to be able to deliver their speech and communicate in a meaningful way so that the listener can understand the intention of the speaker. However, speech is one-way communication from the speaker to the listener, without retaliation from the listener, in which the listener cannot comment immediately. Sometimes the listener cannot understand the message or understand the intention of the speaker clearly. Thus, it is important for the listener to understand the intention of the speaker well enough to be able to interpret and understand the reasons behind the message.

Public speaking is a powerful tool that can convey ideas to people and to create change for society. To do so, the purpose to communicate needs to be clear and strong. Public speaking can be classified by the purpose of communication with the audience such as to inform, to persuade, and to entertain. First, to inform is to impart new knowledge or more in-depth information on that topic. Second, to persuade is a specific type of speech in which the speaker has a goal of convincing the audience to accept his or her point of view. Last, to entertain is a speech that one whose sole purpose is to have the audience enjoy the presentation and it is to make the audience smile, relax, enjoy and maybe even laugh their heads off.

Persuasive speech is a speech that a speaker wants to persuade listeners to believe and follow them. It is an effort to change the thinking, belief, attitude, values and behavior of others. There are three objectives of persuading: to invite, to advertise products or services, and to convince. For instance, advertising speech, campaigning an invitation to follow, or persuading to change attitudes.

Furthermore, persuasive strategies and language persuasions are strategies to persuade audiences. Persuasive strategies can be classified into three types: Ethos, Pathos, and Logos, while language persuasions can be classified into 5 types: Repetition, Rhetorical Question, Metaphor, Simile and Personification.

To understand the message the speaker says and understand what the speaker is saying it is interesting to analyze the purpose as well as the speaker's

speeches. This can help us understand better about techniques and strategies the speaker use to convince other people when delivering persuasive speeches.

In this study, the researchers chose speeches of Michelle Obama in 2016 to study. Persuasive strategies and types of language persuasions are used as framework. This study is expected to provide an understanding of persuasive strategies and language persuasions that Michelle Obama used in her speeches.

1.2 Purpose of the study

1. To analyze persuasive strategies that Michelle Obama used in her speeches.
2. To analyze types of language persuasions that Michelle Obama used in her speeches.

1.3 Research questions

1. What types of persuasive strategies are used in Michelle Obama's speeches in 2016?
2. What types of language persuasions are used in Michelle Obama's speeches in 2016?

1.4 Scope of the study

This study focused on analyzing Michelle Obama's speaking strategies and types of language persuasions that she used in her 8 speeches in 2016.

1.5 Significance of the study

This study can benefit students, teachers, and public speakers. It is not only just reading from speeches but also is helping readers to understand persuasive strategies. This study can be a guideline for people who are interested in public speakers and can adapt for their speech. For students, they can learn how to analyze speeches based on persuasive strategies. For teachers, they can adapt the outcomes to use in their classes. Furthermore, public speakers can adapt persuasive strategies and language persuasions to improve their speaking skill.

CHAPTER II

LITERATURE REVIEW

This chapter presents a literature review of this study it is divided into five parts: definition of public speaking; definition of persuasive speech; persuasive strategies; language persuasions, and related studies.

2.1 Definition of public speaking

Public speaking is a one of the most important and effective ways of getting people's idea across. From the ancient time, public speaking has been an effective means to express political stance well as an indispensable skills of daily communication. This section defines public speaking as follows:

McCornack, Ortiz, Steven & Joseph (2017) define public speaking as Important occasions like university thesis defense before graduation, job interview, and business biddings all require outstanding public speaking ability. A good speaker needs to be able to express his or her views in public places with logical and organized language, using persuasive strategies to interact with the audience.

Wrench (2012) define public speaking as Public speaking is the process or act of performing a speech to a live audience. Public speaking is commonly understood as formal, face-to-face speaking of a single person to a group of listeners.

From these definitions it can be concluded that public speaking is a formal speech delivered in front of people on various occasions.

2.2 Definition of persuasive speech

Public speaking can be classified into three types, and one of the most important types is persuasive speech. This is because it can change or convince audience's mind to do, think, and follow the speaker. Although persuasion occurs in nearly every facet of daily lives, there are occasions when more formal acts of persuasion: persuasive speeches are appropriate. Thus, it is important to understand definition of persuasive speech. The following are definitions of persuasive speech.

Osborn & Osborn (1997) define persuasive speech as the art of convincing others to give favorable attention to our point of view.

O'Hair & Stewart (1999) define persuasive speech as an intention to influence the beliefs, attitudes, values, and acts of others.

In brief, a persuasive speech aims to influence people to think or behave in a particular way.

2.3 Persuasive strategies

Persuasion Strategies is a literary technique that speaker use to present their ideas through reason and logic in order to influence the audience. Persuasion may simply use an argument to persuade the listeners, or sometimes may persuade readers to perform a certain action. According to Aristotle (2007: 112), there are three types of persuasive strategies as follow:

2.3.1 Logos

Logos refers to the reasoning or logic of an argument. Speakers employ logos by presenting credible information as supporting material and verbally citing their sources during their speech. Evidence consists of supporting materials such as examples, statistics, testimony that can be used to prove or disprove something. Moreover, evidence is considered to be complementary to reasoning because reasoning is drawing conclusion based on evidence (Lucas, 2009: 357). The following are examples of logos:

- A Snickers bar has 280 calories and 30 grams of sugar. That's not very healthy.
- If you walk on a patch of ice on the sidewalk, you will slip, fall and break your arm.

2.3.2 Ethos

Aristotle (2007: 112) mentions that it is not only to look at the content of the speech but also at the character of the speaker (ethos). He mentions that there are three reasons for a speaker to be persuasive: 'practical wisdom' and 'virtue' and 'good will'. Lucas (2009:353) adds that ethos refers to the credibility of the speaker which is affected by two factors: first, competence: refers to intelligence, expertise, sincerity and knowledge of the speaker, second, character: is about how audience regard speaker's sincerity, trustworthiness, reputation, and physical appearance. The following are examples of ethos:

- Believe me! I've been there before. I'm just like you.
- Barry Devins is the information technology manager for a major nonprofit research information.

2.3.3 Pathos

Pathos refers to emotional appeals. It was appears to have become more acceptable in public speaking. Stirring emotions in an audience is a way to get them

involved in the speech, and involvement can create more opportunities for persuasion and action. Effective speakers should use emotional appeals that are also logically convincing, since audiences may be suspicious of a speech that is solely based on emotion. Emotional appeals are effective when you are trying to influence a behavior or you want your audience to take immediate action. Stiff & Paul A (2003:146) The following are examples of pathos:

- Your donation might just get this puppy off the street and into a good home.
- I'm happy.

2.4 Language persuasions

Persuasive language is a powerful tool for getting what you want, it is beyond the basic means of producing persuasion and must also be paid to the style and language to be used. This section defines language persuasion as follows:

Ionica (2002) states that "what is pleasing is more easily accepted; therefore the way in which something is said has a persuasive dimension".

Sandell (1977) states that "the employment of stylistic devices is used to achieve force, freshness, directness and interest in speeches".

In brief, persuasive language is devices used in persuasive speech. There are five types of language persuasions as follow:

2.4.1 Repetition

Repetition is one of the syntactic devices in which words, phrases, clauses and sentences are used more than one time in order to draw the attention of the listener and to have rhythmic flow of speech. The following are examples of repetition:

- Now there are very definitely some advantages to being single. I remember being single. I thoroughly enjoyed being single. I had a whale of a time being single.

- Labour and care are rewarded with success, success produces confidence, confidence relaxes industry.

2.4.2 Rhetorical question

A rhetorical question is "a question asked for the sake of persuasive effect rather than as a genuine request for information" Baldick (2001). Thus, rhetorical questions are questions in form, but are used as an assertion rather to be answered. Rhetorical questions are used mainly to achieve some persuasive functions. Changing an opinion and enhancing the speaker's position are the main aims behind using such questions. The following are examples of rhetorical question:

- Is that a reason for despair? (Surely that is not a reason ...)
- Isn't it a shame? (Surely it is a shame)

2.4.3 Metaphor

Abrams (1999) defines metaphor as "a word or expression that in literal usage denotes one kind of thing is applied to a distinctly different kind of thing, without asserting a comparison." A metaphor is a figure of speech that describes an object or action in a way that isn't literally true, but helps explain an idea or make a comparison. The following are examples of metaphor:

- Tom is a lion.
- She is an angel.
- Life is a journey.

2.4.4 Simile

Murfin, Ray, Supryia (2003) define simile as "a figure of speech that directly compares two things." Similes differ from metaphors by highlighting the similarities between two things through the use of words such as "like" and "as", while metaphors create an implicit comparison. This distinction is evident in the etymology of the words: simile derives from the Latin word *similis* (similar, like), while metaphor derives from the Greek word *metapherein*. The following are examples of simile:

- The man is as strong as a lion
- She is like a moon.
- As if the child was an angel.

2.4.5 Personification

Baker and Sibonile (2011) define personification as "the description of abstract concepts and inanimate objects as though they were people." The non-human objects are portrayed in such a way that we feel they have the ability to act like human beings. The following are examples of personification:

- Look at my car. She is a beauty.
- The wind whispered through dry grass.
- The flowers danced in the gentle breeze.

2.5 Related studies

This section present related studies to this research topic. It is presented as follows.

Tala (2015) studied the analysis of the strategies of persuasion used in English religious sermons, and found that the preachers used a variety of the strategies of persuasion. They used the strategies of persuasion in isolation or combined with each other. Thus, an analyzed example might be as the strategy of *logos*, *pathos*, *ethos*, *logos/pathos*, *pathos/ethos*, or *logos/pathos/ethos*. This means these strategies of

persuasion can be used separately or combined with each other. Preachers used all the strategies of persuasion in order to persuade people.

Kringram (2012) studied persuasive strategies used by Miss Yingluck Shinawatra and Mister Abhisit Vejjajiva in the 2011 General Election Campaign Speech and found that there were similarities of using persuasive strategies among Miss Yingluck Shinawatra and Mister Abhisit Vejjajiva, but there were differences in the quantity of using persuasive strategies where Miss Yingluck Shinawatra used the presenting gender equality strategy to show the equality of women's work and to present herself as the first female candidate for Prime Minister of Thailand.

Miss Yingluck Shinawatra used her feminine gender through speech acts of promising and requesting strategies to assure and support things that she would do if elected, and also gave proof of reference to Thaksin Shinawatra in order to win acceptance from the people. While, Mister Vejjajiva gave proof of past successes and well-known people to support his party's policies when being Prime Minister by using rhetorical questions, which was less found in Miss Shinawatra's speech, and speech-acts of assertion about his past successes. The study revealed that persuasive strategies of Miss Yingluck Shinawatra and Mister Abhisit Vejjajiva were influenced by gender, political experience, social status, places where they made speeches, and the length of those speeches.

CHAPTER III

METHODOLOGY

This chapter describes the methodology of the study. It involves the research design; sample; data collection; and data analysis.

3.1 Research design

The design of the research study is mixed-methods. To find out persuasive strategies and language persuasions that Michelle Obama used in her speeches, both qualitative and quantitative methods were used to see how the content was associated with the strategies in her speeches

3.2 Sample

The sample of study was speeches of Michelle Obama that she delivered in 2016. The reason that the researchers chose this year was because it was the last year that she became the First Lady of the United States of America.

3.3 Data collection

The speeches was selected from 8 out of 57 speeches from the 21st of January, 2016 to 15th December, 2016 using Waro Phengsawat's theory. It was selected by using simple sampling method and analyzed by following the mentioned theory.

3.4 Data analysis

To analyze the data qualitatively, content analysis was used to find out how the speeches were associated with the strategies. To analyze the data quantitatively, descriptive statistics will be used to find out percentage of the persuasive strategies and language persuasions to show a proportionate part of a total of the strategies that she used.

CHAPTER IV

RESULTS

This research aims to find out persuasive strategies and language persuasion which were used in Michelle Obama's speeches. This chapter presents the findings of the study based on the analysis in Chapter 3. All persuasive strategies and language persuasions found in each speech, number of occurrences, and percentage are identified.

The current study aim to find the kind of persuasive strategies and language persuasion which is found in Michelle Obama's speech.

Table 1: The First Lady at Let Girls Learn Event in Madrid, Spain

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Pathos	7	17.9
Ethos	18	46.2
Logos	11	28.2
Ethos & Logos	1	2.7
Ethos & Pathos	2	5.1
Total	39	100
Rhetorical Question	2	10.6
Repetition	17	89.4
Total	19	100

Table 1 shows the types of persuasive strategies and language persuasions found in The First Lady at Let Girls Learn Event in Madrid, Spain. It shows that there are five types of persuasive strategies, which are pathos (17.9%), ethos (46.2%), logos (28.2%), ethos and logos (2.7%), and ethos and pathos (5.1%). There are two types of language persuasions, which are rhetorical question (10.6%) and repetition (89.4%).

Table 2: The First Lady At Let Girls Learn Event Celebrating International Women's Day

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Pathos	6	17.6
Ethos	10	29.4
Logos	15	44.1
Ethos & Logos	2	5.9
Ethos & Pathos	1	2.9
Total	34	100
Repetition	1	100
Total	1	100

Table 2 shows the types of persuasive strategies and language persuasions found in The First Lady At Let Girls Learn Event Celebrating International Women's Day. It shows that there are five types of persuasive strategies, which are pathos (17.6%), ethos (29.4%), logos (44.1%), ethos and logos (5.9%), and ethos and pathos (2.9%). There is one type of language persuasion, which is repetition (100%).

Table 3: The First Lady After a Conversation with Girl Students

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Pathos	1	12.5
Ethos	6	75
Logos	1	12.5
Total	8	100
Repetition	7	100
Total	7	100

Table 3 shows the types of persuasive strategies and language persuasions found in The First Lady After a Conversation with Girl Students. It shows that there are three types of persuasive strategies, which are pathos (12.5%), ethos (75%) and logos (12.5%). There is one type of language persuasion, which is repetition (100%).

Table 4: The First Lady at the United State of Women Summit Dinner

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Pathos	2	7.1
Ethos	12	42.9
Logos	14	50

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Total	28	100
Repetition	6	100
Total	6	100

Table 4 shows the types of persuasive strategies and language persuasions found in The First Lady After a Conversation with Girl Students. It shows that there are three types of persuasive strategies, which are pathos (7.1%), ethos (42.9%) and logos (50%). There is one type of language persuasion, which is repetition (100%).

Table 5: The First Lady at Hillary For America Campaign Event

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Pathos	2	4.7
Ethos	13	30.2
Logos	2	4.7
Pathos & Ethos	15	34.9
Ethos & Logos	7	16.3
Pathos & Logos	3	7
Ethos, Pathos & Logos	1	2.3
Total	43	100
Rhetorical Question	11	30.6
Repetition	25	69.4
Total	36	100

Table 5 shows the types of persuasive strategies and language persuasions found in The First Lady at Hillary For America Campaign Event. It shows that there are seven types of persuasive strategies, which are pathos (4.7%), ethos (30.2%), logos (4.7%), pathos and ethos (34.9%), ethos and logos (16.3%), and pathos and logos (7%) and ethos, pathos and logos (2.3%). There are two types of language persuasions, which are rhetorical question (30.6%) and repetition (69.4%).

Table 6: The First Lady At a Hillary for America Event

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Pathos	3	7.3
Ethos	22	53.7
Logos	3	7.3

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Pathos & Ethos	8	19.5
Ethos & Logos	4	9.8
Pathos & Logos	1	2.4
Total	41	100
Rhetorical Question	20	60.6
Repetition	11	33.3
Total	33	100

Table 6 shows the types of persuasive strategies and language persuasions found in The First Lady At a Hillary for America Event. It shows that there are six types of persuasive strategies, which are pathos (7.3%), ethos (53.7%), logos (7.3%), pathos and ethos (19.5%), ethos and logos (9.8%), and pathos and logos (2.4%). There are two types of language persuasions, which are rhetorical question (60.6%) and repetition (33.3%).

Table 7: The First Lady on Let Girls Learn to Argentine High School Students

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Pathos	3	8.3
Ethos	20	55.6
Logos	4	11.1
Pathos & Ethos	4	11.1
Ethos & Logos	4	11.1
Ethos, Pathos & Logos	1	2.8
Total	36	100
Rhetorical Question	10	35.7
Repetition	18	64.3
Total	28	100

Table 7 shows the types of persuasive strategies and language persuasions found in The First Lady on Let Girls Learn to Argentine High School Students. It shows that there are six types of persuasive strategies, which are pathos (8.3%), ethos (55.6%), logos (11.1%), pathos and ethos (11.1%), ethos and logos (11.1%), and ethos, pathos and logos (2.8%). There are two types of language persuasions, which are rhetorical question (35.7%) and repetition (64.3%).

Table 8: The First Lady at Hillary for America Campaign Event – Winston-Salem, North Carolina

Persuasive strategies and Language persuasions	Number of occurrences	Percentage
Pathos	3	8.1
Ethos	17	45.9
Logos	6	16.2
Pathos & Ethos	7	18.9
Ethos & Logos	2	5.4
Pathos & Logos	2	5.4
Total	37	100
Rhetorical Question	9	40.9
Repetition	13	59
Total	22	100

Table 6 shows the types of persuasive strategies and language persuasions found in First Lady at Hillary for America Campaign Event – Winston-Salem, North Carolina. It shows that there are six types of persuasive strategies, which are pathos (8.1%), ethos (45.9%), logos (16.2%), pathos and ethos (18.9%), ethos and logos (5.4%), and pathos and logos (5.4%). There are two types of language persuasions, which are rhetorical question (40.9%) and repetition (59%).

Table 9: Sum of persuasive strategies and language persuasions found in 8 speeches

Persuasive strategies and Language persuasions	Number of occurrences									Percentage
	Sp 1	Sp 2	Sp 3	Sp 4	Sp 5	Sp 6	Sp 7	Sp 8	Total	
Pathos	7	6	1	2	2	3	3	3	27	10.1
Ethos	18	10	6	12	13	22	20	17	118	44.4
Logos	11	15	1	14	2	3	4	6	56	21.1
Pathos & Ethos	2	1			15	8	4	7	37	14
Ethos & Logos	1	2			7	4	4	2	20	8
Pathos & Logos					3	1		2	6	2.3

Persuasive strategies and Language persuasions	Number of occurrences									Percentage
	Sp 1	Sp 2	Sp 3	Sp 4	Sp 5	Sp 6	Sp 7	Sp 8	Total	
Ethos, Pathos & Logos					1		1		2	1
Total	39	34	8	28	43	41	36	37	266	100
Rhetorical Question	2				11	12	6	9	40	34
Repetition	17	5	7	6	25		5	13	78	66.1
Total	19	1	7	6	36	33	28	22	118	100

Table 9 shows sum of types of persuasive strategies and language persuasions. It indicates that there are seven types of persuasive strategies which are pathos (10%), ethos (44.4%), logos (21.1%), pathos and ethos (14%), ethos and logos (8%), and pathos and logos (2.3%) and ethos, pathos and logos (1%). There are two types of language persuasions, which are rhetorical question (34%) and repetition (66.1%).

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This final chapter presents conclusions and discussion of the study based on the findings. Moreover, limitations of the study and future research in this area are given.

5.1 Conclusions of the study

As the results shown in Chapter 4, it was found that there were all three types of persuasive strategies in Michelle Obama's speeches including Pathos, Ethos and Logos which answered the first research question about types of persuasive strategies that were used in Michelle Obama's speeches in 2016. Also, the types of persuasive strategies found in her speeches were pathos (10%), ethos (44.4%), logos (21.1%), pathos and ethos (14%), ethos and logos (8%), pathos and logos (2.3%), and ethos, pathos and logos (1%)

For the second research question about types of language persuasions that were used in her speeches showed that only two types of language persuasions were found including repetition and rhetorical question. The percentages were repetition (66.1%) and rhetorical question (33.9 %).

5.2 Discussion

This study analyzed Michelle Obama's speeches of year 2016 based on persuasive strategies and language persuasions. Results revealed that all types of persuasive strategies were used in Michelle Obama's speeches, but only two types of language persuasions were found in her speeches. Based on the finding, it can be discussed as follows.

5.2.1 The necessity to use experiences and attitudes in persuasive speeches

Evidence where Ethos was used most frequently in Michelle Obama's speeches suggests that persuasive speeches might be best delivered to the audience by telling about own experiences, opinions, attitudes, and feelings as Ethos was likely to stimulate the audience's feelings, eagerness, and enthusiasm to follow the speaker better than other types of persuasive strategies. It also shows the ability of the speaker in making the audience believe that the message is credible. Research (Abdul K, 2015) on a linguistic study of persuasive strategies in English religion sermons revealed that the speakers used Ethos frequently to express their personal experiences and attitudes to convince the audience. Thus, this suggests that public speakers, who

deliver persuasive speeches, use own experiences and attitudes to convince audience is necessary.

5.2.2 A combination of using repetition and Ethos in persuasive speeches

Moreover, evidence where repetition was the only type of language persuasions that Michelle Obama used most frequently whenever she talked about her experiences, attitudes, opinions, and feelings in her speeches, although rhetorical question was used slightly as well, suggests a connection between Ethos and repetition. It is possible that she used repetition in her persuasive speeches frequently to impact and convince the audience to follow her beliefs and opinions. Research (Abdul K, 2015) also showed that repetition was the type of language persuasions that speakers used most frequently in their speeches. Hence, this suggests that repetition and Ethos should be used frequently in persuasive speeches if a public speaker wants to convince the audience.

5.3 Limitations of the study

5.3.1 There were only eight speeches selected to study due to time limitation of the study; hence, the findings could not be generalized to a larger population.

5.3.2 The speeches were only selected from year 2016 which was Michelle Obama's last year of being the First Lady of the United States of America. The results might be different if the speeches were selected from different number of years.

5.3.3 The speeches were delivered to groups of women to stand for women's education in America. It is possible that the results might be different if speeches were delivered to different demographic groups of people in different contexts.

5.4 Recommendations for future research

Some suggestions are given as follow.

5.4.1. This present study focused on only eight speeches that Michelle Obama delivered in 2016. Future research should focus on several other sources of discourse – pragmatic strategies.

5.4.2. This study emphasized persuasive strategies and language persuasions. Thus, more kinds of language persuasions should be chosen for further study.

5.4.3. Further study should be conducted by studying speeches from other leaders around the world, not only the U.S. President, but also leaders of other powerful countries such as Russia and China.

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APPENDICES

APPENDIX A

Transcripts of Michelle Obama's speeches

Transcripts of Michelle Obama's speeches

No.	Date	Time	Title
1	March 08, 2016	12:18 P.M. EST	The First Lady At Let Girls Learn Event Celebrating International Women's Day
2	March 23, 2016	12:33 P.M. ART	The First Lady on Let Girls Learn to Argentine High School Students
3	June 14, 2016	7:45 P.M. EDT	The First Lady at the United State of Women Summit Dinner
4	June 27, 2016	6:32 P.M. GMT	The First Lady After a Conversation with Girl Students
5	June 30, 2016	11:03 A.M. CEST	The First Lady at Let Girls Learn Event in Madrid, Spain
6	September 16, 2016	3:03 P.M. EDT	The First Lady At a Hillary for America Event
7	September 28, 2016	12:06 P.M. EDT	The First Lady at Hillary For America Campaign Event
8	October 27, 2016	2:53 P.M. EDT	The First Lady at Hillary for America Campaign Event - Winston-Salem, North Carolina

APPENDIX B

An analysis of Michelle Obama's speeches

June 30, 2016

The First Lady at Let Girls Learn Event in Madrid, Spain

Matedero

Madrid, Spain

11:03 A.M. CEST

MRS. OBAMA: Hello, everyone. Hola! And unfortunately, that's the extent of my Spanish. (Laughter.) It is **truly a pleasure** to be here, and **thank you** so much for having me.

Pathos

Persuasive strategies – Pathos: She expressed her feeling about greeting in Spanish and she was glad to be there.

Language persuasion -

Before **we** get started, though, **I** just want to express the **heartbreak I** know that **we** all are feeling after the horrific attack in Turkey earlier this week. Our thoughts and our prayers are very much with the loved ones of the victims and all of the people of Turkey.

Pathos

Persuasive strategies – Pathos: This paragraph showed her feeling that she was sad with this event.

Language persuasion – Repetition: we-we, I-I

Pathos

And with that, I want to start by **thanking** Claudia for that very **wonderful** introduction and for her passionate commitment to her own education and the education of young people around the world. So let's give Claudia a round of applause. (Applause.)

Persuasive strategies – Pathos: This paragraph showed her feeling for Claudia (thank you and praise)

Language persuasion –

Pathos

And of course, I am so **thrilled** and **honored** to recognize Her Majesty, Queen Letizia. (Applause.) Like me, Queen Letizia is the mother of two beautiful daughters, and we've had the opportunity to bond over many issues, including the joys and the challenges of raising strong, smart, outspoken girls. And **I think that**

Ethos

our warm friendship very much reflects the close relationship between our two nations. And I am so **happy** that you're with us today.

Pathos

Persuasive strategies – Pathos: She was proud of herself that she had relationship with Her Majesty and Queen, and she was glad that they were there.
- **Ethos:** she expressed her opinion about friendship.

Language persuasion -

Pathos

And finally, most of all, I want to **thank all of you** – so many brilliant, ambitious, accomplished young women. I understand that you're working hard. You're working hard in your schools and your universities. You're distinguishing yourself in all kinds of academic subjects. And you all are so fortunate to live in a country that gives you so many opportunities to learn and to follow your dreams for your lives and for your careers.

Persuasive strategies – Pathos: This paragraph she say thanked and show her understanding to the audience

Language persuasion –

Logos

But unfortunately, many young women today aren't so lucky. The fact is that right now, more than 62 million girls worldwide – girls who are just as smart and talented as all of you – can't develop their full potential because they don't have the chance to attend school. They're getting **no** formal education whatsoever – **no** math, **no** reading, **no** writing, none of the basic schooling that we all take for granted here in Spain and the U.S. And that doesn't just affect their life's prospects, it affects the prospects of their families and their countries, and it affects all of you and your country as well.

Persuasive strategies – Logos: She showed the number and facts about the disadvantages in education.

Language persuasion – Repetition : no-no-no-no

See, what we know is that when girls don't go to school, they earn lower salaries. They get married earlier. They have higher infant and maternal mortality rates. And they're more likely to contract HIV, less likely to immunize their children. So when girls can't go to school that affects their families' health and the public health of their nations. It can even affect the strength of their economies and

the security of their countries. And in today's interconnected world, all of that can affect the health, prosperity and security of our countries too.

Persuasive strategies – Logos: She talked about facts of the impact of the lack of education of women.

Language persuasion -

And that's part of the reason why I'm here today in Spain after my visit this week to two countries in Africa, Liberia and Morocco, where many girls struggle every day to get an education. It is my hope that sharing their stories of struggle and triumph will inspire you and young women like you around the world to advocate for change.

Ethos

Persuasive strategies – Ethos: She showed her idea.

Language persuasion -

So let me first give you a sense of the challenges these girls face. In Liberia, the average family lives on less than two euros a day, and the country is still recovering from the recent Ebola crisis. So often, parents just can't afford to educate their daughters. Teen pregnancy is common, and pregnant girls are often shamed and pressured to drop out of school. And sometimes it's not even safe for girls to go to school in the first place. Some girls face dangerous commutes to and from school, and girls are sometimes even sexually harassed or assaulted at school. And these are just some of the challenges that girls in Liberia face to go to school.

Ethos

Logos

Persuasive strategies – Logos, Ethos: She expressed facts about some girls facing dangerous in their lives.

Language persuasion -

The girls I met in Morocco face a whole different set of obstacles. Nearly all Moroccan girls attend school until they're about 12, but for girls in rural areas, that's often when their education ends since the nearest secondary schools are often hours away from their homes. In fact, just 14 percent of girls in rural Morocco attend high school. Instead, girls are often kept home to do household labor; many get married when they're just barely teenagers and start having children of their own.

Ethos

Persuasive strategies –Ethos: She told her experience that she encountered

in Morocco.

Language persuasion -

Now, these girls are doing everything they can, everything right. They are bright. They're passionate young people. They want so much more for themselves and their families, and they're willing to work hard. They get up before dawn. They spend hours harvesting crops, cooking for their families, tending to their younger siblings. They work as maids. They work in factories. Then on top of all of that, they study for hours late into the night.

Persuasive strategies – Ethos: She told about her experience that she encountered in Morocco. (This paragraph continues from above paragraph)

Language persuasion -

Ethos

And so many of these girls, they have big plans for their lives. The girls I met this week dream of attending university, dream of becoming doctors and teachers, engineers, entrepreneurs. One of them even wants to open her own auto shop to teach women about cars so they can be more independent. But so often, all of their effort, all of their ambition just isn't enough simply because of their gender.

Persuasive strategies – Ethos: She told about her experience that she encountered in Morocco. (This paragraph continues from above paragraph)

Language persuasion -

Ethos

Now, just imagine how that must feel. Imagine if, at the age of 10 or 11 or 12, someone came to you and said, "Sorry, you're a girl, you're finished with your education. Forget about all your dreams. Instead you'll marry a man twice your age and start having babies." I mean, to most of us, that would be unbearable. It's hard to even imagine when we've grown up in countries like Spain and the U.S. where our material circumstances are so different from girls in other parts of the world.

Persuasive strategies – Ethos: She wanted her audience to see that they were girls and had problem.

Language persuasion - Repetition : you're-you're

Logos

But if we hope to effectively address this global girls' education crisis, it's important to understand that lack of resources or material wealth is not the sole

cause. See, it's not just about whether parents can afford school fees or countries can build enough schools. It's also about whether families and communities think that girls are even worthy of an education in the first place. It's about whether girls are valued only for their bodies – for their labor, for their reproductive capacities – or are they valued for their minds as well. And it's about whether women are viewed as second-class citizens, or as full human beings entitled to the same rights and opportunities as men.

Persuasive strategies – Logos: She was talking about the cause of these problems.

Language persuasion -

Ethos

Because I believe that a society's willingness to truly value women and girls is directly connected to its willingness to invest in them as full people. And if we're being honest with ourselves, we must recognize that these kinds of gender inequalities aren't just limited to the developing world. In countries like the United States and Spain, men and women are often held to very different standards.

Persuasive strategies – Ethos: She was talking about gender inequalities.

Language persuasion -

Now, it's true that women have made remarkable progress in both of our countries. We've banned gender discrimination in our schools and workplaces, and women are now nearly half our countries' workforces and more than half the students at our universities. Today, nearly 40 percent of your Congress is women. That's more than double what we have in the U.S. Congress, though I'm proud to say that this year, for the first time in history, we just might elect a President -- a female President of the United States.

Logos

Persuasive strategies – Logos: She was talking about gender equalities and showing number of working women.

Language persuasion -

But despite all of this progress, we also know that changes in our laws haven't always translated to changes in our cultures. And many of us still struggle with outdated norms and assumptions about the proper role for women, especially when it comes to our families and our workplaces. Perhaps some of you are starting to think about these issues as you're completing your education, starting your

careers. Maybe you're anxious about finding a job, or about getting a graduate degree that will allow you -- be more competitive in the job market. Maybe you're wondering how you'll be able to succeed at work and also one day have a family of your own – issues that most men your age have probably never even thought about.

Persuasive strategies – Logos: She was talking about the concerns of most people in society.

Language persuasion -

These are definitely the things that I was worried about back when I was your age. You see, my family didn't have a lot of money, so I worked my heart out to get my degrees. But the minute I graduated, suddenly everyone was asking me, well, when are you going to get married and start having kids? And the truth is I had no idea how I would balance the expected role of wife and mother with a challenging career.

Ethos

Persuasive strategies – Ethos: She was talking about her concerns.

Language persuasion - Repetition : I-I,I-I

Ethos

Throughout my 20s and early 30s, I had jobs that I loved. I worked in city government. I ran a youth organization. I served as an associate dean at a university. And I couldn't imagine how a baby would fit into all of that. Because while the laws prohibited discrimination against women, the cultural messages I was receiving seemed to hold men and women to very different standards.

Persuasive strategies – Ethos: She was telling about her experience.

Language persuasion - Repetition : I-I

Maybe you know what I'm talking about – how when a father gets home from a long day of work and changes a diaper, he's practically considered a hero. (Laughter.) But when a woman changes a diaper, no one really notices because that's what's expected of her as a mother, even if she works outside of the home. When a father puts in long hours at work, he's praised for being dedicated and ambitious. But when a mother stays late at the office, she's sometimes accused of being selfish, neglecting her kids. And often, when men are assertive or argumentative at work, they're viewed as strong and powerful. But women who act that way aren't always viewed so positively.

Logos

Persuasive strategies – Logos: She was talking about the truth that occurred in society between the duty of men and women.

Language persuasion -

Logos

And these inequalities aren't just bad for women, they're bad for men too. Because so many men want to be good fathers. They want to spend more time with their kids. They want their daughters to have the same opportunities as their son. But they often find themselves powerless to shift these expectations.

Persuasive strategies – Logos: She was talking about the truth that occurred in society between the duty of men and women.

Language persuasion -

Logos

And this is just one of the many ways that outdated norms and cultures can negatively impact the overall health of a society even in developed nations like ours. Because women can't -- when they can't succeed in their careers because of unfair expectations about how we're supposed to act, or when women are still paid less than men for the same work -- which happens in both of our countries -- that hurts their partners and their families too.

Persuasive strategies – Logos: She was talking about the truth that occurred in society between the duty of men and women.

Language persuasion - Repetition : can't-can't

Ethos

So the question is, how do we begin to change these inequalities in our cultures – to not just change laws and policies, but to change hearts and minds? And that's where all of you can help. I think that some of that challenge falls on your generation. It's up to all of you to start making those small but meaningful changes in your daily lives that can slowly start to change our norms.

Persuasive strategies – Ethos: She wanted everyone to think of ways to change and fix this problem.

Language persuasion – Rhetorical Question

Ethos

One small example: You can start with how you raise your own children if you choose to have them. Maybe it means telling your sons that it's okay to cry, and your daughters that it's okay to be bossy. Maybe it means encouraging your daughters, not just your son, to study math and science and sign up for the football team. And if there isn't a team for girls, maybe it means asking why not.

Persuasive strategies – Ethos: She was giving some examples that could fix gender inequalities based on her opinion.

Language persuasion - Repetition : your-your, your-your

That's how all of you will begin to break down those old stereotypes and biases. That's how you'll change the way that women and girls are seen. And that's the kind of work that we need to be doing around the world – the work of changing culture. The work of changing expectations and standards that we have for women and girls. That's how we'll begin to help those 62 million girls who aren't in school.

Persuasive strategies – Ethos: She was giving some examples that could fix gender inequalities based on her opinion. (This paragraph continues from above paragraph)

Language persuasion -

And that's why, last year, my husband and I launched an initiative called Let Girls Learn, an effort that isn't just about investing more money in girls' education but also about changing how women and girls are viewed and valued around the world. And I am **thrilled** that as part of Let Girls Learn, this week, we announced a series of new U.S. government initiatives to help break down barriers for girls all across Liberia and Morocco.

Pathos

Persuasive strategies – Pathos: She expressed her feelings that she was part of Let Girls Learn.

Language persuasion -

Logos

In Liberia, we're running leadership camps and working to end gender violence in school, because we want girls to be seen as powerful and deserving of respect. And we're supporting new, second-chance schools for girls who were forced to drop out because of pregnancy or rape, because we don't want these girls to be viewed as shameful or as failures. We want them to be seen as proud scholars and achievers.

Persuasive strategies – Logos: She was running her project and supporting girls who faces problems.

Language persuasion -

Logos

And in Morocco, we're working closely with the government to invest the equivalent of nearly 100 million euros to transform the secondary education system,

particularly for girls. We're supporting new school dormitories for girls from rural areas so they can attend schools far from their homes. We're doing this because we want girls from all backgrounds to be seen as worthy of an education.

Persuasive strategies – Logos: She was running her project and supporting girls who faces problems.

Language persuasion -

These are major new commitments that will make a real difference for countless girls in Africa. But today, I also want to be clear that it's not just the responsibility of national governments to help these 62 million girls. Every single one of us has the power -- and the obligation -- to be a champion for girls around the world. Women in countries like the U.S. and here in Spain, we can't just sit back and shake our heads and say oh, those poor girls in Africa, what a shame.

Ethos

Persuasive strategies – Ethos: She demonstrated her commitment to change and to solve problems.

Language persuasion -

And we can't pretend that we don't have the capacity to make a difference. Because unlike those 62 million girls, we have a voice. Every single one of you has access to social media – **I know** my daughters have it -- and **I know** that most of you have your smartphones with you here today, so you can reach hundreds, thousands, maybe even millions of people right now, right from where you're sitting today. You can get on Instagram and Snapchat and Twitter -- and I'm sure there's other stuff out there that I don't even know exists -- (laughter) -- and every one of you can start educating people about the challenges girls face as they try to go to school.

Persuasive strategies – Ethos: She demonstrated her commitment to change and to solve problems. (This paragraph continues from above paragraph)

Language persuasion - Repetition : I know-I know

And even more important, you can take action to help these girls. If you need help, go to 62MillionGirls.com, which is a site that's available in both English and Spanish, and you'll find all kinds of projects that you can support today -- things from building school bathrooms for girls to creating girls' leadership and mentorship programs. So many girls are counting on you. They need you to step up

and create an international movement of young women and men who are telling their stories, who are finding ways to support their ambitions.

Persuasive strategies – Ethos: She demonstrated her commitment to change and to solve problems. (This paragraph continues from above paragraph)

Language persuasion -

Ethos

And if you think this challenge seems too big or too difficult, I just want you to think about the challenges that these girls are facing and overcoming every single day. I want you to think about girls like Ralphina, who I met this week in Liberia. Ralphina has to wake up before dawn every morning. She spends hours cooking, caring for her siblings, and working in a local market to pay her school fees -- that's all before she even gets to school in the morning. But Ralphina, she still manages to attend her classes each day and study for hours each night, because she is determined to fulfill her dream of becoming a nurse.

Persuasive strategies – Ethos: She was telling experience that she had with Ralhina.

Language persuasion - Repetition : she-she

Ethos

I also want you to think about girls like Rihab, who lives in a remote town near the Sahara Desert in Morocco. Girls in her community are expected to get married as teenagers and drop out of school. But Rihab proudly describes herself as a feminist. She's determined to become an entrepreneur and run a major company. And she recently appeared on Moroccan television urging girls to work hard and follow their dreams.

Persuasive strategies – Ethos: She was telling experience that she had with Ralhina.

Language persuasion -

Ethos

And I can tell you, I have met so many girls like Ralphina and Rihab all across the globe – girls who are working day and night to defy expectations and pursue their ambitions, but who somehow still find time to tutor their younger sister, to mentor girls in their communities, to even start their own organizations to give other young women a chance to succeed.

Persuasive strategies – Ethos: She was telling experience that she had with Ralhina.

Language persuasion - Repetition : I-I

So what **I** tell myself is that if these girls can overcome the most overwhelming odds to get their education, and then reach back and help other girls get an education too, then **I know** that **I** -- **I know** that we all can find a few hours to get on social media and tell the world their stories. I know that we all can support efforts to help them go to school. And I know that we all can change our cultures here in Spain and around the world to honor and respect women and girls, to see them as leaders worthy of an education, capable of achieving their dreams. I know we can do this, because I believe in the power of young women like all of you to truly change the world.

Ethos

Persuasive strategies – Ethos: She demonstrated her commitment to change and to solve problems.

Language persuasion - Repetition : I know- I know, I-I, I-I

And **I** want to end today by letting you know just how impressed I am by all of you. **I** have heard about you and read your stories, and **I** know what you have to offer this world. And let me tell you, I can't wait to see everything you all will accomplish in the years ahead. So stay strong, work hard, and keep pushing forward. Is that a deal? (Applause.)

Ethos

Pathos

Persuasive strategies – Ethos, Pathos: She expressed her feelings that she came today and told something that she wanted.

Language persuasion - Repetition : I-I,I-I

-Rhetorical Question: So stay strong, work hard, and keep pushing forward. Is that a deal?

Thank you all so much. (Applause.) **Thank you so much.** Gracias.

Pathos

Persuasive strategies – Pathos

Language persuasion -

Pathos

I now have the **pleasure** to introduce someone who very much shares my commitment to empowering our young people, someone who's been a passionate advocate for early child education and vocational training here in Spain. And she's

a powerful voice to combat hunger and malnutrition all around the world. She's a role model for so many of you and someone I consider to be a friend, a dear friend. Ladies and the few gentlemen that are here -- (laughter) -- it is now **my pleasure** to introduce your Queen, Her Majesty Queen Letizia. (Applause.)

Pathos

Persuasive strategies – Pathos: She expressed her feelings that she was there.

Language persuasion -

END

11:25 P.M. CEST

March 08, 2016

The First Lady At Let Girls Learn Event Celebrating International Women's Day

Union Market
Washington, D.C.

12:18 P.M. EST

MRS. OBAMA: Wow! (Applause.) **Thank you so much.** Hey. You guys good? All right, rest yourselves. We've got a lot to do.

Pathos

Persuasive strategies – Pathos: She greeted her audience.

Language persuasion -

Pathos

Hi, everyone. It is a **pleasure** to be here with all of you on this International Women's Day as we mark the first anniversary of Let Girls Learn. And today, we want to celebrate all of the wonderful progress we've made and the momentum we're seeing around girls' education across the globe.

Persuasive strategies – Pathos: She greeted her audience and expressed her feelings that she met everyone in International Women's Day.

Language persuasion -

Pathos

But before we get started, I just wanted to briefly express my **sadness** over the passing of former First Lady Nancy Reagan. Mrs. Reagan was a woman of incredible strength and grace, and she was a passionate advocate for so many important issues. Through the example she set, both during her time in the White House and beyond, Mrs. Reagan reminded us of the importance of women's leadership at every level of our society.

Persuasive strategies – Pathos: She expressed her feelings that the former First Lady had passed away and the praise her ability.

Language persuasion –

And on a personal note, Mrs. Reagan also understood the value of mentoring. She warmly and willingly offered advice and encouragement to me as I settled into my role as First Lady. And I am so **grateful** for her kindness and generosity to me and my family over the years, and I hope that our continued work to educate girls worldwide is a fitting tribute to her legacy. (Applause.)

Pathos

Persuasive strategies – Pathos: She expressed her feelings that she had with Mrs. Reagan.

Language persuasion -

So back to the business at hand. I have to start by **thanking** Ambassador Power -- another strong woman leader, as you heard -- for that wonderful, kind, generous introduction, but more importantly, for her extraordinary work to promote human dignity, human rights across the globe. We are lucky to have someone like her in this administration, and the President and I are **very lucky** to have her as a friend. (Applause.)

Pathos

Pathos

Persuasive strategies – Pathos: She thanked and praised the Ambassador Power Reagan.

Language persuasion -

I also want to recognize our outstanding Ambassador for Global Women's Issues, Cathy Russell, and her -- yes -- (applause) -- and her entire team at the State Department for hosting this event and for their tremendous work on girls' education and so many other critical issues. I'm **thankful** to have them as partners in this effort.

Pathos

But most of all, I want to thank all of you for your tremendous leadership on behalf of girls around the world. Some of you have been with us since the day we launched Let Girls Learn, some of you have been working on girls' education for decades, and some of you are students who will be leading the way on this issue in years to come. And I'm **so proud** that you all are here. Give yourselves a round of applause. Our young people! (Applause.)

Pathos

Persuasive strategies – Pathos: She thanked and was proud of everyone who attended her project.

Language persuasion -

And I know that each of us here today has a story like Samantha shared about how we first got engaged in this issue -- the moment our heart first broke or we felt that first flare of outrage when we realized that 62 million girls worldwide -- girls who are just as smart and hard-working as we are -- aren't getting the opportunities that we sometimes take for granted.

Ethos

Persuasive strategies – Ethos: She was talking about issue that girls were facing.

Language persuasion -

Ethos

For me, it was the drumbeat of horrifying stories: Malala Yousafzai shot in the head by terrorists just for speaking the simple truth that girls should to go school. More than 200 Nigerian girls kidnapped from their school dormitory by a terrorist group determined to keep them from getting an education -- grown men trying to snuff out the aspirations of young girls. Little girls being brutally assaulted on their way to school, being forced to marry and bear children when they're barely even teenagers. Girls in every corner of the globe facing grave danger simply because they were full and equal human beings -- that's what they decided -- worthy of developing their boundless potential.

Logos

Persuasive strategies – Ethos, Logos: She gave her opinions and talked about facts that happened with girls in Nigeria.

Language persuasion –

Ethos

And the more I traveled and met with girls and learned from experts about this issue, the more I realized that the barriers to girls' education isn't just resources. It's not just about access to scholarships or transportation or school bathrooms. It's also about attitudes and beliefs -- the belief that girls simply aren't worthy of an education; that women should have no role outside the home; that their bodies aren't their own, their minds don't really matter, and their voices simply shouldn't be heard.

Logos

Persuasive strategies – Ethos, Logos: She was telling her experience and things that she met.

Language persuasion - Repetition : I-I

Ethos

And like many of you, as a woman, I take all of this personally. While I'm thankful that I've never faced anything like the horrors that many of these girls endure, like

most women, I know how it feels to be overlooked, to be underestimated, to have someone only half listen to your ideas at a meeting -- to see them turn to the man next to you, the man you supervise, and assume he's in charge -- or to experience those whistles and taunts as you walk down the street.

Persuasive strategies – Ethos: She talks about her opinions on inequality of women.

Language persuasion –

Logos

And I've seen how these issues play out not just on a personal level, but on a national level in our laws and policies. You see, in my lifetime -- and I'm not that old -- it was perfectly legal for employers to discriminate against women. In my lifetime, women were not legally allowed to make fundamental decisions about their bodies -- and practically speaking, many still can't. In my lifetime, domestic violence was seen as a private matter between a man and his wife rather than as the horrific crime that it is.

Persuasive strategies – Logos: She talked about effects of inequality between men and women in society and families.

Language persuasion –

Logos

And today, it is so easy to take for granted all the progress we've made on these kinds of issues. But the fact is that right now, today, so many of these rights are under threat from all sides, always at risk of being rolled back if we let our guard down for a single minute.

Persuasive strategies – Logos: She talkd about threats of rights.

Language persuasion –

Logos

These issues aren't settled. These freedoms that we take for granted aren't guaranteed in stone. And they certainly didn't just come down to us as a gift from the heavens. No, these rights were secured through long, hard battles waged by women and men who marched, and protested, and made their voices heard in courtrooms and boardrooms and voting booths and the halls of Congress.

Persuasive strategies – Logos: She talked about cause of women's rights claims in protest.

Language persuasion –

Logos

And make no mistake about it, education was central to every last one of those efforts. The ability to read, write, and analyze; the confidence to stand up and demand justice and equality; the qualifications and connections to get your foot in that door and take your seat at that table -- all of that starts with education. And trust me, girls around the world, they understand this. They feel it in their bones, and they will do whatever it takes to get that education.

Persuasive strategies – Logos: She expressed the importance of education.

Language persuasion –

Ethos

I've seen it time and time again -- girls in Senegal studying at rickety desks in bare concrete classrooms raising their hands so hard they're almost falling out of their chairs. Girls in Cambodia who wake up hours before dawn, ride their bikes for miles just to get to school. Bangladeshi immigrant girls in the United Kingdom who study for hours every night and proudly wear their head scarves everywhere they go, resolutely ignoring those who would demean their religion.

Persuasive strategies – Ethos: She told the event that she met the girls who were trying to go to school.

Language persuasion –

These girls risk everything -- the rejection of their communities, the violation of their bodies -- everything, just to go to school each day. And then here I show up with a hoard of international reporters shoving microphones in their faces -- these girls don't blink. They stand up. They look straight into those cameras and they proudly explain who they want to be -- doctors and teachers, forces for change in their countries.

Persuasive strategies – Ethos: She told her experience that she met these girls. (This paragraph continue from above paragraph)

Language persuasion –

Pathos

You see, they know that education is their only path to self-sufficiency. It is their only chance to shape their own fate rather than having the limits of their lives dictated to them by others. And I'm **passionate** about this because I truly see myself in these girls -- in their hunger, in their burning determination to rise above

their circumstances and reach for something more. And I know that many of you do, too.

Persuasive strategies – Ethos, Pathos: She talked about the importance of education and expressed her feelings that she saw herself in these girls.

Language persuasion –

Ethos

And let's be clear, this issue isn't just personal to women. I have met countless men who learn about the plight of girls around the world, and they look into the eyes of their daughters and wives and mothers -- women they deeply respect and love -- and this issue becomes personal for them, too. So it's not surprising that over the past year since we launched Let Girls Learn, we have been overwhelmed by the response we've received.

Persuasive strategies – Ethos: She talked about the issue not only causing problems for women but also creating problems for men as well.

Language persuasion –

Logos

This issue is truly resonating as folks in every sector are stepping up to take action on behalf of these girls around the world. From day one, the U.S. government has been leading the way with State, USAID, the Millennium Challenge Corporation, investing hundreds of millions of dollars. They're providing scholarships for girls in Liberia and the Democratic Republic of Congo. They're doing leadership training for girls in Afghanistan. They're building school bathrooms for girls in El Salvador. They're taking on female genital mutilation in Guinea, forced child marriage in Bangladesh.

Persuasive strategies – Logos: She talked about the project that helped girls in Middle East.

Language persuasion –

Let Girls Learn also has a strong partner in the American Peace Corps. Volunteers are now running more than 100 girls' education projects in 22 countries -- girls' mentorship programs, girls' leadership camps, and so much more.

Logos

Persuasive strategies – Logos: She talked about the participants in this

project.

Language persuasion –

And through Let Girls Learn, dozens of major companies and organizations have come forward to support this work, including Lyft, Jet Blue, Proctor & Gamble, Johnson & Johnson, Starwood Hotels -- I could go on and on -- Alex and Ani. I've got my bracelets on. (Laughter.) They're donating hundreds of thousands of dollars. They're creating new products -- backpacks and charm bracelets and T-Shirts -- to raise money and awareness. They're promoting Let Girls Learn in their advertisements, their in-flight magazines, their hotel room videos. They're doing it all. The Girl Scouts are getting in on the action as well by creating a Global Action badge that girls can earn by learning about girls' education.

Logos

Persuasive strategies – Logos: She talked about participants and sponsors in this project. She also told of what to do for this project.

Language persuasion –

Logos

And it's not just corporations and organizations who are getting engaged on this issue. Folks of all ages and all walks of life are stepping up, as well. More than 1,600 people in nearly all 50 states have donated money to Let Girls Learn Peace Corps projects. Our #62MillionGirls hashtag was the number-one hashtag in the U.S., with people across the country talking about the power of education. And we'll be launching the next phase of this social media campaign next week at South by Southwest.

Persuasive strategies – Logos: She talked about participants and sponsors in this project. She also told of what to do for this project.

Language persuasion –

And we haven't just inspired folks here in the United States. Our hashtag was the number-three hashtag globally, with girls around the world tweeting their support for Let Girls Learn. And countries like Japan, the UK, South Korea have joined this effort as well, investing more than half a billion dollars in girls' education. And at this year's U.N. General Assembly, nearly 200 countries agreed to make adolescent girls' education a top priority in the new Global Goals.

Logos

Persuasive strategies – Logos: She talked about participants and sponsors

in this project. She also told of what to do for this project.

Language persuasion –

And today, just 12 months after we launched Let Girls Learn, we’re seeing the impact of these efforts all around the world. We see it in the story of a girl named Fiker from Ethiopia who, at the age of 13, found out that her parents were planning to marry her off to a man she’d never met. But Fiker had learned about the dangers of early marriage from a USAID program she was involved in, so she refused to go through with the marriage. She went on to graduate first in her entire sixth-grade class.

Logos

Persuasive strategies – Logos: She talked about results of her project.

Language persuasion –

We see the impact of our work in the story of a young woman named Nourhan in Egypt. When Nourhan got accepted to a girls’ science and technology boarding school supported by USAID, of course she was hesitant to leave home. But she took the plunge, and today, she’s an avid coder. And when speaking about her plans for the future, she says, “I dream of being the youngest Nobel Prize winner for Nuclear Physics.”

Logos

Persuasive strategies – Logos: She talked about results of her project.

Language persuasion –

And we’re seeing the impact of our efforts not just on girls worldwide, but on young people right here at home. Kids across the U.S. are learning about these girls and they’re embracing this issue as their own. Students at a middle school in California raised \$1,500 for Let Girls Learn by selling popsicles and hot chocolate. At a school in Wisconsin, students raised \$594 from their friends and families. As part of their campaign, they created signs to raise awareness, and one of these signs said that “33 million fewer girls than boys are in primary school worldwide.” They said, “We’re in this together. Together we [can] make a difference.”

Logos

Persuasive strategies – Logos: She talked about results of her project.

Language persuasion –

See, even young kids get it. We’re in this together. Because these girls are our girls. They are us. They each have the spark of something extraordinary inside

Logos

of them just like our daughters -- and our sons -- and their fate is very much our responsibility.

Logos

Persuasive strategies – Logos: She talked about results of her project.

Language persuasion –

Ethos

And in the coming months, we're going to be expanding our call to action to support these girls. We are going to be engaging even more people -- moms and dads, faith and youth organizations, and young people like so many of you. Because there is so much that students like you can do to make a real difference on girls' education.

Persuasive strategies – Ethos: She talked about planes of her project in the future.

Language persuasion –

You can study this issue and organize your classmates to take action. You can study or volunteer abroad and be on the front lines educating girls. After you graduate from college, you can even join the Peace Corps and run your own girls' education project. Or if you get out there and get a job, like your parents may want you to -- (laughter) -- you can get your company involved in Let Girls Learn. That's how Lyft got involved, from one of our fellow young people who worked in this administration and now works at Lyft. That kind of commitment that companies are announcing today, you can be a part of making it happen.

Logos

Persuasive strategies – Logos: She told how to joy this project

Language persuasion –

Ethos

Every single one of us has a role to play on this issue. And you can start today by going to LetGirlsLearn.gov and find out how to get involved right now. No contribution is too small, as you can see, because in the end, that's how we're going to solve this problem -- one girl, one school, one village at a time, with folks like all of you -- particularly our young people -- leading the way.

Persuasive strategies – Ethos: She persuaded the audience to joy her project.

Language persuasion –

Ethos

And no, it will not be easy. And it will not be quick. But make no mistake about it, we can do this. If we can make this kind of project -- progress in just a year -- in

Ethos

just a year -- if we keep putting in this effort and this investment that these girls deserve, we can get this done. I know we are all up to the task. I know we are. I see it in your eyes. I know you feel that burning sensation, that sense of unfairness. Turn that into action. Turn that passion into something real. Those girls will be so grateful, because they are all of us. They are my daughters, and they are you.

Persuasive strategies – Ethos: She tried to persuade the audience to joy her project.

Language persuasion -

Ethos

So I want to close by thanking all of you once again for everything you have done in this year, and everything we will continue to do together. And I do look forward to continuing our work together in the months and years to come. And I cannot wait to see all the doors we will open, all the fortunes we -- and futures we transform for girls across the globe.

Persuasive strategies – Ethos: She told about thing that she wanted to her audience.

Language persuasion -

Ethos

So you guys ready to get to work? (Applause.) You think we can get this done? (Applause.) All right. Thank you all so much. God bless. (Applause.)

Persuasive strategies – Ethos: She asked everyone to be alert.

Language persuasion – Rhetorical Question: So you guys ready to get to work?

: You think we can get this done?

END

12:37 P.M.

June 27, 2016

The First Lady After a Conversation with Girl Students

R.S. Caulfield School
Unificationtown, Liberia

6:32 P.M. GMT

Pathos

MRS. OBAMA: First of all, let me just say **how impressed** I am with all of you, not just the types of stories you've told, but the way you did it -- with confidence and with pride. And that's the beginning of becoming a leader -- just starting to do things that you don't feel comfortable doing, but you push yourself to do it anyway.

Persuasive strategies – Pathos: She expressed her feelings that she had with her audience.

Language persuasion -

Ethos

When I was your age, if anyone had told me that **I** would be the First Lady of the United States of America, **I** would have laughed at them. Because growing up, in that space, there had never been an African American President, let alone an African American First Lady. So to be where I am today is basically doing what many people thought was impossible. And many people thought it was impossible up until my husband was elected. There were people in -- who didn't think the country was ready for a black President. They wanted it. They wanted to believe, but they were afraid to believe because they didn't want to be hurt and let down. But because we worked together in communities -- because, as people were growing -- that we were not being divided by race, he was elected, because he had a lot of support.

Persuasive strategies – Ethos: She talked about her life in the part before her husband was a president.

Language persuasion - Repetition: I-I-I

Ethos

So my goal as First Lady was to make sure that I was the best First Lady I could be. I wanted to make my husband proud, my parents proud, and I wanted to make

my community proud, and my daughters proud. So **I** made sure that every day, **I** came to my job, to the work that did -- that **I** brought a passion and confidence and trust. **I** wanted people to know that if **I** said **I** was going to do something, they could believe **I** would do that. If **I** made a commitment, **I** stood by that commitment -- and try to make it real.

Persuasive strategies – Ethos: She talked about her goals and things that she wanted it become.

Language persuasion - Repetition : I-I, I-I, I-I-I, I-I-I-I, I-I

Logos

Because when you become leaders, the most important thing you have is your word, your trust. That's where respect comes from. Because people know when you say you're going to do something, you do it, and you do it with love and you do it with what we call authenticity, that people know that your heart is real. And I try to operate from that place every single day.

Persuasive strategies – Logos: She talked about the importance thing when everyone became a leader.

Language persuasion -

Ethos

Maybe those are some of my strengths, is the ability to just be me no matter where I am. And I encourage all of you to do that. You don't have to be somebody different to be important. You're important in your own right. Nobody wants you to act like a boy. People want and need to value you because of who you are, because of your story, because of your challenges. That's what makes you unique. You want to be different. You want to be special. The fact that you've been able to overcome challenges -- and this is what I always talk -- that makes you smarter. That made me better, right? Because I had to overcome things that a lot of people who were in the same position never had to overcome.

Persuasive strategies – Ethos: She wanted everyone to see the value in themselves.

Language persuasion -

So if **I** have weaknesses -- and **I** think we all have weaknesses, right? (Laughter.) Let me think -- my mother is laughing. (Laughter.) See, part of

-- it's like, I'm pretty confident. (Laughter.) But I think this is just -- having limited resources to do as much as you want to do. This is why leadership is important. Because you can't do everything alone. Most things you can't do by yourself, no matter how smart you are, no matter how much you care. You have to have people with you who are going to help you along the way.

Ethos

Persuasive strategies – Ethos: She wanted everyone to see importance of teamwork.

Language persuasion - Repetition : I-I

And you never want to get to the point where you're so strong that you don't have anybody helping you. You can't do this alone. And that's something that I had to learn -- that it was okay to ask for help. It was okay to do things that were a little embarrassing. To not understand math, but to still keep trying. To ask questions even when I didn't know the answer. Not being afraid to be wrong -- I had to learn how to do that. Because as a woman, we all think -- we all hide ourselves. We all worry -- when you see -- in the class, boys always raise their hand even if they don't know what they're talking about. They'll talk and talk and talk, and we'll wait and make sure that we're absolutely right before we say anything.

Ethos

Persuasive strategies – Ethos: She wanted everyone to see importance of teamwork and didn't afraid to ask someone for helping.

Language persuasion -

We as women, we have to understand that we know more, just even instinctively, than we think we do. So we have to be brave enough to take that risk, and maybe fail at it, and be okay with failure. And I've had to learn how to be okay with failure. Because you don't do anything great unless you're willing to fail, and then overcome the things that happen when you fail.

Ethos

Persuasive strategies – Ethos: She wanted everyone behave and didn't worry about mistake. (This paragraph continue from above paragraph)

Language persuasion -

END

6:40 P.M. GMT

June 14, 2016

The First Lady at the United State of Women Summit Dinner

State Department

7:45 P.M. EDT

MRS. OBAMA: Well, good evening, everyone. How are you all? Rest yourselves, you've been busy. (Laughter.) I understand it's been a long day. But it is a **pleasure** to be here with all of you tonight.

Pathos

Persuasive strategies – Pathos: She expressed her feelings that she had with her audience.

Language persuasion -

Ethos

Of course, I want to start by thanking Ayo for that very kind introduction. And **I** have to say, she is an outstanding businesswoman because **I** walked in the back, **I** met her, we took a picture, and she said, "You have to try one of my bean cakes." (Laughter.) And they were all laid out, and let me tell you, they were delicious! (Laughter.) Oh, my goodness. Good job. (Applause.) And I was hungry so it hit the spot. (Laughter.) I haven't eaten yet. But we're all so impressed with everything she has achieved and everything she will continue to achieve in the years ahead. So let's give Ayo another round of applause. (Applause.)

Persuasive strategies – Ethos: She wanted thanked to Ayo and told story between she and Ayo.

Language persuasion - Repetition : I-I-I

Ethos

I also want to recognize Evan Ryan and John Rogers for their outstanding leadership. Where is everybody? **I** kind of popped in. Hi, how are you? (Applause.) Yay. Thank you all for the work you've done and for being here today.

Persuasive strategies – Ethos: She wanted thanked to organizer.

Language persuasion - Repetition : I-I

Ethos

And of course, I want to give a huge thank you to everyone who made the United State of Women Summit such an incredible success. Thanks to everyone -- oh, yes. (Applause.) You all worked so hard. And I just left -- Oprah and I did our conversation. I don't know -- did you see it? Sorry, I know. (Laughter.) I would give you a synopsis, but it was really good. (Laughter.)

Persuasive strategies – Ethos: She wanted thanked to her audience.

Language persuasion - Repetition : I-I, I-I

Ethos

But I want to thank everybody from the White House Council on Women and Girls, and everyone all across the administration who helped to plan this event, including so many folks here at the State Department. It's been an amazing day. People were energized. They may have been a little tired but we didn't feel it. And I've had a few girlfriends give me an update; they said they were inspired, they're ready to change the world. So you should be very proud of the work that you've done. I know you've spent a lot of time and energy. So again, congratulations. (Applause.)

Persuasive strategies – Ethos: She wanted thanked to everyone.

Language persuasion -

Ethos

I want to thank all of the amazing speakers, many of whom are here with us today. I'm seeing a few people in the audience. You guys, I heard you were wonderful. And finally, thanks so much to Goldman Sachs for being such a vitally important part of this summit and for their extraordinary work to empower women across the globe through 10,000 Women. What an amazing initiative. And Ayo is a good representative. I also want to congratulate them on their new effort to help 100,000 women get the financing they need to grow their businesses.

Persuasive strategies – Ethos: She wanted thanked you and praised to Ayo.

Language persuasion -

Logos

Over the past eight years, 10,000 Women has given so many women the business skills, the mentoring, the networks they need to blossom from struggling entrepreneurs into successful businesswomen -- oftentimes doubling, on average, the number of employees on their payrolls and quintupling their revenues.

Persuasive strategies – Logos: She talked about women who had skill and success in business.

Language persuasion -

And efforts like these don't just boost women's balance sheets, they also transform the way women see themselves and how their communities see them as well. Because when we empower women economically, they come to view themselves not just as business owners, but as leaders -- as people who should have a say in the workings of their companies, but also in the affairs of their families and their communities and their countries.

Logos

Persuasive strategies – Logos: She talks about women who had skill and success in business. (This paragraph continues from above paragraph)

Language persuasion -

And as they start making their voices heard and taking their rightful place in their societies, that has a ripple effect, particularly on our young people -- both our daughters and our sons -- who receive an unambiguous message that women are not property, they are not second-class citizens, but instead they are breadwinners. They're change agents. They're people whose voices and contributions matter. (Applause.) Absolutely.

Logos

Persuasive strategies – Logos: She talked about a changing in the role of the woman. (This paragraph continues from above paragraph)

Language persuasion -

And really, more than anything else, that is the idea behind the work that I've been doing as First Lady through Let Girls Learn to help adolescent girls worldwide go to school. Because I know what these girls have to offer -- we all know. In my travels as First Lady, I have met so many amazing young women, and I've seen firsthand how smart and how strong and determined they are to fulfill their promise.

Persuasive strategies – Ethos: She talked about background of this project.

Language persuasion -

Logos

But as we all know, so often they face such overwhelming obstacles to getting an education -- poverty, opposition from their families, cultural practices like female genital mutilation and forced child marriage. And girls in conflict situations face barriers that many of us couldn't even begin to imagine -- unbearable instability,

horrific violence, the loss of loved ones -- barriers that often make it nearly impossible for them to get the education they need.

Persuasive strategies – Logos: She talked about factors in lack of education.

Language persuasion -

But we all know that whether or not these girls go to school -- not just primary school, but secondary school and beyond -- I want to emphasize that that will absolutely determine how they grow up, who they'll be -- whether they'll grow up healthy. Whether they can provide for themselves and their kids. Whether they can take advantage of programs like 10,000 Women and chart their own course in the world.

Logos

Persuasive strategies – Logos: She talked about factors in lack of education. (This paragraph continues from above paragraph)

Language persuasion -

Logos

And that's why, through Let Girls Learn, the U.S. government has been investing in girls across the globe -- providing scholarships and leadership training, building bathrooms for girls at school, taking on issues like female genital mutilation and forced child marriage, and so much more. And since we launched Let Girls Learn, dozens of major companies and organizations have come forward to support this work. And tonight, I am thrilled to announce a number of amazing, new commitments from private and nonprofit sectors. These are big, bold commitments that will have a real impact on the girls around the world that we're trying to help

Persuasive strategies – Logos: She talked about purpose and new participants in this project.

Language persuasion -

Logos

For example, CARE -- we all know CARE. It's a wonderful organization that fights global poverty. They're going to be providing intensive schooling for girls -- yay for CARE -- (applause) -- including working with girls in conflict areas who dropped out of primary school to help them catch up and complete secondary school and even college.

Persuasive strategies – Logos: She talked about participants in this project.

Language persuasion - Logos

The International Rescue Committee will be expanding their education programs to reach hundreds of thousands of girls in conflict countries. Oracle will be funding STEM education efforts in Egypt -- yes! (Applause.) And that includes summer computer camps and girls' codefests, and all that cool kind of stuff.

Persuasive strategies – Logos: She talked about participants in this project.

Language persuasion - Logos

The Hershey Company is working with the Peace Corps to fund girls' education programs broadly, and we're thrilled to have them on board. American Airlines is supporting girls' education efforts through UNICEF. PayPal is featuring Let Girls Learn in its back-to-school charitable-giving campaign -- yay. AOL is launching a Let Girls Build challenge to inspire girls here in the U.S. to use technology to close the education gap for girls around the world. And the Just Like My Child Foundation will be helping 10,000 girls in Uganda stay in school by educating them about issues that lead girls to drop out -- things like sexual violence, HIV, early pregnancy.

Persuasive strategies – Logos: She talked about participants in this project.

Language persuasion -

Now, altogether, these commitments represent more than \$20 million of investment in the lives of adolescent girls across the globe. And I think we should give them all a round of applause. (Applause.) This is the kind of wonderful work we can do and be inspired by. These new efforts will have a ripple effect far beyond the girls who are impacted directly. Because we've seen time and again that when educated girls grow into successful women, they don't just pat themselves on the back and enjoy the fruits of their successes -- no, as they should, they reach back and they help other women and girls along after them.

Persuasive strategies – Logos: She talked about participants in this project.

Language persuasion -

Ethos

And I could give you so many examples to illustrate this point, but tonight, I'm going to share just one. Of course, we've heard Ayo's story, but the story -- there's another story of a woman who is here with us tonight at this dinner, Ciiru Waitthaka. Ciiru, where are you? Because I didn't get a chance to meet you. Hi,

sweetie, how are you? (Applause.) You go, girl! (Laughter.) Ciiru is from Kenya. So we're family. (Applause.)

Persuasive strategies – Ethos: She was going to talk about Ciiru.

Language persuasion -

Ciiru started a business called FunKidz -- with a "Z" -- to create furniture, accessories and educational tools for children that are based on African stories. Yes, that's you! (Laughter.) But while there was plenty of demand for her products, she found that as a woman, it was hard for her to get the capital she needed to meet that demand. But then, thanks to a business loan that 10,000 Women provided, Ciiru was able to double her production capacity, hire new employees and start selling her products around the world.

Logos

Persuasive strategies – Logos: She talked about Ciiru's business line.

Language persuasion -

And Ciiru didn't just sit back and enjoy her success. Instead, she stepped up and founded a program for kids from struggling families to teach them about innovation and technology, and she's already reached more than 350 children. So there you go. There you go. (Applause.) Ciiru, come up here! Come up here! (Applause.) This is worth stopping for a second. (Applause.) (A photo is taken.)

Logos

Persuasive strategies – Logos: She told story about Ciiru that she helped women and children.

Language persuasion -

As we've seen time and again, women and girls who are out there working, they are truly force multipliers, spreading opportunity through their families and communities -- and not just by creating programs and nonprofit organizations, not just by hiring other women, but also by serving as role models themselves. And when girls -- and boys -- across the globe see their mothers and grandmothers and their aunts and their sisters creating their own products, and running businesses to put those products out into the world, and taking control of their own destinies with the money they earn -- well, that's a whole new model of what it means to be a woman. And it's a whole new paradigm for these kids to grow up in.

Logos

Persuasive strategies – Logos: She told story about Ciiru that she helped

women and children.

Language persuasion -

Ethos

That is the power of the dreams that it will take for our kids to embrace themselves and to do great things in the world. And I can't even begin to imagine the impact that so many of you will have as you continue your efforts to lift up women and girls here in America and around the world. And I'm excited about the impact that we can have together through Let Girls Learn as we keep expanding our efforts to more villages, to more schools and more girls who are hungry to learn and bursting with promise.

Persuasive strategies – Ethos: She anticipated future project results.

Language persuasion -

Because while my time as First Lady may soon be coming to -- I shouldn't say "may," it is soon coming to -- (laughter) -- let's not get that confused. (Laughter.) When it comes to the issue of global girls' education, believe me, I am just getting started. (Applause.) I am so **excited** to continue working on this issue not just for the next seven months as First Lady but for the rest of my life. And it's going to be good work, because there are a lot of good partners in this room. And I am so looking forward to really diving in.

Pathos

Persuasive strategies – Pathos: She expressed her feelings for the time remaining to be First Lady.

Language persuasion -

Ethos

Ethos

And I hope that every single one of you here will join me in this work if you haven't already. If you're a leader in a company, I hope you will make girls' education a priority in your philanthropic efforts, like so many of the companies have done here tonight. If you're a nonprofit organization, I hope that you'll get engaged in this issue, or expand the work that you're already doing, or find others to join in.

Ethos

Persuasive strategies – Ethos: She hoped everyone will be succeed.

Language persuasion -

Ethos

And as powerful, influential individuals -- who all of you are in this room -- we need every single one of you out there serving as champions for these girls and raising awareness about this issue all across the country and around the world. Your voices and your platform can make such a transformational difference for these

amazing young girls. And many of us have met these girls. We have spent time with them. We have seen them fighting for every bit of opportunity that they have. They don't take anything for granted. And they deserve our help.

Persuasive strategies – Ethos: She hoped everyone will be succeed and power of everyone can change different transformation.

Language persuasion -

Ethos

And tonight, I want to end as I started -- really by thanking you, thanking you for helping to lead this movement. Because many of you were doing this long before anybody knew anything about Michelle Obama. Thank you for the work that you're doing for girls across the globe. Thank you for devoting your resources and your expertise and your passion to help women and girls pursue their ambitions and fulfill their dreams.

Persuasive strategies – Ethos: She thanked everyone that came to listened her speech.

Language persuasion - Repetition: I-I

I am always inspired when I come into a room like this, and when I meet these amazing women. I'm inspired by everything you all achieve. And I can't wait to see everything that we'll continue to achieve in the years ahead.

Ethos

Persuasive strategies – Ethos: she thanked inspiration. (This paragraph continues from above paragraph)

Language persuasion - Repetition: I-I-I

So thank you all. Enjoy your dinner, you've earned it. Are you eating? (Laughter.) Good for you. You all, thank you so much. Have a great night. (Applause.)

Ethos

Persuasive strategies – Ethos: She thanked everyone that came to listened her speech.

Language persuasion -

END

8:00 P.M. EDT

September 28, 2016

The First Lady at Hillary For America Campaign Event

LaSalle University
Philadelphia, Pennsylvania

12:06 P.M. EDT

Pathos

Pathos

MRS. OBAMA: **Wow!** (Applause.) Hey! (Applause.) **Oh, my goodness.** There is some excitement up in here, huh? (Applause.) I'm **excited** too! Oh, my goodness. Well, let's get started, because we're going to talk about some things. (Laughter.)

Persuasive Strategies – Pathos: She expressed her feelings.

Language persuasion - Rhetorical Question: She had re-action with her audience.

Pathos

Ethos

But first of all, I am **thrilled** to be here today to support the next President and Vice President of the United States, Hillary Clinton and Tim Kaine! (Applause.) Yes! But I'm going to start with a few thank-yous.

Persuasive Strategies – Pathos and Ethos: She expressed her feelings and showed her opinions.

Language persuasion -

First of all, I want to than Ludmille. I mean, are all you students like her? She is **amazing**, and I know you all are too. Let's give her a round of applause. Yes! (Applause.)

Pathos

Ethos

Persuasive Strategies – Pathos and Ethos: She expressed her feelings and showed her opinions.

Language persuasion -Rhetorical Question: She had re-action with her audience.

-Repetition: I-I (In bold text) She used repetition pronoun because she wanted audience believe and attention that her talked.

I also want to recognize your U.S. State -- U.S. Senate candidate, Katie McGinty. Katie is here. (Applause.) Your_U.S. House of Representatives

candidate, Dwight Evans. (Applause.) Your candidate for Attorney General, Josh Shapiro. (Applause.) Your State Senator, Art Haywood. (Applause.) And City Councilwoman, Cindy Bass. (Applause.) I know you all heard from them earlier today, so let's **thank** them for being here and let's **wish** them luck on the future. We're going to get a lot of things done.

Pathos

Ethos

Persuasive Strategies – Ethos: She showed her opinions and her attitudes.

Pathos: She expressed her feelings.

Language persuasion –

But most of all, I want to **thank all of you** here at LaSalle University. (Applause.) Yeah! (Applause.) Well, I have heard some great things about this school and about the students and staff, so I am so **proud** and **honored** to be here.

Pathos

Logos

Pathos

Persuasive Strategies – Pathos: She expressed her feelings.

Logos: She showed facts about something that she heard.

Language persuasion – Repetition: I-I she wanted audience believe and attention that her talked.

Pathos

Now, it's **hard** to believe -- (applause) -- hey! (Applause.) I see you all over there. **I love you** all too. But we've got work to do here today. Because it is almost one month to Election Day, and I cannot **believe** it. And it's about time for my family to end our time in the White House.

Pathos

Logos

AUDIENCE: No!

Persuasive Strategies – Pathos: She expressed her feelings.

Logos: She used analogical reasoning.

Language persuasion -

MRS. OBAMA: It's all right. It's all right. Two terms -- it's a reason. **It's** a good thing, **it's** a good thing. But I have to tell you, even though we've had a **great** -- this is a **bittersweet** time for me. I mean, because we're engaged in a time of great transition -- for me, for Barack, for Malia and Sasha, even Bo and Sunny. (Laughter.) I mean, what are they going to do when we leave? My husband has got to find a new job. I have to find a new job. (Laughter.) We've got to move

Pathos

Pathos

Ethos

to a new home, we're going to need to pack. We've got to pack up the old house, get it cleaned up so we can get our security deposit back. (Laughter.)

Persuasive Strategies – Pathos: She expressed her feelings.

Ethos: She showed her attitudes when she and her husband leave from white house.

Language persuasion - Repetition: we-we She used

repetition pronoun because she wanted audience believe and attention that her talked.

Rhetorical Question - She used rhetorical question because she wanted audience attend and get involved with her.

But of course, this isn't just a time of transition for my family, but for our entire country, as we decide who our next President will be. And transitions like these can be **difficult**. They can involve a lot of uncertainty. We saw that back in 2008 when Barack was first elected.

Pathos

Logos

Persuasive Strategies – Pathos: She expressed her feelings.

Logos: She talked about facts when Barack was first elected.

Language persuasion –

Ethos

I don't know if you all remember, especially that little one there -- you weren't even born -- (laughter) -- but back then, people had all kinds of questions about what kind of President Barack would be. Things like: Does he really understand us? Will he protect us?

Persuasive Strategies – Ethos: she showed her **opinions** about last election.

Language persuasion - Rhetorical Question - Does he really understand us? Will he protect us? She using rhetorical question because she want audience attend and get involved with her.

Ethos

And then, of course, there are those who questioned **and** continued to question for the past eight years -- whether my husband was even born in this country -- **and** let me say, hurtful, deceitful questions deliberately designed to undermine his

presidency. Questions that cannot be blamed on others or swept under the rug by an insincere sentence uttered at a press conference.

Let me take a moment. (Laughter.)

Persuasive Strategies – Ethos: she showed her **opinions** about hurtful, deceitful questions deliberately designed to undermine his presidency.

Language persuasion – Repetition: And-And-And.

she wanted audience believe and attention that her talked.

Ethos

But during his time in office, I think Barack has answered these questions with the example he's set and the dignity he's shown -- by going high when they go low. (Applause.) And he's answered those questions with the progress we've achieved together. Progress like health reform, passing health care. Creating millions of jobs. Slashing the unemployment rate. Lifting millions of people out of poverty. Expanding LGBT rights so marriage equality is now the law of the land. (Applause.) I could go on.

Logos

Persuasive Strategies –Ethos: She talked about her husband personal experience and her opinions.

Logos: She used analogical reasoning when she talked about the progress they've achieved together.

Language persuasion –

Pathos

But even after all this progress; it's **understandable** that folks are **feeling a little uncertain** as we face this next transition. So the question is: How do we sort through all the negativity, all the name-calling in this election and choose the right person to lead our country forward?

Persuasive Strategies – Pathos: she expressed her feelings about it.

Language persuasion - Rhetorical Question: She used rhetorical question because she wanted audience attend and get involved with her.

Ethos

Well, as someone who has seen the presidency up close and personal, let me share with you what I've learned about this job -- lessons that seem even more relevant, even more critically important after watching Monday's debate.

Persuasive Strategies – Ethos: she talked about her personal experiences.

Language persuasion -

Pathos

First and foremost, this job is **hard**. It is the highest-stakes, most 24/7 job you can possibly imagine. The issues that cross a President's desk are never easy. And solutions to persistent, systemic challenges are never black and white. I mean, just think about the crises this President has faced these last eight years.

Ethos

Persuasive Strategies – Pathos: she expressed her feelings when she had work close up a President's.

Ethos: she showed opinions about the issue when she was working.

Language persuasion -

Logos

In his first term alone, Barack had to rescue our economy from the worst crisis since the Great Depression. (Applause.) He had to make the call to take out Osama bin Laden. (Applause.) Respond to devastating natural disasters like Hurricane Sandy. (Applause.) And so much more. So, when it comes to the qualifications we should demand in a President, to start with, we need someone who will take the job seriously, someone who will study and prepare so that they understand the issues better than anyone else on their team.

Persuasive Strategies – Logos: She talked facts about what he was doing while being a president and all of those things she said are all true.

Language persuasion - Repetition: we-we. She used repetition pronoun because she wanted audience believe and attention.

Pathos

And we need someone with superb judgment in their own right. Because a **President** can hire the best advisors on Earth, but **I guarantee** you that five advisors will give five different opinions, and it is the **President** -- and the **President** alone -- who always has to make the final call. We also need someone who is steady and measured. Because when making life-or-death, war-or-peace decisions, a President just can't pop off or lash out irrationally. (Applause.) No, we need an adult in the White House, I guarantee you.

Ethos

Persuasive Strategies – Ethos: She talked about a President and expressed her attitudes about next a President.

Pathos: She expressed her feelings.

Language persuasion – Repetition: President- President- President She used repetition pronoun because she wanted audience believe and attention that her talked.

And finally, we need someone who is compassionate. Someone who will be a role model for our kids. Someone who’s not just in this for themselves but for the good of this entire country -- all of us. (Applause.) See, at the end of the day, as I’ve said before, the presidency doesn’t change who you are, it reveals who you are. (Applause.) And the same is true of a presidential campaign.

Persuasive Strategies – Ethos: She showed her attitudes about towards those who will hold the position of a President.

Language persuasion -

U.S. presidential campaigns are very long -- nearly two and a half years, or half of one presidential term. Just think about that. So **if** a candidate is erratic and threatening; **if** a candidate traffics in prejudice, fears and lies on the campaign trail; if a candidate thinks that not paying taxes makes you smart, or that it’s good business when people lose their homes; **if** a candidate regularly and flippantly makes cruel and insulting comments about women, about how we look, how we act -- well, **sadly**, that’s who that candidate really is. ↑ That is the kind of President they will be.

Pathos

Ethos

Persuasive Strategies – Pathos: She expressed her feelings.

Ethos: She showed her attitudes about the issue if candidates is erotizing and threatening.

Language persuasion - Repetition: if-if-if She used repetition because she wanted audience believe and attention that her talked.

Pathos

Ethos

And **trust me**; a candidate is not going to suddenly change once they’re in office -- just the opposite, in fact. Because the minute that individual takes that oath, they are under the hottest, harshest light there is, and there’s no way to hide who they really are. But see, at that point, it’s too late. They are the leader of the world’s largest economy, Commander-in-Chief of the most powerful military force on Earth. With every word they utter, they can start wars, crash markets; fundamentally change the course of this planet.

Persuasive Strategies – Pathos: She expressed about her feelings.

Ethos: She showed her opinions about a candidate.

Language persuasion –

So who in this election is truly ready for that job? Who do we pick? Well, for me -- and I **hope** there are some who are still deciding here -- but for me, **it's very clear** that there is **only one person** in this race who we can trust with those responsibilities, **only one person** with the qualifications and temperament for this job, and that person is our friend, Hillary Clinton. (Applause.)

Pathos

Pathos

Ethos

Persuasive Strategies – Ethos: She showed her attitudes about a candidate.

Pathos: She expressed her feelings.

Language persuasion – Repetition: only one person- only one person She used repetition because she wanted audience believe and attention that her talked.

- **Rhetorical Question** - She used rhetorical question because she wanted audience attention.

Ethos

So let me tell you why. **We** know that Hillary's the right person because **we** have seen her character and commitment not just during this campaign but over the course of her entire life. We've seen her dedication to public service -- how after law school, she became an advocate for kids with disabilities. She fought for children's health care as First Lady and for quality childcare as a Senator. And when she didn't become President in 2008, Hillary didn't throw in the towel. No, she once again answered the call to serve and earned sky-high approval ratings for the outstanding job she did for us as our Secretary of State. (Applause.)

Logos

Persuasive Strategies – Ethos: She showed her attitudes about Hillary's and she spoke of the dedication of Hillary's

Logos: She expressed facts about Hillary's

Language persuasion – Repetition: we-we . She wanted audience believe and attention that her talked.

And for those who question her stamina to be President, **Hillary's resilience is more than proven.** As she said on Monday night, she's the only candidate in this race who has traveled to 112 countries; who has negotiated a cease fire, a peace agreement, a release of dissidents; who's spent 11 hours testifying before a congressional committee. Hillary is tough. (Applause.) And when she gets

knocked down, she doesn't complain. She doesn't cry foul. No, she gets back up. She comes back stronger for the people who need her most.

Persuasive Strategies – Ethos: She showed her attitudes about Hillary's

Logos: She showed facts about Hillary's (bold text)

Language persuasion –

And here is what's also true: Hillary is one of the few people on this entire planet - and clearly the only person in this race -- who actually has any idea what this job entails, who's seen it from every angle -- the staggering stakes, the brutal hours, the overwhelming stresses. And here's the thing --she still wants to do this job. (Laughter.) Because she believes that she has an obligation to use her talents. What do we teach you all? To use your talents to help as many people as possible. That's why Hillary Clinton is running.

Ethos

Logos

Persuasive Strategies - Ethos: She showed her attitudes about Hillary's

Logos: She talked about Hillary's talents and she used **reasoning**. (e.g. because)

Language persuasion - Rhetorical Question: She used rhetorical question

because she wanted audience attend and get involved with her. (bold text).

Pathos

Pathos

See, now that's dedication. That's what love of country looks like. So when I hear folks saying that they don't feel inspired in this election, I have to **disagree**. See, because for eight years, I have seen what it takes to actually do this job. And here's what **I know for sure**: Right now, we have an opportunity to elect one of the most qualified people who has ever endeavored to become President. (Applause.) Hillary has been a lawyer, a law professor, **First Lady** of Arkansas, **First Lady** of the United States, a U.S. Senator, Secretary of State. That's why I'm **inspired** by Hillary. (Applause.)

Pathos

Ethos

Persuasive Strategies – Pathos: She expressed her feelings.

Ethos: She showed her attitudes about Hillary's

Language persuasion – Repetition: First Lady- First Lady She used repetition because she wanted audience believe and attention that her talked.

I'm **inspired** by her persistence, her consistency; by her heart and by her guts. And I'm **inspired** by her lifelong record of public service. No one in our lifetime has ever had as much experience and exposure to the presidency -- not Barack, not Bill, nobody -- and, yes, she happens to be a woman. (Applause.)

Pathos

Ethos

Persuasive Strategies – Ethos: She showed her attitudes about Hillary's.

Pathos: She expressed her feelings about her was inspired by Hillary's.

Language persuasion –

Pathos

So, **trust me**, Pennsylvania, experience matters. Preparation matters. Temperament matters. And Hillary Clinton has it all. She's the real deal. I have come to know her very well over the years, and I know that she is more than ready, more than able to be an outstanding President for all of us.

Ethos

Persuasive Strategies – Pathos: she expressed her feelings.

Ethos: She talked about Hillary's and support her.

Language persuasion - Repetition: I-I She used repetition because she wanted audience believe and attention that her talked.

So we cannot afford to squander this opportunity, particularly given the alternative. **Because we** know that being President isn't anything like reality TV. It is not an apprenticeship. (Applause.) And it is not just about fiery speeches or insulting tweets. It's about whether someone can handle the awesome responsibility of leading this country.

Ethos

Persuasive Strategies – Ethos: She showed her attitudes about whom being President

Logos: She used reasoning.

Language persuasion – Repetition: we-we. She used repetition pronoun because she wanted audience believe and attention that her talked.

So as you prepare to make this decision, I urge you to ignore the chatter and the noise and ask yourselves which candidate really has the experience, the maturity, the temperament to handle this job. Which candidate's words and actions speak to the values we share -- values like inclusion, opportunity, sacrifice for

others. Because your answers to these questions on Election Day will determine who sits in the Oval Office after Barack Obama.

Persuasive Strategies – Ethos: She expressed her attitudes.

Language persuasion –

And let's be **clear**: Elections aren't just about who votes, but who doesn't vote. (Applause.) And that is especially true for young people like all of you. In fact, in 2012, voters under the age of 30 -- yay for you all -- (applause) -- that is not me -- (laughter) -- you provided the margin of victory for Barack in four key battleground states: Florida, Ohio, Virginia, and right here in Pennsylvania. You all did it. (Applause.) But hear this: Without those votes, Barack would have lost those states. He would have lost that election, period, end of story.

Logos

Pathos

Ethos

Ethos

Persuasive Strategies – Pathos: she expressed her feelings.

Ethos: She showed her attitudes and opinions. She talked about audience who vote for her husband.

Logos: she talked about facts about audience who vote for her husband.

Language persuasion –

And for any of you, who might be thinking that your one vote doesn't really matter, or that one person can't really make a difference, consider this: Back in 2012, Barack won Pennsylvania by about 300,000 votes -- which sounds like a lot. But see, when you break that number down, the difference between winning and losing this state was only 17 votes per precinct. Take that in. Seventeen votes. That's how presidential elections are won and lost -- on five votes, 17 votes per precinct.

Logos

Persuasive Strategies – logos: She talked about points that vote for her husband in 2012.

Language persuasion –

So the fact is that each of you here in this auditorium, in this special place -- **we're in a gym, right?** (Laughter.) Got **confused**. (Laughter.) But each of you could swing an entire precinct and win this election for Hillary just by getting yourselves, your family, your classmates out to vote. That's all you have to do. (Applause.) That's it. You can do it. You have the power. (Applause.)

Pathos

Ethos

Persuasive Strategies – Pathos: She wanted audience voted for Hillary by her speech.

Ethos: She showed her attitudes about win this election for Hillary.

Language persuasion - Rhetorical Question: we're in a gym, right? (She has re-action with her audience.)

Repetition: you-you-you-you She used repetition pronoun because she want audience believe and attention that her talks.

But you could also help swing an entire precinct for Hillary's opponent with a protest vote or by staying home out of frustration. Because here's the truth: Either Hillary Clinton or her opponent will be elected President this year. And if you vote for someone other than Hillary, or if you don't vote at all, then you are helping to elect Hillary's opponent. And the stakes are far too high to take that chance, too high. (Applause.) Remember, it's not about voting for the perfect candidate -- there is no such person. In this election, it's about making a choice between two very different candidates with very different visions for our nation.

Ethos

Persuasive Strategies – Ethos: She showed her attitudes about elected President this year.

Language persuasion –

So the question is: Do you want Hillary Clinton to be your President, or do you want her opponent to be your President? That is the choice in this election. And if you choose Hillary, like I am and have and will, then we have to get to work. And it is not enough to come to a rally and post some selfies -- and that's all cute and all that. (Laughter.) My kids do that all the time. It's not enough to get angry and just speak out about the need for change. We all must take action to elect folks who will stand with us to make that change. That's your job.

Ethos

Persuasive Strategies – Ethos: She showed her attitudes and her personal experiences.

Language persuasion - Rhetorical Question: Do you want Hillary Clinton to be your President, or do you want her opponent to be your President? She used rhetorical question because she wanted audience attend and get involved with her.

So you need to get yourself and everyone you know registered to vote today. (Applause.) And we have volunteers here who will help. When this is all over, if you're feeling fired up -- and even if you're not -- go find them and get registered before you leave.

Ethos

Persuasive Strategies – Ethos: She showed her attitudes about vote for this election.

Language persuasion -

Ethos

And then we need you to roll up your sleeves. Because voting is just part of it. We need you to make calls, knock on doors, get folks out to vote on Election Day. (Applause.) Again, you can sign up with one of the Hillary campaign folks who are here today. I want to see the numbers here go up when I leave. And as you start working your hearts out for Hillary, if you start to feel tired or discouraged by all the negativity in this election, if you just want to hide under the bed and come out when it's all over, I just want you to remember what's at stake, particularly for our young people. Because the choice you make on November 8th will determine whether you can afford your college tuition. It will determine whether you can keep your health care when you graduate.

Logos

Persuasive Strategies – Ethos: She showed her attitudes and persuades audience to vote for Hillary Clinton.

Logos: She talked facts about the importance of voting in elections.

Language persuasion - Repetition: I-I-I, you-you, you-you. She used repetition pronoun because she wanted audience believe and attention that her talked.

On November 8th, you all will decide whether we have a President who believes in science and will combat climate change or not. (Applause.) A President who will honor our proud history as a nation of immigrants or not. (Applause.) A President who thinks that women deserve the right to make our own choices about our health or not. (Applause.) That's just a taste of what's at stake.

Ethos

Persuasive Strategies – Logos: She talked facts about the importance of voting in elections.

Ethos: She expressed her attitudes that her want audience vote to Hillary Clinton.

Language persuasion –

So we can't afford to be tired or turned off. Not now. Because while this might feel like a time of uncertainty and division, let me tell you, I **have never felt** more hopeful about the future of this great nation. And it's because I know you all, our young people. I feel that way because for the past eight years, I've had the great honor of traveling from one end of this country to the other. I've met people from every conceivable background and walk of life. And time and again, I have seen proof of what Barack and I have **always believed** in our hearts -- that we as Americans are fundamentally decent, good people, and we all truly want the same things.

Pathos

Pathos

Ethos

Persuasive Strategies – Pathos: She expressed about her feelings.

Ethos: she showed about her experiences.

Language persuasion – Repetition: I-I,I-I She used repetition pronoun

because she wanted audiences believe and attention that her talked.

Ethos

Time and again, Barack and I have met people who disagree with just about everything we have ever said -- (laughter) -- but who welcome us into their communities -- folks who are open-hearted and willing to listen respectfully. And while we might not change each other's minds, we always walk away reminded that we're not all that different.

Persuasive Strategies – Ethos: she showed about her experiences.

Language persuasion – Repetition: we-we-we-we. She used repetition

pronoun because she wanted audience believe and attention that her talked.

See, millions of folks in this country are working long hours to send their kids to college just like my mom and dad did for me. They're helping to raise their grandkids just like Barack's grandparents did for him. They're teaching their kids the exact same values that Barack and I are trying to teach our girls -- that you work hard for what you want in life and you don't take shortcuts. That you treat people with respect, even if they don't look or think like you. That when someone is struggling, you don't turn away from them, you certainly don't take advantage of them -- no, you imagine walking a mile in their shoes and you do what help. That's what we're trying to teach our kids.

Ethos

Persuasive Strategies – Ethos: she talked about her opinions about teaching our children to have the same values.

Language persuasion – Repetition: you-you-you. She used repetition pronoun because she wanted audience believe and attention that her talked.

Ethos

Because that's what we do in America -- **a country where a girl like me from the South Side of Chicago, whose great-great grandfather was a slave, can graduate from some of the finest universities on Earth.** (Applause.) We live in a country where a biracial kid from Hawaii who was the son of a single mother can become President. (Applause.) We live in a country that has always been a beacon for people who have come to our shores and poured their hopes, and their prayers, and their backbreaking hard work into making us who we are today.

Persuasive Strategies – Ethos: She talked about her personal experiences.

Language persuasion - Repetition: their-their-their She used repetition pronoun because she wanted audience believe and attention that her talked.

So let me tell you, especially our young people, don't let anyone ever take away your hope. Don't let them do it. That's what makes America great. (Applause.) And we deserve a President who can see those truths in us. A President who believes that each of us is part of the American story and we're always stronger together. A President who can bring out the best in us -- our kindness, our decency, our courage, our determination, so that we can keep perfecting our union and passing those blessings of liberty down to our children.

Ethos

Persuasive Strategies – Ethos: She talked about the qualities that the next President of the Good Commission should be and showed her attitudes.

Language persuasion- Repetition: our-our-our-our-our. She used repetition pronoun because she wanted audience believe and attention that her talked.

Hillary Clinton will be that President. (Applause.) And from now until November, I am going to work as hard as I can to get her and Tim Kaine elected. We need you to do the same thing. We need you to do everything you can to close the door on this election and make it happen so we can keep moving this country forward.

Ethos

Persuasive Strategies – Ethos: She showed her attitudes to audience.

Language persuasion – Repetition: I-I. We-we-we. She used repetition pronoun because she wanted audience believe and attention that her talked.

So my question to you is: Are you with me? (Applause.) I can't hear you. Are we going to do this? (Applause.) **We're going to need your help. We're going to need you fired up. This is on you. You all can make the difference.** Can we make it happen? (Applause.)

Pathos

Ethos

Thank you all. God bless. (Applause.)

Persuasive Strategies – Pathos: She expressed her feelings to audience.

Ethos: She showed her attitudes to audience

Language persuasion - Rhetorical Question: Are you with me? Are we going to do this? She used rhetorical question because she wanted audience attend and get involved with her.

September 16, 2016

The First Lady At a Hillary for America Event

George Mason University
Fairfax, Virginia

3:03 P.M. EDT



MRS. OBAMA: Hey! (Applause.) How are you guys doing? **Wow! Thank you,** guys. Look at you. My goodness. (Laughter.) Oh, my goodness. Well, listen, let's started here. You guys have been standing up for a while, right? (Applause.) So let's start talking about some stuff.

Persuasive Strategies – Pathos: She expressed about her feelings to audience who listeners who listened and watched her today.

Language persuasion– Rhetorical Question: How are you guys doing? You guys have been standing up for a while, right? She using rhetorical question because she want audience attend and get involved with her.



First of all, let me just say I am **thrilled** to be here today to support the next President and Vice President of the United States -- Hillary Clinton and Tim Kaine! (Applause.) Yes!



Persuasive Strategies – Pathos: She expressed about her feelings to audience

Ethos: She showed about her attitudes.

Language persuasion -



I have to do a few **thank-you** before we go in. I want to **thank** Henry for that wonderful introduction, for sharing his story. I want to **thank** all the members of Congress who are here today. Representatives Bobby Scott, Gerry Connolly. And I also want to recognize our outstanding DNC Chair, Donna Brazile. (Applause.) I hear she lit it up, right? And I want to **thank** Charity for her fabulous remarks. (Applause.) And of course, I have to recognize another great First Lady of Virginia, right here, Dorothy McAuliffe, who is here. So **glad** that she could join



us. And, of course, to all of you, our students of George Mason University! Look at you all. (Applause.)

Persuasive Strategies – Pathos: She expressed about her feelings to audience and person she said names to showed gratitude.

Language persuasion– Rhetorical Question: I hear she lit it up, right? She talks to Donna Brazile and say thank you for her. She using question because her want audience attention her and think about what she is offering.

Pathos



Now, let me say, it is so **hard to believe** that it is less than two months to Election Day, and that my family is almost at the end of our time in the White House.

AUDIENCE: Noo!

MRS. OBAMA: Yeah, it's almost time. And let me say -- I have to say --

AUDIENCE: Four more years! Four more years!

MRS. OBAMA: No -- no. (Laughter.) Let me say this: You have me and Barack working on your behalf for the rest of our lives. So no need to worry. (Applause.) We're going to be here.

Persuasive Strategies – Pathos: She expressed about her feelings to audience. Audience had re-action to her. They wanted her and her husband to continues to hold office at White House.

Language persuasion–

Pathos



But let me just tell you, this time is really **bittersweet** for me. It's a time of real transition for me and Barack and our girls. My husband is going to need a new job. (Laughter.) I'm going to have to find a job. We're going to be moving to a new home, so we'll have to pack. We got to get the old house cleaned up so we can get our security deposit back. (Laughter.)

Logos



Persuasive Strategies – Pathos: She expressed about her feelings to audience that at the time she was working is a bittersweet.

Logos: She talked about facts after her and her

husband worked in the White House for four years.

Language persuasion–

But in all seriousness, this isn't just a time of transition for my family -- but for our entire country -- as we decide who our next President will be. And transitions like this can be difficult. They involve a lot of uncertainty. And we saw that in 2008 when Barack was first elected.

Ethos

Persuasive Strategies – Ethos: She talked her opinions about next president that it is time to transition our entire country.

Language persuasion–

I don't know if many of you were old enough to remember -- (laughter) -- you remember? But back then, people had all kinds of questions about what kind of President Barack would be. Things like, does he really understand us? Will he protect us? And then, of course, there were those who questioned -- and continued to question for the past eight years, up through this very day -- whether my husband was even born in this country.

Ethos

AUDIENCE: Booo –

Persuasive Strategies – Ethos: She showed her opinions about question of her husband would be.

Language persuasion– Rhetorical Question: She used question because her wanted audience attention her and it makes audience thought and thought about what she was offering.

Ethos

MRS. OBAMA: Well, during his time in office, I think Barack has answered those questions with the example he's set -- by going high when they go low. (Applause.) And he's answered these questions with the progress that we've achieved together, progress like bringing health care to 20 million people. (Applause.) Creating 15 million private sector jobs. Helping millions of young people, like all of you, afford college. (Applause.) Expanding LGBT rights and marriage equality, marriage equality is now the law of the land.

Logos

Persuasive Strategies – Ethos: She talked about her experiences when she was working close up her husband.

Logos: She showed facts and statistics of the progress that they had achieved together.

Language persuasion–

Logos

And we just learned that, last year, the typical household income rose by \$2,800 -- (applause) -- which, by the way, is the largest one-year jump on record. (Applause.) And 3.5 million people were lifted out of poverty. That's the biggest one-year decrease in poverty in nearly 50 years. (Applause.) You hear me? All right.

Logos

Persuasive Strategies – Logos: She sowed facts and statistics of improved economy such as the typical household income rose, people were lifted out of poverty.

Language persuasion– Rhetorical Question: You hear me? She used question because she wanted audience attention her.

Ethos

But even after all this progress; it's understandable that folks are feeling a little uncertain as we face the next transition. So the question is, for all of you and all of us, for the nation, is: How do we sort through all the negativity and the name-calling in this election, and choose the right person to lead our country forward?

Persuasive Strategies – Ethos: She showed her opinions about next election.

Language persuasion– Rhetorical Question: She used question because her wanted audience attention her and thought about what she was offering.

Well, as someone who's seen the presidency up close and personal, here's what I've learned about this job. First and foremost, this job is hard. Okay? This is the highest-stakes, most 24/7 job you can possibly imagine. The issues that cross a President's desk are never easy, none of them. They're never black and white.

Persuasive Strategies – Ethos: She talked about her experiences when she was working close up her husband and she talked about the issues that cross a President's desk are never easy, none of them.

Language persuasion– Rhetorical Question: She used question because her wanted audience attention her and thought about what she was offering.

I mean, just think about the crises this President has faced these last eight years. In his first term alone, Barack had to rescue our economy from the worst crisis since the Great Depression. He had to make the call to take out Osama bin Laden. (Applause.) He had to work to stop millions of gallons of oil that were gushing into our Gulf Coast. He had to respond to devastating natural disasters like Hurricane Sandy and so much more. ← **Ethos**

Persuasive Strategies – Ethos: She talked about her experiences when she was working close up her husband and she talked what her husband had to face with problems and how to solved them.

Language persuasion–

So when it comes to the qualifications we should demand in a President -- to start with, we need someone who is going to take this job seriously; someone who will study and prepare so that they understand the issues better than anyone else on their team. And we need someone not with good judgment, but with superb judgment in their own right. Because a President can hire the best advisors on Earth, but let me tell you, five advisors will give five different opinions. And the President, and the President alone, is always the one to make the final call. **Believe me.** ← **Pathos**

Persuasive Strategies – Ethos: She showed her opinions about the qualifications we should demand in a President.

Pathos: She expressed her feelings to audience attention her.

Language persuasion–

We also need someone who is steady and measured, because when you're making life or death, war or peace decisions, a President can't just pop off. (Applause.) Finally, we need someone who's compassionate, who's unifying force, someone who will be a role model for our kids; someone who's not just in this for themselves, but for the good of this country. See, at the end of the day, as I've said before, the presidency doesn't change who you are -- it reveals who you are. (Applause.) And the same thing is true of a presidential campaign.

Persuasive Strategies – Ethos: She showed her opinions about the qualifications we should demand in a President.

Language persuasion–

So if a candidate is erratic and threatening, if a candidate traffics in prejudice, fear and lies on the trail, if a candidate has no clear plans to implement their goals, if they disrespect their fellow citizens, including folks who have made extraordinary sacrifices for our country -- let me tell you, that is who they are. That is the kind of President they will be. **Trust me**; a candidate is not going to suddenly change once they get into office. Just the opposite, in fact. Because the minute that individual takes that oath, **under the hottest, harshest light there is, and there is no way to hide who they really are.**

Persuasive Strategies – Pathos: She expressed her feelings.

Ethos: She showed her opinions about the qualifications we should demand in a President.

Language persuasion– Repetition: If-If-If-If she wanted audience believe and attention that her talks.

And at that point, it's too late. They're the leader of the world's largest economy, the Commander-in-Chief of the most powerful military force on Earth. With every word they utter, they can start wars, crash markets, change the course of this planet.

Persuasive Strategies – Ethos: She showed her opinions about Influence of President.

Language persuasion– Repetition: they-they She wanted audience believe and attention that her talked.

So who in this election is truly ready for this job? Who do we pick? Well, for me, I'm just saying -- it is excruciatingly clear that there is **only one person** in this election we can trust with those responsibilities, **only one person** with the qualifications and the temperament for that job. And that is our friend, Hillary Clinton. (Applause.)

Persuasive Strategies – Ethos: She showed her opinion in this election and her support Hillary Clinton for this job.

Language persuasion– Rhetorical Question: She used question because her wanted audience attention her and it made audience thought and thought about what she was offering.

We know that Hillary is the right person because we've seen her character and commitment -- not just on the trail, but over the course of her entire life. We've seen her dedication to public service; how after law school, she chose to be an advocate for kids with disabilities. She fought for children's health care as First Lady, for quality childcare as a Senator.

Ethos

Persuasive Strategies – Ethos: She showed her opinion about Hillary

Language persuasion– Repetition: We-we. She wanted audience believe and attention that her talked.

Logos

And when she didn't win the presidency in 2008, she didn't throw in the towel. She once again answered the call to serve, keeping us safe as our Secretary of State. And let me tell you, Hillary has the resilience that it takes to do this job. See, because when she gets knocked down, she doesn't complain or cry foul. No, she gets right back up, and she comes back stronger for the people who need her the most.

Ethos

Persuasive Strategies – Ethos: She showed her opinions about Hillary

Logos: She talked about facts of Hillary.

Language persuasion– Repetition: She-She. She wanted audience believe and attention that her talked.

And here is what is also true -- and I want you all to think about this. Hillary is one of the few people on this entire planet -- and clearly the only person in this race -- who has any idea what this job entails, who has seen it from every angle. Hear me: the staggering stakes, the brutal hours, the overwhelming stresses. And here's the thing -- she still wants to take it on. (Applause.) See, because she believes that she has an obligation to use her talents to help as many people as possible. That is why she's running.

Ethos

Persuasive Strategies – Ethos: She showed her opinions about Hillary

Language persuasion– Repetition: She-She. She wanted audience believe and attention that her talked.

Pathos

Now, let me tell you, that is what dedication looks like. That is what love of country looks like. So when I hear folks saying they don't feel inspired in this election -- well, let me tell you, I **disagree**. I am **inspired**. Because for eight years, I have had the privilege to see what it takes to actually do this job.

Ethos

Persuasive Strategies – Ethos: She showed her opinions about Hillary.

Pathos: She expressed her personal experiences.

Language persuasion –

And here's what I absolutely know for sure -- listen to this: Right now, we have an opportunity to elect one of the most qualified people who has ever endeavored to become president. (Applause.) Hillary has been a lawyer, a law professor, First Lady of Arkansas, First Lady of the United States, a U.S. Senator, Secretary of State. Do you hear me? (Applause.)

Ethos

Persuasive Strategies – Ethos: She showed her opinions about Hillary.

Language persuasion– Rhetorical Question: She used question because her wanted audience attention her and it made audience thought and thought about what she was offering.

Pathos

Ethos

See, that's why I'm inspired by Hillary. I'm inspired by her persistence and her consistency, by her heart and her guts. And I'm inspired by her lifelong record of public service. No one in our lifetime has ever had as much experience and exposure to the presidency -- not Barack; not Bill -- as he would say, nobody. And, yes, happens to be a woman. (Applause.)

Persuasive Strategies – Pathos: She expressed about her feelings.

Ethos: She showed her opinions about Hillary.

Language persuasion– Repetition: I-I. She wanted audience believe and attention that her talked.

So we cannot afford to squander this opportunity, particularly given the alternative. Because here is what we know -- that being President isn't anything like reality TV. (Applause.) It's not about sending insulting tweets or making fiery speeches. It's about whether or not the candidate can handle the awesome responsibility of leading this country.

Ethos

Persuasive Strategies – Ethos: She showed her opinions about candidate can handle the awesome responsibility of leading this country.

Language persuasion–

So, George Mason, Virginia, as you prepare to make this decision, I urge you, I beg of you to ignore the chatter and the noise and ask yourselves: Which candidate really has the experience, the maturity, and the demeanor to handle the job I described to you? Which candidate's words and actions speak to the future we want for our country and the values we share -- values like inclusion and opportunity, service and sacrifice for others?

Ethos

Persuasive Strategies – Ethos: She showed her opinions about audience had chosen candidates to come to develop the country and what was the qualifications.

Language persuasion– Rhetorical Question: She asked about how to choose candidate.

Ethos

Your answers to these questions on Election Day will determine who sits in the Oval Office after Barack Obama. And let's be clear: Elections aren't just about who votes, but who doesn't vote. And that is especially true for young people like all of you. In fact, in 2012, voters under the age of 30 provided the margin of victory for Barack in four key battleground states: Pennsylvania, Ohio, Florida, and right here in Virginia. (Applause.) Right here. Without those votes, Barack would have lost those states, and he definitely would have lost that election -- period, end of story.

Logos

Persuasive Strategies – Ethos: She showed her opinions about election.

Logos: She showed facts and statistics of voting results in 2012

Language persuasion–

Logos

Ethos

So for any of you who might be thinking that, "my vote doesn't really matter," that one person can't really make a difference in this election, I want you to consider this: Back in 2012, Barack won Virginia by about 150,000 votes. Now, that may sounds like a lot. But when you break that down, the difference between winning and losing this state was only 31 votes per precinct. Thirty-one votes. He won Ohio. The difference there was just -- in Ohio, the difference there was just nine votes per precinct. Do you hear me? In Florida, the difference was six votes per precinct. Take that in for a moment. Take that in. Those are real numbers. That's how elections, especially the presidential election, are won and loss on a handful of votes.

Persuasive Strategies – Ethos: She showed her opinions. (In bold text)

Logos: She expressed facts and statistics of voting results in 2012. She talked about one vote is worth losing or winning in an election.

Language persuasion–

So there are plenty of states where each of you could swing an entire precinct and win this election for Hillary Clinton just by getting yourselves, **your** friends and **your** few family members registered and out to vote. (Applause.) But it's going to take work. Yes, we can! ↑ (Applause.) It's going to take work. It's going to take work.

Ethos

AUDIENCE: Yes, we can! Yes, we can!

MRS. OBAMA: We can do this. We can, and we must.

Persuasive Strategies – Ethos: She showed her opinions in this election and her supports Hillary Clinton for win this election.

Language persuasion– Repetition: your-your. She wanted audience believe and attention that her talked.

Logos

But here's the thing -- it's not enough to just come to a rally. It's not enough to just get a few selfies. (Laughter.) It's not enough to just get angry and just speak out. We also have to work and make that change, and take action. And that starts with electing folks who will stand with you and fight with you. And that's why you need to get yourself and everyone you know registered to vote today. And we've got volunteers here. **I** want you all, if you're not registered, **I** want you to find them before you leave. Find them and get registered before you leave this building.

Persuasive Strategies – Logos: She used rational to expressed how to choose a Candidate

Language persuasion – Repetition: I-I. She wanted audience believe and attention that her talked.

Ethos

And then we need you to roll up your sleeves and get to work, making calls, knocking on doors, thinking about those handful of votes that you could carry, and get people out on Election Day. Again, you can sign up to volunteer with any of the

staff who are here. So get it done. Right, George Mason? (Applause.) Work your hearts out.

Persuasive Strategies – Ethos: She showed her attitudes.

Language persuasion– Rhetorical Question: She used question because her wanted audience attention her. It made audience thought and thought about what she was offering.

And as you're working your heart out for Hillary, if you start to feel tired or discouraged by all the negativity in this election, if you want to just hide under the bed and come out when it's all over, I want you to remember what's at stake. The choice you make on November 8th will determine whether you can afford college tuition. It will determine whether you can keep your health care when you graduate.

Ethos

Persuasive Strategies – Ethos: She showed her opinions in this election.

Language persuasion – Repetition: you-you. She wanted audience believe and attention that her talked.

On November 8th, you will decide whether we have a president who believes in science and will fight climate change -- or not. (Applause.) You will decide whether we have a president who will honor our proud history as a nation of immigrants -- or not. (Applause.) You will decide whether we have a president who thinks that women deserve the right to make their own choices about their bodies and their health -- or not. (Applause.)

Ethos

Persuasive Strategies – Ethos: She showed her opinions in this election and her supports Hillary Clinton for win this election.

Language persuasion–

And here's the thing. At a time when incomes are rising by thousands of dollars, when millions of people are being lifted out of poverty, ask yourselves: Is now really the time to fundamentally change direction when we're making so much progress?

Ethos

AUDIENCE: No!

Persuasive Strategies – Ethos: She showed about her opinions when

millions of people were being lifted out of poverty.

Language persuasion– Rhetorical Question: She used question because her wanted audience attention her. It made audience thought and thought about what she was offering.

MRS. OBAMA: I mean, do we really want to go back to the way things were before Barack was President?

AUDIENCE: No!

Logos

MRS. OBAMA: A time of economic crisis, stagnant wages when we were losing nearly 800,000 jobs a month. Or do you want a President who will keep moving this country forward? (Applause.)

Persuasive Strategies – Logos: she showed about with facts and statistics.

Language persuasion– Rhetorical Question: She used rhetorical question because she wanted audience attend and get involved with her.

Pathos

Pathos

Well, that's what's at stake. So we can't afford to be tired or turned off -- not now. Because while this might feel like a time of uncertainty and division, **I have never felt more hopeful** about the future of this great nation. **I feel this way** because for the past eight years, **I have had the great honor** of traveling from one end of this country to the other. And let me tell you, I have met just some of the most amazing people -- people from every conceivable --

Ethos

AUDIENCE MEMBER: Ellen!

Persuasive Strategies – Ethos: she showed about her experiences.

Pathos: She expressed about her feelings to audience about the future of this great nation.

Language persuasion– Repetition: I-I. She wanted audience believe and attention that her talked.

Pathos

MRS. OBAMA: And Ellen. (Laughter and applause.) But people from every conceivable background and walk of life. And time and again, I've seen proof of what Barack and **I have always believed** in our hearts: that we as Americans, we're

Ethos

fundamentally good folks, and we all truly want the same things. I mean, that's the thing. We're not that different.

Persuasive Strategies – Ethos: She showed her opinions Americans.

Pathos: She expressed them with feeling.

Language persuasion – Repetition: we-we-we. She wanted audience believe and attention that her talked.

Ethos



Time and again, Barack and I have met people who disagree with everything we've ever said, but they still **welcome** us into their communities. They keep their minds open, willing to listen. And while we might not always change each other's mind, we always walk away reminded that we're really not that different.

Persuasive Strategies – Ethos: She showed her opinions and her experiences about Americans. They had met people who disagree but they were still welcome us into their communities.

Language persuasion– Repetition: we-we-we. She wanted audience believe and attention that her talked.

Ethos



Folks in this country are working long hours to send their kids to college just like my mom and dad did for me. They're helping raise their grandkids just like Barack's grandparents did for him. They're teaching their kids the exact same values that Barack and I are trying to teach our girls: that you work hard for what you want in life and you don't take shortcuts; that you treat people with respect, even if they look or think differently from you; that when someone is struggling, you don't turn away, and you certainly don't take advantage. No, you imagine walking a mile in their shoes and you do what you can to help, because that's what we do in America. (Applause.)

Persuasive Strategies – Ethos: She showed her opinions about values and working long hour for what you wanted in life and you didn't take shortcuts.

Language persuasion–

Ethos



We live in a country where a girl like me, from the South Side of Chicago, whose great great grandfather was a slave, can go to some of the finest universities on Earth. We live in a country where a biracial kid from Hawaii named Barack Obama

-- (applause) -- the son of a single mother -- can become president. A country that has always been a beacon for people who have come to our shores and poured their hopes and their prayers, and their backbreaking hard work into making this country what it is today. That is what makes America great. Don't ever forget it. (Applause.)

Persuasive Strategies – Ethos: She showed her opinions and her experiences about her and husband background family. She talked about her and husband success life.

Language persuasion–

And here's the thing. I know in my heart that we deserve a president who can see those truths in us, a president who believes that each of us is part of the American story and we're always stronger together. We deserve a president who can bring out what is best in us -- our kindness and decency, our courage and determination, so we can keep perfecting our union and passing down those blessings of liberty to our children.

Ethos

Persuasive Strategies – Ethos: She showed her opinions about next president and qualifications that the president should have.

Language persuasion–

Pathos

Let me tell you this. **I have never been more confident** that Hillary Clinton will be that president. (Applause.) So here's what **I'm pledging.** From now until November, I'm going to work as hard as I can to make sure that Hillary and Tim Kaine win this election. I need your help to do that, as well. Are you with me? (Applause.) I can't hear you. Are you with me? (Applause.) You got to roll up your sleeves. You got to get to work, make it happen. Virginia will make the difference in this election. Are you ready, Virginia? (Applause.)

Ethos

Thank you all. God bless.

Persuasive Strategies – Pathos: She expressed her feelings.

Ethos: She tried to convince the audience to go to the polls and choose Hillary and Tim Kaine. She wanted them win this election.

Language persuasion– Rhetorical Question: She used question because her wanted audience attention her. It made audience thought and thought about what she was offering.

March 23, 2016

The First Lady on Let Girls Learn to Argentine High School Students

Centro Metropolitano de Desino
Buenos Aires, Argentina

12:33 P.M. ART

Pathos

MRS. OBAMA: Hello, everyone. Hola! You have your earphones on, right? Well, it is such a **pleasure** and an **honor** to be here with all of you at this amazing place which is the center for so much creativity and innovation.

Persuasive Strategies – Pathos: She expressed her feelings.

Language persuasion - Rhetorical Question: She used rhetorical question because she wanted audience attend and get involved with her.

Pathos

And **I want to start by thanking your beautiful and fabulous** First Lady for that **very kind** introduction and for taking the time to be here with me today. **I know** that she shares my passion for inspiring and empowering our young people, **and I am so excited** to get to know her and her family during our time together here in Argentina.

Pathos

Persuasive Strategies - Pathos: She expressed her feelings.

Language persuasion- Repetition: I-I She wanted audience believe and attention that her talked.

Pathos

I also want to thank your Minister of Education, Esteban Bullrich, for being with us today. And of course, **I want to thank all of you** — so many smart, talented, wonderful young women from here in Barracas. **I am so thrilled to join my husband and our daughters for this visit as our nations come together to deepen our friendship and promote a new spirit of cooperation around so many important issues.**

Ethos

Persuasive Strategies - Pathos: She expressed her feelings.

Ethos: She showed her attitudes to audience.

Language persuasion-

Pathos

Logos

And I have to say that while I might be far away from my country today, being here with all of you in Barracas, **I truly feel at home.** Because I actually grew up in a neighborhood just like this one. It was on the South Side of Chicago -- a place where people worked hard to support their families, and where families were close and loving and had strong values.

Ethos

Persuasive Strategies - Pathos: She expressed her feelings to audience.

Ethos: She talked about her personal experiences when she was young in the south side of Chicago.

Logos: She used reasoning to explain when she said “I truly feel at home. **Because** I actually grew up in a neighborhood just like this one.”

Language persuasion- Repetition: I-I. She wanted audience believe and attention that her talked.

Pathos

I was very **fortunate** to be raised by hardworking and devoted parents. Neither of them had a university degree, and they didn't make a lot of money. My father worked as a pump operator at the city water plant, and my mom stayed home to take care of me and my older brother. The four of us lived in a very small apartment in the city. It was so small that my brother and I shared a bedroom that was divided in half with a wooden partition to create two even smaller rooms. My room was so small that when I held out my arms, I could almost touch both walls at the same time.

Ethos

Persuasive Strategies - Pathos: She expressed her feelings.

Ethos: She talked about her personal experiences when she was young and talked about her family.

Language persuasion - Repetition: I-I. She wanted audience believe and attention that her talked.

So we didn't have a lot of space, but we filled our little home with a whole lot of love. Most of my grandparents, aunts and uncles and cousins lived nearby, and we were always visiting each other's houses where we would spend hours talking and laughing and eating -- sometimes driving each other crazy, but always enjoying each other's company. It was sort of like your assados here in Argentina. So while my

family wasn't rich, we were always -- at least we always felt rich because we had each other. **Ethos**

Persuasive Strategies - Ethos: She talked about her personal experiences.

She was talking about her family and her home.

Language persuasion - Repetition: we-we, we-we. She wanted audience believe and attention that her talked.

Pathos

My modest upbringing, however, did not prevent me from having very big dreams for myself. My parents taught us that we could achieve anything through hard work and a good education. I dreamed of attending the best universities and becoming a lawyer, and getting an important job where I could be a leader in my community and help families like mine have a better life. **Ethos**

Persuasive Strategies – Pathos: she expressed her feelings.

Ethos: She talked about her personal experiences and her childhood ambition.

Language persuasion - Repetition: I-I. She wanted audience believe and attention that her talked.

Ethos

But by the time I started school, I began encountering people outside of my home who had less faith in my ability to reach my goals: Teachers who didn't think that I was smart enough, and would call on the boys in class instead of the girls, even though the girls had better grades. People who thought a girl shouldn't have ambition, and they would ask my brother what career he planned to have, but would ask me what kind of man I wanted to marry.

Persuasive Strategies - Ethos: She used ethos because she was talking about her experiences and talking when she started at school.

Language persuasion – Repetition: I-I. She used repetition pronoun because she wanted audience believe and attention that her talked.

Ethos

As I got older, I found that men would whistle at me or make comments about how I looked as I walked down the street as if my body were their property, as if I were an object to be commented on instead of a full human being with thoughts and feelings of my own. I began to realize that the hopes I had for myself were in conflict with the messages I was receiving from people around me -- messages that said that, as a girl, my voice was somehow less important; that how my body looked was more important than how my mind worked; that being strong and powerful and outspoken just wasn't appropriate or attractive for a girl.

Persuasive Strategies - Ethos: She talked about her personal experiences.

Language persuasion – Repetition: I-I-I-I,I-I-I She used repetition

pronoun because she wanted audience believe and attention that her talked.

And soon enough, I started to question myself: Was I too loud, too much? Was I too bossy? Was I dreaming too big? And for years, I would lie awake at night and those doubts would eat away at my heart. But eventually, I just got tired of always worrying about what everyone else thought of me. So I decided not to listen to the voices of those who doubted or dismissed me. Instead, I decided to listen to my own voice, and to rely on the support of the people in my life who believed in my ability to achieve my own dreams. And to do that, I listened to my parents, and devoted all of my energy to doing well in school. ← **Ethos**

Persuasive Strategies - Ethos: She talked about her opinions about being confident in her and following her dreams.

Language persuasion - Rhetorical Question: She using rhetorical question because she wanted audience paid attention.

I would wake up at 4:00 every morning to study, because that was the only time that my little apartment was ever really quiet, and then I would come home and study until late at night. I made sure that I was one of the well-prepared students in my classes. I would just keep raising my hand until the teacher called on me. When the boys made fun of me, I ignored them. And while some people doubted that a girl like me could attend a top university, I went ahead and I applied anyway. And I got accepted, and eventually got a law degree from Harvard University. **Ethos**

Persuasive Strategies - Ethos: She talked about her experiences and

how to success at university

Language persuasion– Repetition: I-I-I-I-I-I. She used repetition pronoun because she wanted audience believe and attention that her talked. **Ethos**

And I want to tell you that education was everything for me. At university, I learned how to think critically, how to write well, how to present myself with confidence and authority so that people would listen to what I had to say. And I used those skills to get myself a job at a prestigious law firm, and then as the director of a non-profit organization, and a university dean, and eventually, a vice president at a hospital.

Persuasive Strategies - Ethos: She talked about her experiences when she attended university and after graduated.

Language persuasion– Repetition: I-I. She used repetition pronoun because she wanted audience believe and attention that her talked.

So because of my education, I had opportunities that my parents never could have dreamed of for themselves. I'm standing here today because I want the same thing for all of you. And that's why no matter what challenges or obstacles you might face, I want to urge you to get the education you need to make your voice heard in the world. And you need to do that not just for yourselves, but for all of us. Because you all bring such an important perspective to so many of the issues we face, not just here in Argentina, but around the world. **Ethos**

Persuasive Strategies - Ethos: She talked about her attitude about importance of education.

Language persuasion– Repetition: I-I-I-I. She used repetition because she focused on pronoun of the sentence so she wanted audience attention.

You know what it's like not to have every advantage, and to really work to make ends meet. As young women, you know how it feels to be overlooked or underestimated just because of who you are. And we desperately need your help as we take on our most urgent challenges, particularly the challenges that we face as women, both in your country and in mine. **Ethos**

Persuasive Strategies - Ethos: She showed about her attitudes.

Language persuasion - Repetition: we-we. She used repetition because she focused on pronoun of the sentence so she wanted audience attention.

You see, women here in Argentina and in the U.S. face so many of the same struggles. We struggle to be paid equally for our work. We struggle to balance the needs of our family with the demands of our jobs. We struggle to stop domestic violence and abuse, terrible crimes that have no place in any country on this planet.

Ethos

Persuasive Strategies - Ethos: She showed about her opinions about Struggles in U.S. and Argentina.

Language persuasion–

So we need young women like all of you to get your education and to rise up as leaders at every level of your society. We need you to be leaders in your families, raising your daughters to believe in themselves -- and raising your sons to honor and respect women. We need you to be leaders in our workplaces, ensuring that more women are hired in companies. And we need you to go out there and start companies of your own.

Ethos

Persuasive Strategies - Ethos: She showed her opinions about women rise up as leaders at every level of society.

Language persuasion–

We need you to be leaders in our laboratories and universities, making new discoveries and defying the myth that science and math are only for men. And we need you to be leaders in the National Congress and Casa Rosada, working to help struggling families and protect women's rights.

Ethos

Persuasive Strategies - Ethos: She showed her attitudes.

Language persuasion-

Ethos

And make no mistake about it; we need you to be leaders not just here in Argentina, but around the world. Because your country is an increasingly important player on the world stage, with more engagement in the global economy and a greater voice in global affairs. So we need all of you to step up and be part of that conversation. We

need you to use the opportunity you have here in Argentina to become global change agents, especially when it comes to the plight of young women just like you around the world.

Logos

Persuasive Strategies - Ethos: She showed her attitudes.

Logos: She used reasoning when she said “we need you to be leaders not just here in Argentina, but around the world.” She wanted audience to participated in the economy and to represented global change.

Language persuasion-

Ethos

Because right now, women and girls worldwide are facing threats and challenges that most of us in Argentina and in the United States can't even imagine. For example, today, 62 million girls across the globe are not in school -- girls whose parents just can't afford the school fees. Girls who live in tiny villages where the nearest school is hours away, or the school in their village doesn't have adequate bathrooms for girls. Girls whose families just don't think they're worthy of an education, and instead marry them off young, when they're barely even teenagers.

Logos

Persuasive Strategies - Ethos: she showed her opinions.

Logos: She talked about facts about girls worldwide were facing threats and issue about education.

Language persuasion-

Logos

Now I want you to just imagine for a minute what it's like to be one of those girls. I mean, think back to when you were 10, or 12, or 14 years old, and you were bright, and curious, and had all kinds of ideas about what you wanted to be when you grow up. Imagine how you would have felt if one day, someone told you, “Sorry, you're a girl, your dreams stop here. You have to drop out of school, you have to marry a man 20 years older than you whom you've never met and start having babies of your own.”

Ethos

Persuasive Strategies - Ethos: she showed her **opinions** about all kinds of ideas about what you wanted to be when you grow up.

Logos: Provided them with age.

Language persuasion-

Pathos

It's unthinkable. None of us would want that fate for ourselves. So why would we accept it for any girl on this planet? These girls are just as smart and hard-working as we are, and they are so hungry to learn. And as I've traveled the world, I've seen that they will do anything to get an education.

Ethos

Persuasive Strategies - Pathos: She expressed her feelings.

Ethos: She showed her opinions.

Language persuasion - Rhetorical Question: She used rhetorical question because she wanted audience attend and get involved with her.

I've met girls who walk for hours each day to get to school, risking kidnapping and assault, and the rejection of their families and communities. I've met girls who study at rickety desks in concrete classrooms, but they're so eager to learn, they're raising their hands so hard they're almost falling out of their chairs.

Ethos

Persuasive Strategies - Ethos: She talked about her personal experiences.

Language persuasion -

I know that if you met these girls, you would see yourselves in them, just as I do. And these girls deserve the same kind of chances that you and I have had to develop their minds and find their voices and become leaders in their families and societies.

Ethos

Persuasive Strategies - Ethos: She showed her attitudes.

Language persuasion-

logos

And that's why last year, President Obama and I started a new initiative that we called Let Girls Learn, to help adolescent girls worldwide go to school. It started with the U.S. coming together with other countries, and with NGOs and companies, to start investing in girls' education programs. And then we got celebrities involved -- people like Beyonce and Leonardo DiCaprio and Bono started getting involved. Zendaya, Kelly Clarkson, and other amazing artists even recorded a song that they called "This is for My Girls," and they're donating the proceeds to Let Girls Learn.

Persuasive Strategies – Logos: She showed facts about why it was created and what it is for. She and her husband

created Let Girls Learn, to help adolescent girls worldwide go to school.

Language persuasion-

Ethos

And soon, our campaign started to go viral. The #62MillionGirls hashtag was number one in the U.S. and number three globally, with people around the world tweeting their support for these girls. Young people have started raising money to send these girls to school. At one school in the U.S., they raised the equivalent of more than 20,000 pesos just by selling chocolate and popsicles.

Persuasive Strategies - Ethos: She showed her attitudes about Campaign advantages.

Language persuasion

And we want young people across the globe to join this movement, including all of you here in Argentina, because every single one of you has the power and the responsibility to help these girls. You all have access to the Internet and social media -- I know you do. You're just like my daughters. And you can all get online today and start tweeting and Instagramming and posting about these girls to raise awareness about their plight.

Ethos

Persuasive Strategies Ethos: She showed her attitudes about the power and the responsibility to help these girls.

Language persuasion-

Ethos

So I want you to go to 62MillionGirls.com and you'll find everything you need to share these girls' stories and support efforts to help them attend school -- school bathrooms for girls, school leadership and mentorship programs, and so much more.

Persuasive Strategies - Ethos: She persuaded audience to go to 62MillionGirls.com and she need audience to shared these girls' stories and supports efforts to help them attend school.

Language persuasion

And you can also support girls' education right here in Argentina. I'll bet that every single one of you knows a girl in your school or your family who's struggling -- a girl who doesn't feel good about herself or isn't taking her education

seriously. Well, you can reach out to that girl and encourage her, serve as a role model and a mentor for her. Every single one of you can be a leader in this movement to empower each other and inspire each other.

Ethos

Persuasive Strategies - Ethos: She showed her attitudes about Campaign advantages.

Language persuasion

Ethos

Now, of course, as you take on big challenges like girls' education, you might hear those little voices of doubt in your head that say, “Who are you to think that you can solve some big national or global problem? Who are you to think that you can be a leader?” But I want to remind you that here in Argentina, where your parliament has one of the highest percentages of women in the world, and where you’ve had a woman President and now have a woman Vice President -- milestones that my own country has yet to achieve -- you have a long history of women whose lives are a powerful answer to those questions.

Persuasive Strategies - Ethos: She showed her attitudes about big challenges.

Language persuasion - Rhetorical Question: She used question because her wanted audience attention her and it made audience thought and thought about what she was offering.

Take the example of Maria Eugenia Vidal. She had years of experience in politics, with jobs in national and city government. But when she decided that she wanted to lead Buenos Aires Province, some of her critics made sexist comments about her, said that she was too young for such a serious position. In response, she simply said, “I know who I am,” and she just kept on campaigning. And today, she is Governor Vidal, the first woman governor of Buenos Aires Province.

logos

Persuasive Strategies – Logos: She talked facts about Maria Eugenia Vidal about gender inequality.

Language persuasion

And then there's the story of Margarita Barrientos. Margarita grew up in poverty, and at the age of 11, after her mother passed away and her father abandoned her family, **she** came to Buenos Aires all by herself. Years later, when **she** and her husband had 10 children and were struggling to support their own family by recycling trash, **she** discovered that kids in their neighborhood were going hungry. And despite her own family's challenges, she immediately invited those kids into her home for a meal. **Ethos**

Persuasive Strategies – Ethos: She talked facts about Margarita Barrientos
Language persuasion - Repetition: she-she-she. She focused on pronoun of the sentence so she wanted audience attention.

Logos

As word of her generosity spread, more and more people came to her for help. And today, she leads an organization that feeds **1,800** people a day and runs a kindergarten, a library, a bakery, and a medical clinic for struggling families. She does these things because she believes -- and these are her words -- she says that "no matter how little you have, you can always give something." **Ethos**

Persuasive Strategies – Ethos: She talked facts about Margarita Barrientos
Logos: She talked about number that she leaded an organization that feeds.

Language persuasion –

And of course, you don't have to run for office or start your own organization to make a difference in your country. Just think back to what happened here last year when a journalist named Marcela Ojeda became enraged by the horrific femicides she was reporting on, and she sent out a tweet saying, "They are killing us" and asking, "Aren't we going to raise our voice?" **Ethos**

Persuasive Strategies – Ethos: She showed her attitudes.

Language persuasion- Rhetorical Question: She wanted audience attend and got involved with her.

Logos

Within days, other women journalists came forward to join her. They started tweeting and posting on Facebook to organize a protest. They thought they might get just a few hundred, maybe a few thousand people to join them. But, as you all know, on June 3rd of last year, **200,000 people** -- women of all ages, and plenty of men, too -- packed the streets outside of Congress to declare in one voice, "Ni Una

Menos” -- “Not one less.” Within days the government responded, pledging to collect data on femicides. And within months, the Congress passed a bill to provide free legal assistance to survivors of gender-based violence.

Persuasive Strategies – Logos: She provided them with facts and statistics
Language persuasion -

All of this happened because one brave woman decided to stand up and make her voice heard. **And I want to ask all of you, what cause will you take up? What injustice will you fix? How will you be a change agent for your country and our world? And decades from now, who will be standing in front of a group of young women talking about you, telling the story of your courage and your daring, and the change you made?**

Logos

Persuasive Strategies – Logos: She talked about her attitudes about changes for justice.

Language persuasion - Rhetorical Question: (In bold text) she used rhetorical question because she wanted audience attend and got involved with her.

I know that all of you have so much to offer. And today, I urge you to follow the example of the many strong women in this country who have come before you. I urge you to know who you are, to raise your voices about issues you care about, and to build a better world for yourselves and for young women just like you all across the globe. I know you can do this. And believe me, I can't wait to see everything you all will achieve in the years ahead.

Ethos

Thank you all so much. Muchas gracias. (Applause.)

Pathos

Persuasive Strategies – Pathos: she expressed her feelings.

Ethos: She talked about her hope to build a better world for yourselves and for young women just like you all across the globe.

Language persuasion – Repetition: I-I. She used repetition because she focused on pronoun of the sentence so she wanted audience attention.

October 27, 2016

The First Lady at Hillary for America Campaign Event - Winston-Salem, North Carolina

Wake Forest University
Winston-Salem, North Carolina

2:53 P.M. EDT

MRS. OBAMA: Well, hey there! (Applause.) You guys are pretty fired up, right? (Applause.) **I like that. I like that.** (Applause.) **Wow.**

Pathos

Persuasive Strategies – Pathos: She expressed her feelings.

Language persuasion – Rhetorical Question: She used rhetorical question because she wanted audience attend and got

involved with her

Pathos

Pathos

Well, let me start, of course, because Hillary's mini tribute to me was -- it's taken me off of -- it's kind of **thrown me a little bit.** It was **very generous.** But I just want to take this moment publicly to **thank** Hillary. I mean, there -- it takes **a level of generosity of spirit** to do what Hillary has done in her career, in her life for our family, for this nation. (Applause.) And if people wonder, yes, Hillary Clinton is my friend. She has been a friend to me and Barack and Malia and Sasha, and Bill and Chelsea have been embracing and supportive from the very day my husband took the oath of office. (Applause.)

Ethos

Persuasive Strategies – Pathos: She expressed her feelings.

Ethos: She talked about Hillary Clinton and showed her opinions about her.

Language persuasion –

Pathos

So I am **grateful** for Hillary -- for her leadership, for her courage, and for what she is going to do for this country. So it's going to be **good.** It's going to be good. (Applause.)

Ethos

Pathos

Persuasive Strategies – Pathos: she expressed her feelings.

Ethos: She talked about Hillary Clinton and

showed her opinions about her.

Language persuasion –

Pathos

But I also want to take some time to recognize your former Senator, Kay Hagan, who is here. Kay, **it's good to see you.** (Applause.) And again, I just want to lend my voice to your outstanding Senate candidate, Deborah Ross. (Applause.) Man, Deborah -- as Hillary said, she's someone who cares deeply about the people in this state. And she is always going to put your families first. So let's make Deborah your next U.S. senator, all right? (Applause.) And let's make Roy Cooper your next governor, how about that? (Applause.)

Ethos

Persuasive Strategies – Ethos: She showed her opinions about her candidate such as Deborah Ross.

Language persuasion – Rhetorical Question: She used rhetorical question because she wanted audience attend and got involved with her.

Thanks also to all the members of Congress who are joining us, and your Mayor, Allen Joines.

Pathos

Thank you, Mayor. (Applause.)

Ethos

But more importantly, **thank you,** to all of you, for taking the time, waiting in lines to be here today to help us support the next President and Vice President of the United States, Hillary Clinton and Tim Kaine! (Applause.) **I don't know about you but I'm fired up.** (Applause.) We're going to make this happen.

Persuasive Strategies – Pathos: She expressed her feelings to her audience.

Ethos: She showed her attitudes about her supports Hillary Clinton and Tim Kaine to the next President and Vice President of the United States

Language persuasion – Repetition: I-I. She wanted audience believe and attention that her talked.

Now, you may have noticed that I have been doing some campaigning for Hillary. (Laughter.) And I know that there are some folks out there who have commented that it's been unprecedented for a sitting First Lady to be so actively engaged in a presidential campaign. And that may be true, but what's also true is that this is truly an unprecedented election. And that's why I'm out here.

Logos

Persuasive Strategies – Logos: She used reasoning that why her out here.

Language persuasion –

I'm out here first and foremost because we have never had a more qualified and prepared candidate for President than our friend, Hillary Clinton -- never before in our lifetime. I say this everywhere I go -- I **admire and respect** Hillary. She has been a lawyer, a law professor, First Lady of Arkansas, First Lady of the United States, a U.S. Senator, Secretary of State. (Applause.)

Pathos

Ethos

Persuasive Strategies – Pathos: She expressed her feelings.

Ethos: She showed her attitudes about Hillary Clinton and supports her.

Language persuasion –

AUDIENCE: Hillary! Hillary! Hillary!

MRS. OBAMA: Yeah, that's right. Hillary doesn't play. (Laughter.) She has more experience and exposure to the presidency than any candidate in our lifetime -- yes, more than Barack, more than Bill. So she is absolutely ready to be Commander-in-Chief on day one. And, yes, she happens to be a woman. (Applause.)

Ethos

Persuasive Strategies – Ethos: She showed her attitudes about Hillary Clinton and supports her.

Language persuasion –

This election is also unprecedented because I don't think we've ever had two candidates with such dramatically different visions of who we are and how we move forward as a nation. One candidate has a vision that's grounded in hopelessness and despair; a vision of a country that is weak and divided, where our communities are in chaos, our fellow citizens a threat. This candidate calls on us to turn against each other, to build walls, to be afraid.

Ethos

Persuasive Strategies – Ethos: She show her opinions about next election and she compared the two candidates with very difference visions.

Language persuasion –

Ethos

And then there's Hillary's vision for this country that you just heard -- (applause) -- a vision of a nation that is powerful and vibrant and strong, big enough to have a place for all of us. A nation where we each have something very special to contribute, and where we are always stronger together. (Applause.)

Persuasive Strategies – Ethos: she showed about Hillary's visions.

Language persuasion –

That is the choice we face -- between those who divide this country into "us" versus "them," and those who tell us to embrace our better angels and choose hope over fear. And as we look into the eyes of our children as we send them off to school each morning and tuck them into bed at night, as Hillary said, the stakes in this election could not be more clear. And let me tell you, this is not about Republicans versus Democrats. None of that matters this time around. ← **Ethos**

Persuasive Strategies – Ethos: She showed her experiences about Hillary and what Hillary said to her.

Language persuasion –

No, no, no, this election is about something much bigger. It's about who will shape our children and the country we leave for them, not just for the next four or eight years but for the rest of their lives. (Applause.) Because as Hillary pointed out, we all know -- we know the influence our President has on our children -- how they turn on the TV and they see the most powerful role model in the world, someone who shows them how to treat others, how to deal with disappointment, whether to tell the truth. They're taking it all in. ← **Ethos**

Persuasive Strategies – Ethos: She showed about her opinions to this election and talked about the importance of elections.

Language persuasion –

And as Hillary said, when you've raised children in the White House, like Barack and Hillary and I have, you are reminded every day of the impact that you have. You start seeing the images of every child in this country in the face of your child. So when people wonder how Hillary keeps her composure through the overwhelming pressure of not just this campaign but of her career, or how Barack and I have dealt with the glare of the national spotlight these last eight years, that's

the answer: With every action we take, with every word we utter, we think about the millions of children who are watching us who hang onto our every word, looking to us to show them who they can and should be.

Ethos

Persuasive Strategies – Ethos: She showed about her experiences when she was working with her husband.

Language persuasion –

And that's why, every day, we try to be the kind of people, the kind of leaders that your children deserve, whether you agree with our politics or not. (Applause.) **And when I think about this election, let me tell you, that is what I'm thinking about.** I'm asking myself, what do my girls, what do all our children deserve in their President? What kind of a President do we want for them?

Ethos

Persuasive Strategies – Ethos: She expressed her opinions about this election.

Language persuasion – Rhetorical Question: She used rhetorical question because she wanted audience attend and get involved with her.

Well, to start with, I think we want someone who is a unifying force in this country, someone who sees our differences not as a threat, but as a blessing. (Applause.) Hillary said, we want a President who values and honors women, who teaches our daughters and our sons that women are full and equal human beings worthy, deserving of love and respect. (Applause.)

Persuasive Strategies – Ethos: she showed her opinions about next president.

Language persuasion –

We want a President who understands that this nation was built by folks who came here from all corners of the globe -- folks who work their fingers to the bone to create this country and give their kids a better life. We want a President who sees the goodness in all our communities, not just the brokenness. Someone who understands that communities like the one where I was raised are filled with good, hard-working folks -- folks who take that extra shift, who work/that extra job because they want something more for their kids. (Applause.)

Ethos

Persuasive Strategies – Ethos: she showed about her opinions that the qualifications of the person to be a president.

Language persuasion –

And finally, we want a President who takes this job seriously -- (applause) -- and has the temperament and maturity to do it well. (Applause.) Someone who is steady. Someone who we can trust with the nuclear codes, because we want to go to sleep at night knowing that our kids and our country are safe. **Ethos**

Persuasive Strategies – Ethos: she showed about her opinions that the qualifications of the person to be a president.

Language persuasion –

And I am here today because I believe with all of my heart -- and I would not be here lying to you -- I believe with all of my heart that Hillary Clinton will be that President. (Applause.) **Pathos**

Persuasive Strategies – Pathos: she expressed her feelings to audience.

Language persuasion – Repetition: I-I-I-I. She wanted audience believe and attention that her talked.

Ethos
See, over the years, I've come to know Hillary. I know her -- not just her extraordinary professional accomplishments, but I know her personal values and beliefs. I know that Hillary was raised like Barack and I -- in a working family. Hillary's mother was an orphan, abandoned by her parents. Her father was a small-business owner who stayed up nights poring over the books, working hard to keep their family afloat. **Logos**

Persuasive Strategies – Ethos: she showed her opinions about Hillary when she knew her.

Logos: She talked about facts of Hillary when she was young.

Language persuasion – Repetition: I-I. She wanted audience believe and attention that her talked. **Logos**

So believe this, Hillary knows what it means to struggle for what you have and to want something better for your kids. See, and that's why, since the day she

launched her campaign, Hillary has been laying out concrete, detailed policies that will actually make a difference for kids and families in this country. ← Logos

Persuasive Strategies – Logos: She used reasoning about Hillary's campaign.

Language persuasion –

As she said, she plans to make college tuition-free, to help young people drowning in debt. (Applause.) She is going to handle making sure that our climate is protected. (Applause.) And let me tell you this about Hillary -- she is involved and engaged in every policy issue that she's developed. You go on her website -- she's going to raise the minimum wage. She's going to cut taxes for working folks. (Applause.) She's going to do her best to help women get equal pay for equal work. (Applause.) Ethos

Persuasive Strategies – Ethos: She showed her opinions and showed about Hilton's policy to do in future.

Language persuasion – Repetition: She-she, she-she. She wanted audience believe and attention that her talked.

Pathos

And if you want to know more just go on her website: HillaryClinton.com. Because here's the thing about Hillary -- **thankfully**, Hillary is a policy wonk. And let me tell you, when you are President, that is a good thing. (Applause.) Because policies matter. They really matter. **They** determine whether our kids have good schools, whether **they** can see a doctor when **they**'re sick, whether **they**'re safe when they walk out door on their way to school. ← Ethos

Persuasive Strategies – Pathos: She expressed her feelings.

Ethos: She showed her attitudes about policies.


Language persuasion – Repetition: they-they-they-they. She wanted audience believe and attention that her talked.

Logos

Policies matter. And that's why Hillary has fought so hard for children's health insurance as First Lady, for affordable child care in the Senate. That's why, as Secretary of State, she has gone toe-to-toe with world leaders to keep our kids safe. And that is why day after day, debate after debate, she has shown us such strength, such grace, refusing to be knocked down, refusing to be pushed around or counted out. ← Logos


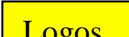
Persuasive Strategies – Logos: She showed facts about policies and what Hilton did to insure a child's health.

Language persuasion –

Hillary does all of this because she is thinking of children like her mother, children like her daughter and her grandkids -- children who deserve every chance to fulfill their God-given potential. That is why Hillary is in this. She is in this for us. She's in this for our families, for our kids, for our shared future. 

Persuasive Strategies – Ethos: She showed her opinions about kids why Hillary did that.


Language persuasion –

So let me tell you, that is why I am **inspired** by Hillary. That is why I **respect** Hillary -- because she has lived a life grounded in service and sacrifice that has brought her to this day, that has more than prepared her to take on the hardest job on the planet. She has run an extraordinary campaign. She has built an impressive grassroots organization. She's raised the money. She's won all the debates. (Applause.)  

Persuasive Strategies – Pathos: she expressed her feelings.


Logos: she showed facts about Hillary

Language persuasion -

So Hillary has done her job. Now we need to do our job and get her elected President of the United States. (Applause.) Because here's where I want to get real: If Hillary doesn't win this election, that will be on us. It will be because we did not stand with her. It will be because we did not vote for her. And that is exactly what her opponent is hoping will happen. That's the strategy -- to make this election so dirty and ugly that we don't want any part of it. 

Persuasive Strategies – Ethos: She expressed her opinions about this election.

Language persuasion –

So when you hear folks talking about a global conspiracy and saying that this election is "rigged," understand that they are trying to get you to stay home. They are trying to convince **you** that your vote doesn't matter, that the outcome has 

already been determined and **you** shouldn't even bother to make your voice heard. They are trying to take away your hope.

Logos

Persuasive Strategies – Logos: She talked about facts that her spoke of the facts that going to the polls is importance. Your vote had meaning.

Language persuasion – Repetition: you-you. She wanted audience believe and attention that her talked.

And just for the record, in this country, the United States of America, the voters decide our elections. They've always decided. Voters decide who wins and who loses. Period. End of story. (Applause.) And right now, **thankfully**, folks are coming out in droves to vote early. It's **amazing** to see. We are making our voices heard all across this country. Because when they go low --

Pathos

AUDIENCE: We go high! (Applause.)

Persuasive Strategies – Pathos: She expressed her feelings.

Language persuasion –

Logos

MRS. OBAMA: And we know that every vote matters. Every single vote. And if you have any doubt about that, consider this: Back in 2008 -- I say this everywhere I go -- Barack won North Carolina by about 14,000 votes -- (applause) -- which sounds like a lot. But when you break that number down, the difference between winning and losing this state was a little over two votes per precinct. See, **I** want you all to take that in, because **I** know that there are people here who didn't vote. Two votes. And people knew people who didn't vote. If just two or three folks per precinct had gone the other way, Barack would have lost that state, could have lost the election.

Persuasive Strategies – Logos: She showed about vote with facts and statistics.

Language persuasion – Repetition: I-I. She wanted audience believe and attention that her talked.

Logos

And let's not forget, back in 2012, Barack actually did lose this state by about 17 votes per precinct. Seventeen. That's how presidential elections go. They are decided on a razor's edge. So each of **you** could swing, in this stadium -- just think

about it -- each of **you** could swing an entire precinct and win this election for Hillary just by getting yourselves, your friends and your family out to vote, just doing what you're supposed to do. You can do this. (Applause.) But you could also help swing an entire precinct for Hillary's opponent with a protest vote or by not voting at all.

Persuasive Strategies – Logos: She showed about vote with facts and statistics.

Language persuasion – Repetition: you-you. She wanted audience believe and attention that her talked.

So here's what I'm asking you: Get out and vote. Get out and vote for Hillary. Vote early. Vote right now. Leave here, go vote. (Applause.) And don't let anyone take that right away from you.

Ethos

Persuasive Strategies – Ethos: She showed her attitudes to the audience to go to the polls and exercise their rights on Election Day.

Language persuasion –

Ethos

As Hillary mentioned, you may have seen in previous weeks that folks were trying to cut early voting places, and cut the hours they were open. But that didn't stop people in this state. That's beautiful. Now, I understand there are more locations that are opening, and I want you all to crowd those places. I want you to remember that folks marched and protested for our right to vote. (Applause.) They endured beatings and jail time, they sacrificed their lives for this right. (Applause.) So I know you can get yourselves to the polls and exercise that right.

Persuasive Strategies – Ethos: She showed her attitudes to keep their rights and went out to vote.

Language persuasion – Repetition: I-I. She wanted audience believe and attention that her talked.

Because make no mistake about it, casting our vote is the ultimate way we go high when they go low. (Applause.) Voting is our high. That's how we go high: We vote. How do we go high?

Ethos

AUDIENCE: We vote!

MRS. OBAMA: How do we go high?

AUDIENCE: We vote!

MRS. OBAMA: That's it. And after you vote, volunteer. No, no, no, no -- we need you to volunteer. Roll up your sleeves. Make calls. Knock on doors. Get people to the polls. It's turnout that's going to make the difference. We have to turn our people out. (Applause.)

Persuasive Strategies – Ethos: She showed her attitudes that going out and voting was the way to get the most votes.

Language persuasion – Rhetorical Question: She used question because she wanted audience attention and it made audience think and think about what she was offering.

Do not let yourself get tired or frustrated or discouraged by the negativity of this election. As you are out there working your hearts out for my girl -- (laughter) -- here's the thing that I just want to tell you all, because this has been a draining election. But I urge you to please, please be encouraged. I want our young people to be encouraged. Because we still live in the greatest country on Earth. We do. (Applause.) And I have never felt more hopeful about the future. And I want -- our young people deserve that. Be encouraged

Ethos

Persuasive Strategies – Ethos: She showed her opinions about the importance of going out for elections.

Language persuasion –

Pathos

I **feel** that way because for the past eight years, I have had the **great honor** of being this country's First Lady. (Applause.) First Ladies, we rock. (Applause.) But **I** have traveled from one end of this country to the other, and I have met people from every conceivable background and walk of life, including folks who disagree

Ethos

Ethos

with just about everything Barack and I have ever said, but who welcome us into their communities. Remember, our neighbors are decent folks. These are all good people, who are open-hearted and willing to listen. And while we might not change each other's minds, we always walk away reminded that when it comes to what really matters, when it comes to our hopes and dreams for our children, we're just not all that different.

Persuasive Strategies – Pathos: She expressed her feelings.

Ethos: She showed her experiences.

Language persuasion – Repetition: I-I-I. She wanted audience believe and attention that her talked.

Logos

And I want you to remember that it's that part of us as Americans, it is that piece of us that is in all of us. That's what drives folks like Hillary's mother, who said to herself, I may not have grown up in a loving family but I will build a loving family of my own, I will give my children what I never had, I will pour my heart into raising a strong, smart, loving daughter. (Applause.) That's what drives people like my father, who kept getting up and putting in those long hours, who said, I may not have gone to college, but I'm going to keep working because maybe my son, maybe my daughter will. Because in this country, anything is possible. (Applause.)

Ethos

Persuasive Strategies – Ethos: She showed about her experiences and talked about her father.

Logos: She talked about facts of Hillary's mother.

Language persuasion – Repetition: I-I-I-I-I. She wanted audience believe and attention that her talked.

Ethos

As we walk away from this election, remember: That is what makes us who we are. Remember that. It's a country where a girl like me from the South Side of Chicago, whose great-great grandfather was a slave, can go to the finest universities on Earth. A country where a bi-racial kid from Hawaii, the son of a single mother can make it to the White House. (Applause.) A country where the daughter of an orphan can break that highest and hardest glass ceiling and become President of the United States. (Applause.)

Persuasive Strategies – Ethos: She showed about her experiences.

Language persuasion –

Logos

That is who we are. That is what's possible here in America, but only when we come together. Only when we work for it and fight for it. So that's why, for the next 12 days, folks, we need to do everything possible to help Hillary Clinton and Tim Kaine win this election. (Applause.) Are you with me? (Applause.) Are you with me? I can't hear you! Are we going to do this? (Applause.) We're going to vote! We're going to vote early! We're going to stand in line! We're going to make our voices heard! No one is going to take away our hope! (Applause.) Let's get this done.

Pathos

Thank you all. God bless. (Applause.)

Persuasive Strategies – Pathos: She expressed her feelings.

Logos: She used reasoning to provide audience vote to Hillary Clinton and Tim Kaine.

Language persuasion – Rhetorical Question: She used question because she wanted audience attention and it made audience think and think about what she was offering.

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