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## Text 1

- Intro* — 1. Our founders believed that those of us in positions of power are elected [not just to serve as custodians of the present, but as caretakers of the future.] And they charged us to make decisions with an eye on a longer horizon than the arc of our own political careers. That's [what the American people expect. That's what they deserve.] *figurative speech*
- Pathos* — 2. And someday, our children, and our children's children, will look at us in the eye and they'll ask us, did we do all that we could when we had the chance to deal with this problem and leave them a cleaner, safer, more stable world? And I want to be able to say, yes, we did. Don't you want that? *rhetorical an*
- to be so* — 3. [Americans are not a people who look backwards; we're a people who look forward.] We're not a people who fear what the future holds; we shape it. What we need in this fight are citizens who will stand up, and speak up, and compel us to do what this moment demands. *assertation*
- logos* — 4. Understand this is not just a job for politicians. So I'm going to need all of you to educate your classmates, your colleagues, your parents, your friends. Tell them what's at stake. Speak up at town halls, church groups, PTA meetings. Push back on misinformation. Speak up for the facts. Broaden the circle of those who are willing to stand up for our future.
- logos* — 5. Convince those in power to reduce our carbon pollution. Push your own communities to adopt smarter practices. Invest. Divest. Remind folks there's no contradiction between a sound environment and strong economic growth. And remind everyone who represents you at every level of government that sheltering future generations against the ravages of climate change is a prerequisite for your vote. Make yourself heard on this issue.
- Pathos* — 6. I understand the politics will be tough. *allusion* *tippling* [The challenge we must accept will not reward us with a clear moment of victory. There's no gathering army to defeat. There's no peace treaty to sign.] When President Kennedy said we'd go to the moon within the decade, we knew we'd build a spaceship and we'd meet the goal. Our progress here will be measured differently -- in crises averted, in a planet preserved. But can we imagine a more worthy goal? For while we may not live to see the full realization of our ambition, we will have the satisfaction of knowing that the world we leave to our children will be better off for what we did.
- Rhetorical device* — 7. "It makes you realize," that astronaut said all those years ago, "just what you have back there on Earth." And that image in the photograph, that bright blue ball rising over the moon's surface, containing everything we hold dear -- the laughter of children, a quiet sunset, all the hopes and dreams of posterity -- that's what's at stake. That's what we're fighting for. And if we remember that, I'm absolutely sure we'll succeed. *figurative speech*

8. Thank you. God bless you. God bless the United States of America.

*long strong visual images*

*Adapted from the concluding part of the Transcript of President Barack Obama's speech at Georgetown University announcing his new climate-change policy on June 25, 2013.*

- Comment on the stylistic features of this speech to rally support for a climate-change policy.
- How effective is the organisation of this speech?

## Text 2



Equivocation

↳ make false argument sound convincing

Euphemism

↳ nicer way to say thing

↳ downplaying

Slogan

- Comment on the stylistic features that are used to evoke sentiments of enthusiasm and patriotism.
- How effective is this text as a World War II poster?

# Anglo-Chinese School

(Independent)

Name \_\_\_\_\_

Subject \_\_\_\_\_

Class \_\_\_\_\_



Parent's/Guardian's Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

The text is a transcript of the concluding part of Barack Obama's speech at ~~ge~~ George town university, on June 25, 2013. The speech is an announcement of Obama's new climate change policy. The purpose of the speech is to ~~evete~~ persuade the ~~ge~~ American public to join him in his quest to deal with climate change, this can be <sup>implied</sup> ~~seen~~ through the use of stylistic devices and rhetoric devices used in his speech.

In the opening paragraph, Obama appeals to the ~~ethos~~ <sup>ethos</sup> in his audience, to establish their credibility in him as a speaker. He alludes to America's "~~the~~ founders" and their beliefs. ~~He uses~~ By doing so, he immediately establishes his credibility of his speech. Furthermore to help the audience ~~visually~~ understand the goals of America's "founders", he uses figurative language. ~~He uses~~ The phrase "they charged us to make decisions with an eye on a longer horizon than the arc of our own political careers"; this image helps the audience understand his ~~intended~~ <sup>implied</sup> message better. His message being, that his decisions as a president are more for the long-term. This appeals to the ~~ethos~~ <sup>ethos</sup> in the audience, as they ~~are~~ know now that Obama is not only ~~concerned~~ <sup>concerned</sup> with the present but also the future.

In the second paragraph Obama appeals to the ~~pathos~~ <sup>pathos</sup> in his audience. He does this by ~~introducing~~ <sup>introducing</sup> giving an image of a child. By using the child to ask a question to the audience, it creates an emotional response by the audience. This is because the audience does not want a child to suffer due to their carelessness in not doing their best to create a "clear, safer, more stable world". By using hyperbole,

The Best Is Yet To Be



Obama tells his audience ~~what~~ the answer should be. Furthermore ~~by~~ asking a "rhetorical question", "Don't you want that?", Obama further appeals to the pathos in the audience, by making them ponder on a question, which they already know the answer to.

In the third paragraph, Obama appeals to the ~~logos~~ in his audience, by ~~presenting~~ premises and a final conclusion.

Premise 1: ~~Americans are people who look forward.~~

Premise 2: ~~Premise 1: People who look forward and do not fear the future, shape it~~

Premise 2: ~~Americans~~ ~~are~~ ~~people~~ ~~who~~ ~~look~~ ~~toward~~ ~~and~~ ~~do~~ ~~not~~ ~~fear~~ ~~the~~ ~~future~~

Conclusion: ~~Americans~~ ~~shape~~ ~~the~~ ~~world~~ ~~their~~ ~~future~~.

Thus by creating ~~the~~ an argument with premises and a conclusion, Obama appeals to the audience logic, in order to persuade them to ~~be~~ deal with climate change. He emphasises this by ~~creating~~ two false dilemmas in his argument. "Americans are not a people who look backward; we're a people who look forward." "we're not a people who ~~be~~ fear what the future holds; we shape it". By giving two extremes in his argument, Obama chooses ~~for~~ the audience the less evil, thus making ~~his~~ his argument valid. Obama also asserts what ~~is~~ ~~the~~ ~~right~~ America needs in this fight, "what we need in this fight are citizens who will stand up-----". By doing so he does not invite ~~the~~ the audience to question his validity and also shows his confidence on the subject matter. Thus persuading the audience to join in his mission to deal with climate change.

Quite persuasive!

yes, more on fore

In the fourth ~~paragraph~~ and fifth paragraphs, Obama ~~appeals~~ ~~to~~ uses imperatives to instruct the audience, on how to help deal with climate change. He uses lexis such as, "Push", "invest", "divest", "Remind", "Educate", "tell Dem", "speak up". By doing so ~~it~~ ~~appeals~~ ~~to~~ ~~the~~ ~~pathos~~ in the audience as they know what they have to do. ~~He~~ to emphasize this,

The Best Is Yet To Be ~~can to action~~ - stirring? ~~allude to battle?~~

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Obama shortens his sentences thus placing more emphasis on the imperatives he uses, strengthening his persuasiveness.

In the sixth paragraph, Obama employs plain talk, by starting the paragraph by saying "I understand the policies will be tough." By doing so, Obama puts himself in the shoes of his audience, thus making him more relatable and genuine as a speaker. He states the ~~superficial~~ <sup>non-existent</sup> rewards of dealing with climate change using tripling. The tricolon being, "will not reward us with a clear moment of victory. There's no gathering army to defeat. There's no peace treaty to sign." He puts emphasis on these superficial rewards to make his ~~argument~~ <sup>actual</sup> the rewards of dealing with climate change. He does this by juxtapositioning the two. He makes the reward of climate change more significant by alluding to a quote by "President Kennedy". By doing so he makes ~~his~~ his argument stronger and more credible. He also uses a rhetorical question "But can we imagine a more worthy goal?" to make readers understand that protecting the planet is the ~~most important~~ most significant reward.

In the seventh paragraph, Obama appeals to the pathos in his audience, by alluding to an astronaut, and his thoughts on Earth. His ~~goal~~ purpose is to make his readers more appreciate planet Earth, thus persuading them to help in climate change. By alluding to an astronaut Obama makes his argument more credible, as an astronaut is one of the few people ~~who~~ <sup>who</sup> actually appreciate planet Earth as they see it first hand. To help appeal to the audience's pathos further Obama utilises figurative speech in.

Use all further

order to give a ~~clear~~ clearer understanding ~~to~~ by providing an image. <sup>yes</sup>  
 "that bright blue ball" <sup>which is the moon's surface</sup>, by doing so Obama placed emphasis  
 on planet Earth, thus making people more aware of what it  
 contain, "everything we hold dear". This caused a more emotional <sup>my</sup>  
 response from the audience. He also brings in the image of  
 the "laughter of children", ~~to~~ to evoke greater emotional  
 response from his audience. <sup>will do work?</sup>

Overall in my opinion Obama's speech is well organized  
 as he structures his speech in order to get the most response  
 from the audience. He starts off by appealing to their Ethos,  
 gaining his audience's trust, moving on to appeal to their  
 logos, logic and majority of his speech appeals to the  
 pathos, as he hopes to cause an emotional response in  
 his audience so that they too will help to deal with  
~~the~~ climate change.



Robert  
Kamner  
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## Eng & Lit Paper 1

There are many contextual factors that contribute to the reader's understanding of and response to the text.

Univocal -

Rhetorical qn - establishes an invitation to the reader to join the central ideological position of the text.

Elicits an emotional response

2 anecdote contains traumatic & tragic life events that escalate as the anecdote progresses.

Phonemics contribute significantly to the persuasive tone of the text.

Id headings & the compartmentalization of the text into text boxes organizes and presents information, enhancing the visual appeal and enabling readers to more readily access the text.

Artificial personalization -

Length of sentence.

Layout.

Genre modality.

