

**COMPARATIVE ANALYSIS OF
PERSUASIVE STRATEGIES: EXAMINING
MODES OF PERSUASION IN JOE BIDEN’S
AND BARACK OBAMA’S ELECTORAL
SPEECHES**

BY

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Comparative Analysis of Persuasive Strategies: Examining Modes of Persuasion in Joe Biden's and Barack Obama's Electoral Speeches

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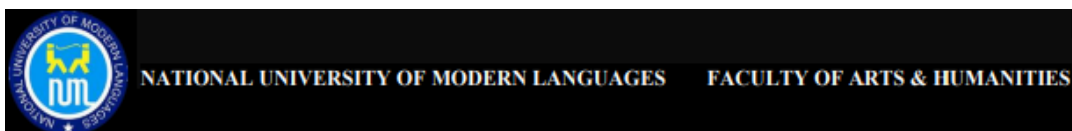
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Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis **Comparative Analysis of Persuasive Strategies: Examining Modes of Persuasion in Joe Biden's and Barack Obama's Electoral Speeches** submitted by me in partial Fulfillment of MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or any other institution.

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ABSTRACT

Title: Comparative Analysis of Persuasive Strategies: Examining Modes of Persuasion in Joe Biden's and Barack Obama's Electoral Speeches

The study aims to analyze persuasive strategies employed in the electoral speeches of Joe Biden and Barack Obama. It has attempted to discover how language is the most powerful weapon to control and change people's behaviors; likewise, politicians use highly professional, skilled, sophisticated, the most captivating and effective language to inspire the audience. This research also examined how leaders use well crafted, highly decorative and colorful language in the political discourse to shape the opinions of their voters in order to serve their interests. There has been significant research on persuasive tactics in political discourse; however, analyzing particular presidential speeches is essential for understanding how these persuasive strategies are effectively employed. The current study carries out a comparative analysis of Persuasive strategies employed in the speeches of the two most empowered and popular politicians of the United States, Joe Biden, and Barack Obama. The data for the study comprises of the excerpts of Joe Biden's electoral speeches (2020) and Barack Obama's speeches (2009). The study employs Aristotle's rhetoric, ethos, pathos, and logos theory to analyze persuasive strategies in speeches qualitatively. The findings suggest that politicians intentionally use persuasion in their speeches to emotionally target the audience through the use of ethos and by sharing their personal opinions using the expressive technique in their speeches to get desired results. Additionally, Barack Obama has used ethos and pathos where as Biden has used ethos in their Electoral speeches to win over the audience.

Keywords: *Comparative Analysis, Political Discourse, Rhetoric, Persuasive Strategies*

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DEDICATION

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CHAPTER 1

INTRODUCTION

The art of persuasion has been a foundation for effective leadership, particularly in the realm of politics. In the context of politics, the ability to persuade the voters is crucial for success of a politician. For this purpose politicians use various strategies to convince the audience and shape public opinion.

Persuasive strategies employed by two of the most influential political figures of United States of America namely Joe Biden and Barack Obama has been analyzed under the framework of Aristotle's Rhetoric Theory. Aristotle Rhetoric Theory refers to philosophical ideas and concepts developed by Aristotle, a Greek philosopher. In the context of rhetoric, Aristotelian theory focuses on art of persuasion and effective yet best catchy communication. It outlines the principle of persuasive communication including ethos, pathos and logos.

In electoral campaigns every politician often use to talk about their policies that worked well during their reign. Moreover, they talk about their vision and the areas that they want to work on if elected again and this all is achieved through a very clever use of language and the strategies given in Aristotle's Rhetoric theory. In terms of the language functions that should be considered in political discourse, Hart & Stuckey (2020) are of the opinion that "in order to defeat their political adversaries and win the largest number of votes, presidential candidates are expected to verbalize their ideological positions and socioeconomic policy proposals in a way that seems persuasive to voters" (p. 136). This seems to justify the overwhelming use of persuasive discourse by political leaders. This means that political discourse heavily relies on the persuasive and manipulative functions of language. This has been echoed well by Chilton (2004) when he maintains that the analysis of political discourse is scarcely new. Various forms of the Western classical tradition of rhetoric aimed to systematize how public and political speakers employed language for persuasion and other objectives. Almost all the politicians and speakers draw widely on these strategies to persuade their audience, win elections, and shape public opinion. "The well-competent politicians or speakers have a strong ability to use persuasive language in different situations since it is critical for them and the party they represent to succeed" (Schaffner & Chilton, 2002). In every democratic country, people attach a lot of importance to

elections, and considerable research has been conducted on the various dimensions involved in an election. Regarding the U.S. election, several studies have been carried out regarding various presidential elections held and the campaigns run by the Democrat and Republican candidates.

Political debates have always been the most challenging discourse for speakers who intend to show their skills of promising and articulating the vision of a better future in a clear and inspiring way over an opponent who is doing the same. Great politicians are gifted with ability to persuade their audience by the use of appealing choice of words even if they are wrong or dishonest. Analyzing the speeches of great politicians can lead to understanding the strategies they have used to win the attention and trust of people. In the current study,

Persuasive Strategies in Joe Biden's and Barack Obama's electoral speeches as nominee of election campaign in US were analyzed under the framework of Aristotle's rhetoric theory. This thesis looks at how Joe Biden and Barack Obama convinced people to support them through their speeches. Both Biden and Obama are big names in the Democratic Party and have been Presidents of the United States. They are famous for their speeches that how their powerful words grabbed people's attention and got them to vote. This study undertakes a critical discourse analysis of Joe Biden's and Barack Obama's electoral speeches, examining the subtle yet effective persuasive strategies employed to captivate their audience, thereby achieving their political objectives. The major tactic they use in their speeches are catchy and decorative language and the technique of storytelling to get people on their side and to get their empathy.

This study focuses on persuasive strategies employed by politicians, with a particular emphasis on rhetorical devices in political discourse. It highlights the analysis of political discourse which is of immense importance in the modern societies especially after advent of social media. Some of the researchers suggest that political discourse is created by the political leaders in a way that appears appealing and attractive because of the persuasive devices employed by them. The primary aim of using these persuasive strategies through a clever use of language is to achieve their political agenda.

A number of researchers have examined the role of language, narratives, public opinions, and framing in shaping and reshaping persuasive discourse (Chong & Druckman, 2007; Endman, 1993; Gamson & Modigliani, 1989). Barack Obama's electoral speeches have been subjected to extensive respect, sanctity and unlocking his adeptness by using persuasive techniques to deploy the active participants of the elections and the supporters. Obama's rhetorical style, characterized by its aspirational tone and aspirational vision, has been credited with galvanizing diverse actions and energizing the basic movements (Hart & Stuckey, 2020). Furthermore, scholars have examined Obama's strategic communication tactics, including his sharp navigation of new media platforms and engagement with online audiences (Hart & Stuckey, 2021). By bridging the gap in understanding the rhetorical approaches of prominent leaders, this study aims to make a meaningful contribution to the field of political communication and rhetoric. The context of the study is situated within the broader landscape of political communication, where persuasion plays a crucial role in shaping the mindset of the audience, influencing the policy decisions and determining the electoral outcomes, effective communication is essential for politicians to connect with their audience, build trust and convey their message. This study explores the persuasive strategies employed by the politicians by the United States. By examining the persuasive strategies used by these leaders, this research aims to contribute a deeper understanding of the complex dynamics of political communications and the role of persuasion in shaping public discourse.

This research investigates the use of persuasive strategies in political context and compare the use of persuasive strategies from the speeches of Barack Obama and Joe Biden Every Politician addresses his followers or the general audience through speeches in their election's campaign era not only to convince and to encourage them through the use of highly polished, colorful, and the most decorative language but they use many other tactics to attract the audience and reshape their opinions according to their own choice and most importantly to achieve their political set goals and to win the hearts and minds of the audience and to mold their opinions according to their desires. The hidden fact is that politicians actually highlight the major problems of the audiences and mold them again and again with use of floral and catchy language and employ different tactics and approaches to win their opinion and the hearts of the targeted audience and to make them feel the way they actually want them to feel. They actually

mold public opinion and reshape their thoughts according to the way they want them to think and convince them to get a number of votes. The choice of words is simple, easier, concrete, and catchy and easy to understand to every type and group of audience and to strike and appeal to the targeted voters of the politicians and build the spirit of the state. Likewise, Barack Obama uses his persuasive techniques and modern linguistic rules in his speeches and achieved his set goals and swayed the audience.

1.1 Contextual Background

To gain a deep and detailed understanding of the significance and impact of Joe Biden's and Barack Obama's electoral speeches, it is essential to contextualize both political figures within the broader landscape of American politics considering historical events, social transformations, economic diversity, and the evolving nature of political discourse. For this purpose, the current analysis employs the linguistic theory of rhetoric.

The study examines the pivotal role that how the language plays in shaping public opinion, influencing audience perception, and persuading individuals to align with a politician's vision and political agenda. Politicians often deploy highly persuasive language filled with vivid imagery, emotive appeals, and strategic rhetorical devices to captivate their audiences and leave a lasting impression (Chong & Druckman, 2007).

In the selected speech excerpts, persuasive strategies have been analyzed with particular attention to credibility, behavior, emotional expression, and the use of logical reasoning. Aristotle's rhetorical theory remains foundational to understanding these methods. His framework outlines three core appeals: pathos, the appeal to emotion, used to stir feelings and create emotional alignment; logos, the appeal to logic, which emphasizes reason through facts, figures, and structured arguments; and ethos, the appeal to credibility, where the speaker must appear trustworthy and authoritative on the subject matter (Aristotle, 350 BCE/1954; Perelman & Olbrechts-Tyteca, 1958).

By utilizing these rhetorical appeals, both Biden and Obama have demonstrated an ability to influence the emotions and logic of their audiences, aligning them with their political goals. The analysis of these persuasive strategies helps reveal how the speakers frame their messages and build trust and resonance with diverse constituencies (Hart & Stuckey, 2020). Political rhetoric, therefore, becomes a tool for revealing

truths, constructing logical arguments, and eliciting emotional responses to motivate public action and decision-making in favor of the speaker's vision.

1.2 Statement of the Problem

Effective communication is the backbone of political leadership, yet the intricacies of rhetorical strategies employed by prominent politicians in their electoral speeches remain poorly understood. Despite the crucial role that speeches play in shaping public opinion and influencing voter behavior, there is a scarcity of research that comparatively examines the processing strategies used by these leaders. Specifically, the ways in which leaders like Joe Biden and Barack Obama utilize ethos, pathos, and logos to persuade and engage their audiences remain unexplored. Furthermore, a comparative analysis of the processing strategies used by different leaders can help identify best practices and areas for improvement, ultimately contributing to more effective political communication. By investigating the processing strategies employed by Joe Biden and Barack Obama in their electoral speeches, this study aims to address this gap and provide a deeper understanding of the role of rhetoric in political leadership.

1.3 Objectives of the Study

The objectives of the research are:

- To analyze the persuasive strategies used in Joe Biden's and Barack Obama's electoral speeches.
- To compare the use of persuasive strategies in Joe Biden and Barack Obama's electoral speeches.

1.4 Research Questions

This study aims to answer the following research questions:

1. How do Joe Biden and Barack Obama employ persuasive strategies in their electoral speeches?
2. How do Biden and Obama's use of ethos, pathos, and logos differ in their electoral speeches?

1.5 Significance and Rationale of the Study

This study has been justified on several grounds. Firstly, the comparative analysis of Joe Biden and Barack Obama's electoral speeches offers a unique opportunity to explore the rhetorical strategies employed by two prominent leaders with distinct communication styles. By examining their use of ethos, pathos, and logos, this study provides insights into the role of rhetoric in shaping public opinion and influencing voter behavior. Secondly, the study contributes to the existing body of knowledge on political communication, rhetoric, and leadership, providing a nuanced understanding of the ways in which politicians craft and deliver their messages. Thirdly, the findings of this study can inform political communication strategies, enabling politicians and policymakers to develop more effective approaches to engaging with their audiences. Furthermore, this study's focus on processing strategies can help identify best practices in political rhetoric, ultimately enhancing the quality of political discourse. By bridging the gap in understanding the rhetorical approaches of prominent leaders, this study aims to make a meaningful contribution to the field of political communication and rhetoric. Additionally, the study's comparative design allows for a deeper understanding of the similarities and differences between two leaders' communication styles, providing valuable insights for scholars, politicians, and policymakers.

In conclusion, this study provides future researchers with a solid foundation to analyze political rhetoric, offering insights into persuasion, language use, and the broader implications of political communication.

1.6 Delimitation of the Study

This study focuses specifically on the analysis of eight of Joe Biden's electoral speeches delivered between November 8, 2020, and December 2020, and on Barack Obama's speech from November 4, 2008. A purposive sampling approach has been employed to select speeches that are representative of each politician's rhetorical style, thematic focus, and persuasive strategies along with that a comparative study is made between two speakers that how they use their language to change the mindsets and behavior of the public.

1.7 Limitation

The first and very basic limitation could be the availability of the exact original speech excerpt chosen for the analysis. While there might be an unnecessary or considerable number of speeches available from both Joe Biden and Barack Obama, if found, then they may not be evenly distributed across the topics, in time framing, or in the form of contexts.

Another significant limitation could be rooted in the inherent subjectivity involved in analyzing and interpreting rhetorical strategies. Many different ways of analysis could be done in the political speeches it could be done by perceiving or analyzing and interpreting the modes of persuasion (ethos, pathos, logos) individually and differently, and ends up with different number of conclusions of the speech analysis about the way how the particular leader has used the persuasive techniques effectively and significantly

A third limitation may arise from the contextualizing of the speeches within their broader aspects, such as socio-political, cultural, and historical contexts. Failure to consider these contextual factors could result in a superficial analysis that overlooks the nuanced ways Biden and Obama employ rhetorical strategies.

1.8 Structure of the Study

This research is structured into five core chapters

- **Chapter One: Introduction**
Establishes the study's background, political context, aims, objectives, research questions, and significance of the study.
- **Chapter Two: Literature Review**
Reviews past research on rhetorical strategies, persuasive political communication, and theories related to discourse and persuasion. Highlights research gaps and justifies the present study.
- **Chapter Three: Research Methodology**
Details the design and approach adopted, the data collection methods, sampling technique, and analytical framework for the comparative analysis.
- **Chapter Four: Analysis**
Presents a comparative analysis of rhetorical strategies used by Joe Biden and

Barack Obama in selected speeches. It examines linguistic similarities and rhetorical effectiveness.

- **Chapter Five: Conclusion and Recommendations**

Summarizes the study's key findings, reflects on research questions, and proposes directions for future research in political rhetoric.

1.9 Summary

In conclusion, this chapter has provided a comprehensive introduction to the study, which seeks to conduct a comparative analysis of persuasive strategies in Joe Biden and Barack Obama's electoral speeches. Building on the contextual background and statement of the problem, the study aims to analyze the rhetorical approaches employed by these two leaders, with a particular focus on ethos, pathos, and logos. By exploring their use of processing strategies, this study aims to contribute to our understanding of effective political communication and leadership. Through a detailed examination of their speeches, this research seeks to shed light on the similarities and differences between political speeches of Biden and Obama's communication styles, ultimately providing insights into the role of rhetoric in shaping public opinion and influencing voter behavior.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The study of persuasive strategies in political discourse has granted a significant role in recent years. This literature review provides an overview of the research on persuasive strategies, discourse analysis and rhetorical devices in political communication has been used with main focus on the electoral speeches of Joe Biden and Barack Obama.

In an era explained by unprecedented political lens and the omnipresence of digital world, the electoral rhetoric of political figures gives a compelling lens through which the reader can examine the evolution of Democratic presidential persuasion. Obama's ascendant "hope and change" narrative in 2008 and its subsequent refinement in 2012 showcased his mastery of language usage and the way of storytelling, melding and attracting personal anecdotes with collective aspirations to forge an inclusive national identity, while also bringing new advancements in the integration of social media amplification into campaign communication. By contrast, Biden's 2020 speeches navigate a distinctly post-pandemic terrain, deploying a rhetoric of healing and moral renewal that relies heavily on civil religious symbolism and emotional contagion to bridge deep societal divides. Yet, despite extensive individual analyses of each figure's speeches, there remains a critical need for a systematic, side by side exploration that not only compares their use of classical appeals (ethos, pathos, logos) but also attends to multimodal performance gestural, paralinguistic, and digital across two successive Democratic presidencies. This study's literature review thus situates itself at the intersection of neo-Aristotelian criticism, Discourse Historical approaches, and computational corpus analysis to establish a robust framework for tracing continuities and ruptures in presidential electoral discourse.

Effective communication skills are a crucial aspect of political leadership, and electoral speeches provide a unique platform for politicians to persuade voters and shape public opinion (Benoit, 2014; Hart, 1997). This literature review examines the existing research on persuasive strategies in political communication, with a focus on the Aristotelian modes of persuasion: ethos, pathos, and logos. Studies have

consistently shown that persuasive strategies are vital in political communication. For instance, many researchers have found that emotional appeals (pathos) can be particularly effective in influencing voters' attitudes and behaviors. Moreover, using logical reasoning (logos) can enhance the credibility and persuasiveness of a political message.

The evolution of presidential rhetoric reflects not only the changing political climate but also shifts in how leaders communicate with the public. Tulis (1987) introduced the term *rhetorical presidency*, arguing that modern presidents rely increasingly on public persuasion rather than institutional power. Similarly, Campbell and Jamieson (2008) analyzed presidential communication as a genre with repeated use of persuasion rather than institutional power. Further exploration of persuasive strategies has shown that emotional appeals can significantly influence the audience's attitude, for example, the voters' behavior, where the logos enhance the logical reasoning that brings out credibility, and the last ethos is a critical approach that builds trust between a politician and the voter.

Recent studies also explore storytelling techniques with the audience to build an emotional connection. In recent years, there has been a growing interest in the study of political communication, with scholars seeking to understand the ways in which politicians use language and rhetoric to persuade their audiences (Kuypers, 2009; Parry-Giles, 2014). One area of particular interest is using persuasive strategies in electoral speeches, where politicians seek to persuade voters of their candidacy and policies (Brader, 2006; Marcus, 2002). Analyzing these rhetorical devices under the context of Barack Obama's and Joe Biden's speeches can provide valuable insights into effective political communication. Biden's rhetorical style is less studied, emerging literature shows his ultimate focus on empathy and personal connection characterizes his persuasive approach.

Political discourse has long served as a fertile ground for rhetorical analysis, particularly within the context of electoral speeches where persuasion is pivotal. Scholars have extensively explored the use of persuasive strategies in political communication, drawing upon classical rhetorical frameworks such as Aristotle's ethos, pathos, and logos to analyze the effectiveness of political language. For instance, Amaireh (2023) conducted a corpus-based analysis of Joe Biden's speeches, revealing a strong reliance on inclusive language, emotional appeals to unity, and logical

reasoning, all of which are foundational to his rhetorical style. Similarly, Arella (n.d.) examined Biden's and Kamala Harris's campaign speeches, identifying strategies such as causal reasoning, storytelling, and the strategic use of metaphors to inspire hope and courage. Complementing these findings, Derki (2022) compared the rhetorical approaches of Biden and Trump during the 2020 campaign, concluding that Biden's speeches were particularly persuasive in their emphasis on justice, equality, and emotional resonance with the audience.

In contrast, much of the scholarship on Barack Obama's rhetoric emphasizes his inspirational and inclusive tone. Hamitouche (n.d.) conducted a rhetorical analysis of Obama's 2012 electoral speeches and found that he effectively employed emotional appeals, metaphorical language, and attacks on opponents, with a marked emphasis on pathos. Rahayu et al. (n.d.) also identified Obama's frequent use of future-oriented language and a variety of rhetorical devices during the 2008 campaign, contributing to his persuasive power over opponents like John McCain. These studies demonstrate that both Obama and Biden employ unique rhetorical strategies, though the depth of direct comparative analysis between them remains limited.

Broader analytical frameworks have also been applied to study political discourse, adding depth to the understanding of persuasion. Mustafa (n.d.), using Fairclough's critical discourse analysis model, explored the persuasive strategies in the inaugural speeches of Biden and Trump, highlighting the use of repetition, intertextuality, and ideological positioning. Meanwhile, Romero et al. (2015) introduced the concept of linguistic style matching, showing how presidential candidates who mirror the language of their opponents tend to gain favorable public perception, a finding that adds another dimension to analyzing debate performance and rhetorical effectiveness. Despite these varied approaches, there remains a scholarly gap in comparative studies that examine Biden and Obama side by side, particularly in terms of their use of persuasive strategies in electoral contexts. This thesis aims to address that gap by offering a focused comparative analysis grounded in rhetorical theory.

2.2 Context of the Study

The context of the study is situated within the broader landscape of political communication, where persuasion plays a crucial role in shaping the mindset of the audience, influencing the policy decisions and determining electoral outcomes. Effective communication is essential for politicians to connect with their audience, build trust and convey their message. This study explores the persuasive strategies employed by the politicians by the United States. By examining the persuasive strategies used by these leaders, this research aims to contribute a deeper understanding of the complex dynamics of political communications and the role of persuasion in shaping public discourse.

2.3 Persuasiveness in Political Communication

Persuasiveness in political communication refers to the intentional use of rhetorical strategies and language choices to influence public opinion, build political credibility, and foster voter alignment. Over the years, scholars have examined how political figures utilize *ethos* (credibility), *pathos* (emotional appeal), and *logos* (logical reasoning) to construct compelling narratives that resonate with a wide range of audiences. This research has explored that most of the political figures frequently use persuasive techniques to support a particular candidate or a party and to establish themselves as credible and trustworthy leader by deploying *ethos*, *pathos*, and *logos* in electoral speeches. For example, according to Jamieson and Campbell (2001), political speeches are inherently persuasive because they aim not only to inform but also to influence attitudes and behavior. They argue that successful political communication often relies on crafting a consistent public persona (*ethos*), invoking emotional resonance with the electorate (*pathos*), and presenting arguments grounded in reason and evidence (*logos*). These techniques are particularly important during electoral campaigns, where candidates must construct a trustworthy and relatable image under intense public scrutiny.

A study on Barack Obama's 2008 presidential campaign speeches found that he frequently employed emotional appeals to inspire and motivate his audience (Kuypers, 2009). Another study on Joe Biden's 2020 presidential campaign speeches noted that he often used logical reasoning to emphasize the importance of policy issues (Fahmy, 2020). Hart and Hartelius (2007) emphasize that persuasion in political communication

is increasingly shaped by the media and digital platforms, which amplify emotional appeals and place greater importance on narrative construction. For example, Barack Obama's campaign rhetoric has been widely analyzed for its persuasive power, particularly through emotional storytelling and inclusive language. In his renowned *A More Perfect Union* speech, Obama invoked themes of race, unity, and shared national identity, which scholars such as Frank (2010) have argued were central to his ability to emotionally engage diverse audiences while reinforcing his political *ethos*.

2.4 Creativity in Persuasiveness

In the context of this study, creativity in persuasiveness refers to the innovative and imaginative ways in which political leaders, such as Joe Biden and Barack Obama, use language and rhetoric to influence their audiences and achieve their goals (Aristotle, 1959; House, 1976). By examining the creative strategies used by Biden and Obama, such as their use of emotional appeals, and rhetorical devices. This study aims to provide insights into the role of persuasion in shaping public opinion and influencing voter behavior.

The creative use of language and rhetoric can help leaders build trust, rapport and emotional connection with their audience, establish credibility, and inspire action, ultimately contributing to their effectiveness in communicating their vision and policies (Bass, 1985).

One of the key aspects of creative persuasiveness is the use of rhetorical devices, such as metaphors, allusions, and repetition. These devices can help leaders create vivid imagery, evoke emotions, and convey complex ideas in a way that resonates with their audience (Lakoff, 2004). For instance, Obama's use of the metaphor of "hope" in his 2008 presidential campaign speeches helped to create a sense of optimism and possibility among his supporters (Obama, 2008). Similarly, Biden's use of storytelling and anecdotes can help to humanize him and create a sense of connection with his audience (Biden, 2020).

2.5 Nature and Role of Electoral Speeches

Electoral speeches are a fundamental component of democratic political processes, serving as a strategic medium through which candidates articulate their visions, persuade the electorate, and shape public discourse. Unlike regular political

addresses, electoral speeches are specifically tailored for campaign settings, where the primary objective is to win support and secure votes. These speeches are structured to resonate with public sentiment, address pressing societal concerns, and establish a distinct political identity.

According to Jamieson and Campbell (2006), electoral rhetoric is a “ritualized performance” designed to build the speaker’s legitimacy and foster emotional and rational identification with potential voters. The persuasive function of electoral speeches is heightened by their timing often delivered during campaign rallies, televised debates, or national conventions where public attention is concentrated, and political stakes are high.

Joe Biden’s electoral speeches, by contrast, emphasize empathy, decency, and moral clarity, reflecting a rhetorical style grounded in relational *ethos* and appeals to national healing (Parry-Giles, 2021). His 2020 campaign speeches often positioned him as a figure of restoration amid social and political unrest, using language that foregrounded values over policy specifics, which is a common characteristic of rhetorical campaigning in postmodern political discourse (Hart & Daughton, 2005).

Moreover, electoral speeches are instrumental in constructing a candidate’s political persona. As Benoit (2007) notes in his *Functional Theory of Political Campaign Discourse*, candidates use speeches to acclaim their strengths, attack opponents’ weaknesses, and defend themselves against criticism. This triadic structure often governs the tone and content of campaign rhetoric, with variations depending on the political climate and rhetorical strategy.

In recent years, electoral speeches have also adapted to digital and media-driven environments, where soundbites, emotional visuals, and audience interaction influence rhetorical delivery and reception (Ott & Dickinson, 2013). The shift from purely verbal persuasion to multimodal performance underscores the evolving nature of campaign communication in the 21st century.

In sum, electoral speeches are not merely vehicles for policy articulation but are multifaceted rhetorical acts designed to persuade, inspire, and mobilize. Their role in shaping public perception, reinforcing candidate identity, and setting the tone for political debate cannot be understated, especially in high-stakes campaigns such as those led by Barack Obama and Joe Biden.

2.6 Empirical Studies on Persuasive Strategies in Political Discourse

Empirical studies on persuasive strategies have shed light on the effectiveness of various rhetorical appeals in political speeches. Study has shown that speakers who effectively employ persuasive techniques can significantly enhance their persuasive power in political regime. For instance, studies have found that speeches incorporating emotional appeals (*pathos*) can increase audience engagement and motivation. Similarly, speeches that establish credibility (*ethos*) and logical reasoning (*logos*) can foster trust and credibility with the audience. Comparative analyses of speeches by prominent politicians, including Barack Obama, and Joe Biden have highlighted the importance of adapting persuasive strategies to specific audiences and contexts. One of the most frequently used frameworks in empirical studies is Aristotle's classical modes of persuasion: *ethos* (credibility), *pathos* (emotion), and *logos* (logic). These rhetorical appeals continue to serve as essential tools for political figures to construct identity, establish trust, and stir public sentiment. For instance, Okpanachi (2010) conducted a content analysis of Nigerian presidential speeches and revealed that *ethos* was the dominant persuasive strategy, emphasizing the speaker's credibility and character as a foundation for persuasion.

Similarly, Shartiely (2016) analyzed Tanzanian presidential discourse and found that *pathos* was particularly powerful in evoking emotional responses from voters, especially on issues such as national unity and poverty. These findings suggest that emotional engagement is not just an embellishment of political rhetoric. It is often the core of its persuasive power. Empirical evidence highlights the importance of visual and performative elements in persuasive communication. McKinney and Banwart (2011) conducted audience-based research during the 2008 U.S. presidential debates and found that voters were most responsive to candidates who used relatable stories, emotional tones, and values-based arguments. This insight is particularly relevant to the study of Barack Obama, whose 2008 and 2012 speeches often centered on shared identity, hope, and national unity.

Barack Obama's rhetorical strategies have been widely analyzed due to their exceptional effectiveness. For example, Frank (2010) examined Obama's 2008 *A More Perfect Union* speech and found that its blend of personal narrative, historical reflection, and emotional resonance constituted a powerful rhetorical act. The study

underscored how Obama skillfully constructed *ethos* by addressing racial tensions openly while aligning himself with broader American ideals.

2.7 Critical Perspectives on Persuasive Communication

A critical perspective on persuasive communication reveals that the strategic deployment of rhetorical appeals can be a double-edged sword. While *ethos*, *pathos*, and *logos* can be potent tools for building trust, evoking emotions, and presenting logical arguments, politicians can also be exploited to manipulate and reshape public opinion, obscure truth, and undermine critical thinking. It emphasizes that persuasive communication in political speeches is often strategic and situational.

Aristotle's classical modes of persuasion—*ethos*, *pathos*, and *logos*—remain relevant, but critical theorists argue that these appeals are mediated by the speaker's perceived authority, cultural relevance, and media framing (Charteris-Black, 2011). In the case of Barack Obama, scholars have noted how he adeptly constructs *ethos* by positioning himself as a unifier and change agent, especially through his use of inclusive language and intertextual references to American ideals (Frank, 2011). Biden, on the other hand, is often praised for his affective rhetoric that highlights empathy and moral responsibility—key components of a critical, people-centered approach to persuasion (Smith & Watson, 2020).

In the context of Joe Biden and Barack Obama's speeches, a critical study has done and examination reveals subtle yet significant differences in their use of persuasive strategies, reflecting distinct rhetorical styles and ideological identities. By highlighting and interrogating the power dynamics, cultural narratives, and ideological assumptions embedded in their speeches, this analysis seeks to uncover the complex interplay between persuasion, politics, and power, ultimately shedding light on the techniques used by the politicians and examining ways in which language reshapes public discourse and influences collective understanding of the audience.

2.8 Rhetorical Devices in Shaping Public Opinion

The strategic use of rhetorical devices is a crucial aspect of persuasive communication in political discourse. Research has shown that politicians have effectively employed rhetorical devices to shape public opinion and convey their message. For instance, Obama's use of metaphors like "hope" and "change" helped to

create a sense of optimism and possibility among his supporters (Jamieson, 2009). Similarly, Biden's use of storytelling and anecdotes has been shown to humanize him and create a sense of connection with his audience (Biden, 2020).

A study by Lim (2008) found that the use of rhetorical devices can significantly impact the persuasive power of a speech, and that politicians who effectively employ these devices can build stronger connections with their audience and convey their message more effectively. Furthermore, research by Charteris-Black (2011) highlights the importance of understanding the cultural and historical context in which rhetorical devices are used, as this can significantly impact their effectiveness. For example, Obama's use of biblical allusions in his speeches resonated with many American voters who share a common cultural heritage (Hanna, 2012).

In addition to framing, politicians also use rhetorical devices to create emotional connections with their audience. This can be particularly effective in building trust and credibility with voters. For example, Biden's use of personal anecdotes in his speeches has been shown to humanize him and create a sense of connection with his audience (Biden, 2020).

By examining the use of rhetorical devices in the speeches of Obama and Biden, this study aims to contribute to a deeper understanding of the role of persuasion in shaping public opinion and influencing political outcomes. The findings of this study will have implications for our understanding of how politicians use language and rhetoric to communicate with their audience and achieve their goals.

2.9 Research Gap

Despite the extensive research on political communication and leadership, a significant gap exists in the comparative analysis of processing strategies employed by prominent politicians in their electoral speeches. While previous studies have examined the rhetorical approaches of individual leaders, few have conducted a systematic comparison of the persuasive strategies used by different leaders. Moreover, existing research has largely focused on the content and tone of political speeches, with limited attention to the cognitive and linguistic processes underlying these speeches. This study addresses this gap by conducting a comparative analysis of the processing strategies used by Joe Biden and Barack Obama in their electoral speeches, providing new

insights into the role of rhetoric in shaping public opinion and influencing voter behavior.

2.10 Conclusion

This chapter has provided a comprehensive overview of existing scholarship related to political persuasion, rhetorical strategies, and the communicative styles of prominent American political figures, specifically Barack Obama and Joe Biden. Through a critical engagement with previous research, the literature review has explored core themes such as modes of persuasion (*ethos*, *pathos*, and *logos*), audience engagement, cultural context, and critical perspectives on persuasive communication. A diverse range of studies has been reviewed to establish how political leaders construct their messages to resonate with public sentiment, build credibility, and mobilize support during electoral moments. It highlights the importance of persuasive strategies in political communication and the need for more research that compares the persuasive strategies employed by different politicians. By examining the use of *ethos*, *pathos*, and *logos* in the electoral speeches of Joe Biden and Barack Obama, this study aims to contribute to our understanding of the role of persuasive strategies in shaping public opinion and influencing electoral outcomes.

By identifying this gap, the literature review establishes a clear rationale for the current study, which aims to comparatively analyze the persuasive strategies and modes of persuasion utilized by Barack Obama and Joe Biden in their electoral speeches. This study contributes not only to rhetorical and political communication scholarship but also enhances our understanding of how modern political figures adapt their persuasive appeals to connect with diverse audiences in dynamic political climates.

CHAPTER 3

RESEARCH METHODOLOGY

This section of research outlines the research designs and methodology employed in the comparative analysis of the political speeches of the most influential political figures. Generally, this research has analyzed the rhetorical aspect of the most renowned figure of the United States by systematically examining the rhetorical techniques used by the two influential figures, Joe Biden and Barack Obama. In political discourse persuasiveness is used to influence and to grab the interests, minds and hearts of the audience through the highly diverse, decorated and attractive usage of language along with the techniques of showing extreme emotions in which the audience is going through so that they will take emotions so close to their hearts and minds and to let them feel and do whatever the leaders wants them to feel and do, so this analysis has been made by the researcher of the speeches of Joe Biden and Barack Obama. This study seeks to uncover patterns, similarities, and differences in their approaches to persuasion. Aristotle's modes of persuasion ethos (credibility), pathos (emotion), and logos (logic) provide a foundational framework for analyzing rhetorical appeals in political discourse (Aristotle, 350 BCE).

3.1 Research Design

The research design for this study is purely qualitative, as it involves in-depth analysis of the quality of word selection by the speakers, the qualitative way of analyzing data in theoretical form, and analysis of textual and contextual elements within the speeches. Qualitative methods are well-suited for exploring complex phenomena, such as persuasive communication strategies, where comparative analysis of these strategies has done and the exploration of language use in political speeches, allowing for rich, elaborated, and nuanced insights to emerge from detailed examination.

3.2 Sampling Technique

The researcher has used the Purposive sampling technique to gather the electoral speech excerpts of Joe Biden and Barack Obama. The researcher has taken speech excerpts from the website and analyzed them according to the use of persuasive

techniques. In these techniques, researcher chose those that best represent their persuasive techniques.

3.3 Research Population

The research population for this study consists of speech excerpts from electoral speeches delivered by Joe Biden and Barack Obama. These speeches have been analyzed under the framework of Aristotle's Rhetoric Theory to identify and compare the persuasive strategies of both politicians, including the use of ethos, pathos, and logos (Aristotle, 350 BCE). By examining these speech excerpts, the researcher gained insights into the rhetorical techniques used by both leaders to shape public opinion and influence electoral outcomes. This analysis has provided a comprehensive understanding of the role of persuasive strategies in political communication, offering valuable lessons for future political leaders and communication practitioners.

3.4 Research Sample

This study has analyzed eight of Joe Biden's electoral speeches, specifically those delivered between November 8, 2020, and the end of December 2020, before the elections, and Barack Obama's speeches sample has been taken from eight of the electoral speeches from August to November 2008. These specific timeframes have been chosen because they represent critical periods in each president's electoral campaign allowing for a comparative analysis of persuasive strategies during peak campaign phases. This enables an examination of how each president tailored their message to resonate with voters during a pivotal moment in their respective elections. For the purpose of in depth analysis, selected excerpts have been taken from the eight speeches of both presidents. This study has only investigated the excerpt under the framework of Aristotle's Rhetorical devices used in the speeches of the most popular US Presidents, Joe Biden and Barack Obama. A purposive sampling approach has been utilized to ensure the inclusion of speeches representing key moments, themes, and rhetorical styles characteristic of each candidate.

3.5 Method of Data Collection

Data has been collected by two methods that are as follows:

1. Speech Transcription Method.
2. Comparative Speech Analysis.

3.5.1 Speech Transcription

The researcher has taken out the transcripts of Joe Biden's and Barack Obama's electoral speeches, which have been sourced from official campaign websites, rev.com website, news archives, or scholarly databases (Tracy, 2019). The researcher has picked some of the excerpts from the mentioned website and analyzed them according to Aristotle's techniques of persuasion (Aristotle, 350 BCE).

3.5.2 Comparative Speech Analysis

The researcher has done a textual and comparative analysis of Joe Biden's and Obama's electoral speeches. This particular method of comparison involved the identification of rhetorical devices and persuasive appeals across the speeches to figure out the similarities and differences in their communication strategies, persuading elements, and tactics. Also, to analyze how the speaker has used the technique of persuasion in their speeches.

3.6 Rationale for Speech Selection

The population for this study consists of all the electoral speeches delivered by Joe Biden and Barack Obama during their political careers. However, due to the vast number of speeches made by these leaders, it is impractical to analyze every single speech. Therefore, a sample of speeches has been selected for analysis. The sample comprises speech excerpts from Joe Biden's speeches delivered in 2020 (specifically, from November) and Barack Obama's electoral speeches delivered in 2008. For the purpose of in depth analysis, selected excerpts has been taken from the eight speeches of both presidents. These specific dates and years were chosen to provide a comparative analysis of the two leaders' communication styles and rhetorical strategies during significant periods in their careers. By focusing on these speech excerpts, this study aims to provide insights into the processing strategies employed by these leaders to engage and persuade their audiences.

3.7 Theoretical Framework

“Aristotle’s Rhetorical Theory” has been adapted to analyze the speeches, which include three elements of persuasion: Ethos (character and credibility), Pathos (emotions and feelings), and Logos (logic and reasoning), Focusing on this context Ethos, pertains to an individual's character, ethics, and credibility when they speak. The

ethical technique of persuasion is used to express the writer's credibility. For instance, while evaluating or giving a review of a piece of writing, the reader must be a learned person and know if the writer is qualified to comment on this particular issue. The writer can communicate with their audience by using authentic and credible sources, accurate use of language, and demonstrating that they have fairly examined the issue by introducing their own professional, academic, or authorial credentials.

Along with it, pathos, or emotional appeal, is the most common technique among all; it means to persuade the audience by purposely evoking their emotions to make them feel the way the author wants them to feel and to develop trust in the hearts and minds of the audience. Authors make word choices carefully and consciously, use meaningful but scripted language, and use examples and stories that evoke emotions and make them attracted to them. Authors can desire a range of emotional responses, including sympathy, anger, amusement or even emotions and lastly logical appeal, means to appeal or to convince the audiences towards themselves' by giving them logics. In using logos, the author makes clear, logical statements in his sentences and makes vivid connections between ideas, and includes the use of facts, figures and statistics. Using historical and literal analogies to make a logical argument is another strategy. There should be no biasness in the argument, also known as logical fallacies, which are unclear or wrong assumptions or connections between ideas (Aristotle, 350 BCE; Tracy, 2019).

This theory has elucidated how Joe Biden and Barack Obama employed persuasive strategies, namely Ethos, Pathos, and Logos, in their speeches to sway their audiences. Analysis of Persuasive Strategies' offers valuable insights, but they approach language and communication from different angles and delve into techniques needed to influence an audience. By considering this approach, the researcher aims to achieve a more comprehensive understanding of how language is strategically used for persuasion.

3.5.1 Aristotle's Modes of Persuasion

The following three modes of persuasion have been analyzed:

1. Ethos
2. Pathos
3. Logos

Pathos, or the appeal to emotions, means to persuade the audience by purposely evoking their emotions to make them feel the way the author wants them to feel and to develop trust in the hearts and minds of the audience. Authors make word choices carefully and consciously, use meaningful but scripted language, and use examples and stories that evoke emotions and attract them. Authors can desire a range of emotional responses, including sympathy, anger, amusement, or even other emotions.

Logos, or logical appeal, means to appeal to or to convince the audience towards a sense of reason or logic. In using logos, the author makes clear, logical statements in his sentences, makes vivid connections between ideas, and includes the use of facts, figures, and statistics. Using historical and literary analogies to make a logical argument is another strategy. There should be no biases in the argument, also known as logical fallacies, which are unclear or wrong assumptions or connections between ideas.

Ethos is used to express the writer's credibility. For instance, while evaluating or giving a review to a piece of writing, the reader must be a learned person and know if the writer is qualified to comment on this particular issue. The writer can communicate with their audience by using authentic and credible sources, accurate use of language, demonstrating that they have fairly examined the issue, and introducing their own professional, academic, or authorial credentials.

Aristotle's modes of persuasion are ethos (credibility), which shows the credibility and goodness of the author; pathos (emotion), which is the evoking of the hidden emotions; and logos (logic), which provides logical and statistical facts and figures to build logical connections in a debate. These are the foundational frameworks for analyzing rhetorical appeals in political discourse (Aristotle, 350 BCE).

Biden and Obama may employ different combinations of ethos, pathos, and logos in their speech excerpts to persuade their audiences. For example, Biden may emphasize his experience with empathy (ethos) while Obama may appeal to hope and optimism (pathos), both complemented by logical arguments (logos).

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

Persuading the audience through catchy and sugar-coated language is the key point of every political figure's speech. The researcher will provide a brief overview of the thesis topic and the importance of analyzing the modes of persuasion in political discourse. The study focuses on the analysis of political speeches that penetrate modern society. It is a fact that political discourse is made up of politicians. Several strategies are being used in political discourses, providing intricacy and complexity to this area. One of the strategies that politicians use to persuade people is to provide people with some justifications for their prior performances, especially in areas where they have not functioned in an efficient manner.

Barack Obama and Joe Biden stand as the most powerful and the most confident personalities who are the titans in the realm of American politics, renowned not only for their political background but also for their way of presenting their power of words in the most persuasive and in the most rhetorical way. As two prominent figures within the same Democratic Party, both have navigated the intricacies and the sanctity of public discourse in an excellent way by captivating their audiences through the powerful tools, especially chosen by their words. Obama, the 44th President of the United States, and Biden, his Vice President, each brought distinct rhetorical styles to the political stage, shaping their messages with clarity, precision, and eloquence. Their speeches have resonated across diverse audiences, inspiring hope, inciting action, and shaping the course of national dialogue. In this thesis, we delve into the rhetorical strategies of Obama and Biden, exploring the modes of persuasion they employed to sway the hearts and minds of the targeted audience. By dissecting their speeches and analyzing their persuasive techniques, this research aims to uncover the way they communicate and illuminate the impact of their choice of words in political discourse.

The excerpts taken from the electoral speeches conducted by Joe Biden in November 2020 and the electoral speeches given by Barak Obama in 2009 have been analyzed one by one through the lens of Aristotle's Rhetoric Theory and then the analyzed data has been compared by the researcher.

Data has been analyzed by taking speech excerpts from the website and deeply analyzing them through Aristotle's Rhetorical theory (Ethos, Pathos, and Logos).

4.2 Analysis of Joe Biden's Speeches

Speech 1

Joe Biden 2020 Election Night Speech Transcript

Analysis of Joe Biden's speech

In Joe Biden's speech excerpt, some of the modes of persuasion are identified

Ethos (Credibility)

Joe Biden emphasizes confidence in the campaign's position, indicating that he is really "feeling good" about the progress. He clearly mentioned that "one of the nets" has already suggested they've won Arizona, implying that a number of internal and external sources and general public and reputable sources have supported his claim.

Pathos (Emotional Appeal)

Biden's optimistic tone and spirit show confidence by using phrases like "feeling good" and "turnaround" to evoke positive emotions in the general public. He reassures supporters by stating, "We're still in the game in Georgia, although that's not one we expected," which could generate a sense of excitement, joy, or surprise among listeners. By expressing assurance about winning Pennsylvania and mentioning "it will take time to count votes", Biden aims to give comfort zone to his audience by giving them his trust and winning their hearts and minds amidst the uncertainty of the election process.

Logos (Logical Appeal)

Biden has given an update on specific states, including Arizona, Minnesota, Georgia, Wisconsin, Michigan, and Pennsylvania, that is a logical breakdown of the campaign's progress. He highlights their strategic approach by mentioning states they didn't expect to be competitive in, such as Georgia, demonstrating a logical analysis of the evolving electoral landscape.

As a whole, Biden's speeches employ a combination of ethos, pathos, and logos to persuade his audience. His credibility, emotional appeal, and logical reasoning aim to instill confidence and rally support for his campaign are enough to persuade his audience.

Speech 2

Election campaign November 12, 2020

Analysis of Joe Biden speech

In this excerpt from Joe Biden's speech, several modes of persuasion are identified

Ethos (Credibility)

Biden clearly mentions that he has been talking to people living in areas like Philly, Allegheny County, and Scranton. This shows that he is actively engaged and showing his keen interest and kindness with voters and has a good understanding of the ground reality, enhancing his credibility. He is stating openly that it is not his or Donald Trump's place to declare who is the winner over here. Biden reinforces his commitment to reviewing the rules and regulations of democratic principles and the rule of law, further establishing his credibility as a candidate who respects the rules followed in the electoral process.

Pathos (Emotional Appeal)

Joe Biden expresses optimistic thoughts about the results and outcome of the election by saying, "But I'm optimistic about this outcome." This statement appeals to the audience's emotions, fostering hope and positivity among his supporters. He also expresses positive gratitude towards voters by saying, "And I want to thank every one of you who came out and voted in this election." This expression of appreciation and support can evoke feelings of voters and solidarity among his supporters.

Logos (Logical Appeal)

Biden has clearly mentioned that results of this upcoming elections could be declared as early as the next morning but acknowledges that it may take longer as it is all up to the democratic laws and rules. This acknowledgment of the uncertainty surrounding the timing of election results demonstrates a logical understanding of the electoral process. By emphasizing that the decision of who has won the election ultimately lies with the American people, Biden appeals to a sense of democratic participation and rational decision-making.

In conclusion, Biden strategically employs ethos, pathos, and logos to persuade his audience. He leverages his credibility, appeals to emotions, and presents logical arguments to instill confidence in the electoral process and rally support for his candidacy.

Speech 3

Joe Biden Campaign Event Speech Transcript Pittsburgh, PA November 2

Analysis of Joe Biden Speech

Some of the modes of persuasion have identified in speech excerpt.

Ethos (Credibility)

Biden pointing out his credibility by referring to factual information, such as the number of Americans who have already voted "Millions of Americans have already voted, over almost a hundred million now". By using such appealing and persuasion technique as it is the rule of human nature that they stand with majority so many of the voters automatically stand with the majority and completely inclined towards him. He also implies his authority and connection with the American people by stating, "My message is simple, and the power to change this country is in your hands." This extremely powerful sentence penetrates deep in the heart of the audience that he has given all rights and confidence to public that this is your country, you are the owners and this country is because of you and I will be here just because of you. When he suggests that he understands and respects the voters' role in shaping the nation.

Pathos (Emotional Appeal)

Biden appeals to emotions by using highly emotional words like "simple" and "power" to convey the important role of voter participation. These words deeply evoke utter feelings of empowerment and responsibility among the audience. He instills a sense of urgency and determination by asserting, "And I don't care how hard Donald Trump tries, there's nothing, nothing he can do to stop the people of this nation from voting, no matter *how he tries*." This statement may evoke feelings of defiance and resilience among listeners.

Logos (Logical Appeal)

As Biden is giving logical reasoning by emphasizing the sheer number of people who have already voted and the expected turnout ("Millions of Americans have already voted, over almost a hundred million now. Millions more will vote tomorrow."). This logical statement supports his argument that every individual plays his role as every individual is having his own importance so voter has the power to bring change and you will bring change for yourself and for your generations. He also employs a logical argument by asserting that a part of any other attempts by Donald Trump to interfere with the election process, the American people will still be able to vote. This implies a belief in the resilience and effectiveness of the democratic system of United States.

In conclusion, Joe Biden's speech excerpt contains elements of ethos through empowering credibility, pathos through emotional appeal, and logos through logical reasoning. These rhetorical strategies work together to persuade the audience to recognize the importance of their individual vote and to participate in the democratic system.

Speech 4

Joe Biden Drive-in Rally Speech Transcript Cleveland November 2

Analysis of Joe Biden speech excerpt

Analyzing the provided speech excerpt, here are the persuasive strategies employed by Joe Biden

Pathos (emotional appeal)

Biden begins his speech with a heartfelt greeting and expressions of gratitude, repeatedly thanking the audience ("Thank you, thank you, thank you"). This is a highly positive emotional atmosphere and fosters a sense of connection between the speaker and the audience. By acknowledging specific individuals in the audience, such as Representative Marcia Fudge and Joyce Beattie, the speaker personalizes their message, appealing to the emotions of those individuals and creating a sense of marginalization. Here the speaker has introduced his grandchildren and asks them to stand up, this act has added a personal touch and evokes emotions of warmth and familial connection among the audience. This tactic can humanize the speaker and make them easier to approach and the most relatable and conventional towards the audience.

Ethos (credibility)

The speaker has shared personal information, such as mentioning their grandchildren, which humanizes them and enhances his credibility and likability. By calling his grandchildren to stand up, this act of personalization has shown that not only Biden but his whole family is taking full interest in the problem-solving line of the public. The speaker further emphasizes their role as a family-oriented individual, appealing to familial values and shows his great efforts, trust towards the audience from all his heart.

Overall, the speaker employs persuasive strategies such as emotional appeal and personal connection to persuade his large number of audiences, establish rapport, and enhance their credibility and likability. These tactics aim to create an over throwing impression of the speaker and increase his reputations to his message towards general public.

Speech 5 (A)

This speech has been divided and analyzed into two excerpts

Joe Biden Speech as Presidential Vote Count Continues Transcript November 4

Analysis of Joe Biden Speech Excerpt

Some of the modes of persuasion have identified in speech excerpt.

Ethos (Ethical Appeal)

Biden has highly emphasized and given the importance to the opinions, ideas and voice of general public who had voted him by stating "the people of this nation have spoken." This deep line has shown that this appeals to the ethical principle of democracy, suggesting and emotionally adding this in the minds of the people that his victory is because of them and this victory is highly rooted in the will of the people and therefore it's totally legitimate. He positions himself as a unifying figure by pledging to be a president who seeks to unify rather than divide. This appeals to the audience's sense of trust, winning their hearts and confidence in his way of ownership, leadership and portraying him as a morally upright and trustworthy leader among all.

Pathos (Emotional Appeal)

The use of words such as "we" and "the people" by Biden fosters a sense of belonging and unity among the audience, unleashing to their emotions and creating a collective shared emotional connection among the group of voters. As he promised to be a president who seeks to collect or to gather all classes in the society or to unify them rather than divide taps into the audience's emotions, appealing to their desire for harmony, peace and cooperation. This evokes sense of deep positive feelings of hope and optimism about their future under the umbrella of Joe Biden as a president.

Logos (Logical Appeal)

Biden mentions the exact figure of the winning votes that is the record-breaking number of votes received, appealing to logic and reason to demonstrate the widespread support for his candidacy. This logical argument denotes that as it is record breaking digit that number of people has elected him and he proudly and emotionally highlighting the legitimacy of his victory. He contrasts the idea of being living in unity and living in divisions by totally denying and rejecting the notion of "red states and blue states," referring to the logics by showing the lens of the irrationality of divisive politics and emphasizing the importance of national unity for progress and prosperity.

Speech 5 (B)

Joe Biden Speech as Presidential Vote Count Continues Transcript November 4

Analysis of Speech Excerpt

Some of the modes of persuasion have identified in speech excerpt.

Ethos (Ethical appeal)

Biden has established his consistence, his credibility and his trustworthiness among people of America by referring to the coalition he built (coalition of America and Africa), describing it as the "broadest and most diverse coalition in history." This emphasizes his ability to bring people together across various platforms, demographics and geographical regions in a state by thanking and acknowledging them especially the support of African American people by expressing positive gratitude and tighten and strengthen the bond of his connection with his all the concerns and demands. Along with it he is also adding his acknowledgement with heavy heart indicating sense of empathy and highly relating the emotions of those who are disappointed by the

outcomes of the votes and whose votes got wasted as their particular leaders couldn't get victories.

Pathos (Emotional Appeal)

Biden has shown his strong emotions to the audience by addressing the disappointment felt by those who may have voted for President Trump. He has been empathizing with their feelings and urges to give him a chance, appealing to their sense of fairness and positive hope for the best and shining future by mentioning of positive moments full of gratitude and love like hugging grandchildren, celebrating birthdays, weddings, and graduations appeals to the audience's emotions by reminding them of the simple joys of life that have been greatly impacted and effected by the COVID-19 pandemic. This evokes a sense of longing and a desire for a return to normalcy.

Logos (Logical Appeal)

By examining logos in this particular excerpt Joe Biden has employed logical reasoning by emphasizing the importance and a need of controlling the COVID-19 pandemic before addressing other issues. He argues with the Native Americans who are gathered under one roof for the positive and optimistic results of their future that until the virus is under control, the economy cannot be repaired, vitality restored, or normal life has been resumed. This logical sequence of cause and effect highlights the importance of prioritizing public health measures by framing and enhancing the urgent need of controlling COVID-19 as a prerequisite for achieving broader societal goals, Biden appeals to the audience's rationality and underscores the practical necessity of his proposed course of action.

Overall, Biden's speech effectively utilizes ethos, pathos, and logos to establish his credibility, connect with the audience emotionally, and present a reasoned argument for his priorities as president.

Speech 6 (A)

This speech has been divided and analyzed into two excerpts

Joe Biden Speech as Presidential Vote Count Continues Transcript November 12

Analysis of Joe Biden Speech

In this excerpt from Joe Biden's speech, several modes of persuasion are identified

Ethos (Ethical Appeal)

Joe Biden is expressing and showing his throughout and consistent efforts, his hardworking nature, his broad vision and clarity of thoughts among people and the most important his trustworthiness among people of America by referring to the coalition of America and Africa he has built, describing it as the "broadest and most diverse coalition in history." This emphasizes his ability to bring people together across different platforms, demographics and geographical regions in a state by thanking and acknowledging them especially by the support of Afro American people by expressing positive gratitude towards audience and tighten and strengthen the bond with his all the concerns and demanding voters. Along with it he is also adding his acknowledgement with heavy heart indicating sense of empathy and highly relating the emotions of those who were disappointed by the results and outcomes of the elections and whose votes got wasted as their particular leaders couldn't got victories in any possible way.

Pathos (Emotional Appeal)

Joe Biden has begun his address with the audience with kind and soothing words. He welcomed them with a heartfelt greeting and expressions of gratitude, repeatedly thanking the audience ("Thank you, thank you, thank you"). This is such a good gesture and highly positive emotional atmosphere and fosters a sense of connection between the speaker and the audience. By acknowledging the popular personalities and the local public in the audience, such as representative Marcia Fudge and Joyce Beattie, the speaker personalizes their message, appealing to the emotions of those individuals and creating a sense of marginalization. Likewise the speaker has introduced his family especially his grandchildren and asks them to stand up, later on he called the youth as his sons and grandsons to make close relations and family terms with the public just to win their hearts. This act has added a personal touch and evokes emotions of warmth and familial connection among the audience. This tactic can humanize the speaker and make them easier to approach and the most relatable and conventional towards the audience.

Logos (Logical Appeal)

As Joe Biden is giving logical reasoning by emphasizing the sheer number of people who have already voted and the expected turnout ("Millions of Americans have already voted, over almost a hundred million now. Millions more will vote tomorrow."). This powerful and logical statement supports his argument that every individual plays his role as every individual is having his own importance so every voter is very important in his own place and has the power to bring change and you will bring change for yourself for your good future and for your generations. He also employs a logical argument by asserting that a part of any other attempts by Donald Trump to interfere with the election process, the American people will still be able to vote. This is the oppositional statement that whatsoever the opposition tries to do if you people are consistent and strong on your decisions that u had taken then you will not be failed by any chance. This implies a belief in the resilience and effectiveness of the democratic system of United States.

In conclusion, the analyzed excerpt by Joe Biden contains elements of ethos through empowering credibility, pathos through emotional appeal, and logos through logical reasoning and logics Joe Biden is grabbing the audience attention through the techniques and strategies used by the speaker. These rhetorical and persuasive strategies work together to persuade and convince the audience to recognize the importance of their individual vote and to participate in the democratic system.

Speech 6 (B)

Joe Biden Speech as Presidential Vote Count Continues Transcript November 12

Analysis of Joe Biden's Electoral Speech

Persuasive strategies used in speech excerpt of Joe Biden are

Ethos (Ethical Appeal)

Joe Biden uses his ethical approach to show his far sight nature and credibility among the audience. It is the nature of political discourse to pretend himself as the worthiest and trust worthy person in front of the audience to show that their leader is having all leadership qualities that should be present in a representative of the state. Moreover, he also adds his acknowledgement with heavy heart indicating sense of empathy and highly relating the emotions of those who were disappointed by the results

and outcomes of the elections and whose votes got wasted as their particular leaders couldn't get victories in any possible way. In this excerpt Joe Biden is being ethical and having moral standards and showing confidence as a candidate in the general election 2020. He is showing the credible nature that he doesn't want to be a powerful and famous politician but he is doing all for the state that the state is drowning and my party and myself are competent enough to normalize and stabilize the running problems of ongoing political unrests and pandemic that has broken the backbone of the state.

Pathos (Credibility)

As a confident, the most powerful ruler and a good addressee Joe Biden knows very well how to attract people towards himself and earn good number of voters and how to win the hearts and minds of the public and Biden has shown his strong emotions to the audience by addressing the great disappointment felt by those people who may have voted for other candidates in this election campaigns. After the achievements in all election results and Biden got the victory he has been empathizing with their feelings and urges to give him a chance, appealing to their sense of hope, fairness and positive hope for the best and shining future by mentioning of good times and positive gratitude and best memories with best moments full of gratitude and love like hugging grandchildren, celebrating birthdays, making them feel special and close to him and talk about their weddings, and graduations appeals to the audience's emotions by reminding them of the simple joys of life that have been greatly impacted and effected by the COVID-19 pandemic. This evokes a sense of longing and a desire for a return to normalcy in this tough time. So, he added a logical statements and factual figures to make them feel secure in this tough time and also provoke their sentiments and gave a ray of positive hope that every hard time is not remain always but it stays for shorter time. So, we should be consistent and stay hopeful.

Speech 7

US Election: Joe Biden vows to 'unify' country in electoral speech

Analysis of Speech Excerpt of Joe Biden

Ethos (Credibility)

Biden pointing out his credibility by referring to factual information, such as the number of Americans who have already voted "Millions of Americans have already voted, over almost a hundred million now". By using such appealing and persuasion technique as it is the rule of human nature that they stand with majority so many of the voters automatically stand with the majority and completely inclined towards him. He also implies his authority and connection with the American people by stating, to provoke the sympathies and emotions of the audience by evoking their feelings of empathy, hope, and solidarity. He has painted a vivid image of American soldiers who are risking their precious lives overseas leaving their families behind only for the defense and are struggling to make ends meet at home. By depicting these actual and heart full real-life stories he is actually evoking the hidden sentiments and emotions of the public, Obama engages the audience on a deeper level and inspires them to take positive action. He continuous his address that his message is simple, and the power to change this country is in the hands of the public. Making people feel special and giving the ownership of the country wins the hearts of the people. This extremely powerful sentence penetrates deep in the heart of the audience that he has given all rights and confidence to public that this is your country, you are the owners and this country is because of you and I will be here just because of you. When he suggests that he understands and respects the voters' role in shaping the nation.

Pathos (Emotional Appeal)

Biden like other politician is very good in using emotional appeal in front of the audience. He uses this appeal to emotions by using highly emotional words like "simple" and "power" to convey the important role that the voter is playing at the time of voter participation. This shows the sense of responsibility and importance that he makes them feel that every individual is important for the rise of the state. Every single person will take positive step and then it will bring positive change in the society. These words deeply evoke utter feelings of empowerment and responsibility among the audience. He instills a sense of urgency and determination by asserting, "And I don't care how hard Donald Trump tries, there's nothing, nothing he can do to stop the people of this nation from voting, no matter *how he tries*." Again, the powerful statement has provoked the hearts of the followers. This attitude and choice of words delve deeper in the hearts and reshaped the opinions and in the result, it won number of votes, fame and

built trust among the local Americans. This statement may evoke feelings of defiance and resilience among listeners.

Logos (Logical Appeal)

As Biden is giving logical reasoning by emphasizing the sheer number of people who have already voted and the expected turnout ("Millions of Americans have already voted, over almost a hundred million now. Millions more will vote tomorrow."). This logical statement supports his argument that every individual plays his role as every individual is having his own importance so voter has the power to bring change and you will bring change for yourself and for your generations. He also employs a logical argument by asserting that a part of any other attempts by Donald Trump to interfere with the election process, the American people will still be able to vote. This implies a belief in the resilience and effectiveness of the democratic system of United States.

In conclusion, Joe Biden's speech excerpt contains elements of ethos through empowering credibility, pathos through emotional appeal, and logos through logical reasoning. These rhetorical strategies work together to persuade the audience to recognize the importance of their individual vote and to participate in the democratic system for the hope of getting better future.

Speech 8

US Election Biden vows to 'unify' country in electoral speech

Analysis of Speech Excerpt of Joe Biden

Pathos (Emotional Appeal)

Joe Biden uses his ethical approach to show his far sight nature and credibility among the audience. As it is stated earlier that Biden is recognized as a good emotional appeal maker in the formal addresses as he used his techniques of appealing to his political experience. Highlighting his own personal experiences with the audience results in trust building and it shows empathy and emotional connection with the audience on an emotional level. It is the nature of political discourse to pretend himself as the worthiest and trust worthy person in front of the audience to show that their leader is having all leadership qualities that should be present in a representative of the state. Moreover, he

also adds his acknowledgement with heavy heart indicating sense of empathy and highly relating the emotions of those who were disappointed by the results and outcomes of the elections and whose votes got wasted as their particular leaders couldn't get victories in any possible way. In this excerpt Joe Biden is being ethical and having moral standards and showing confidence as a candidate in the general election 2020. He is showing the credible nature that he doesn't want to be a powerful and famous politician but he is doing all for the state that the state is drowning and my party and myself are competent enough to normalize and stabilize the running problems of ongoing political unrests and pandemic that has broken the backbone of the state. Biden uses decorative and highly moral language to share values, moral principles with the audience and he presented himself as a leader guided by a strong sense of humor, justice and compassion.

Ethos (Credibility)

Biden has shown his expertise, credibility and his resilience nature through his authoritative and mind-blowing talks with the audience. Moreover, he shows his own life stories to make people comfortable with him and shows his personal struggles, to show empathy and connect with the audience with the emotional level. He also invokes his commitments to public service and the tone and delivery of the statements in public formal address was up to mark. He positions himself as a unique figure by pledging to be a president who seeks to unify the state into one rather than to divide it in parts. This appeals to the audience's sense of trust, winning their hearts and confidence in his way of ownership, leadership and portraying him as a morally upright and trustworthy leader among all in the US.

Logos (Logical Appeal)

Joe Biden has clearly mentioned that results of the general elections may be declared as early as the next morning but also acknowledges that it may take longer as it is all up to the democratic laws and rules. This acknowledgment of the uncertainty surrounding the timing of election results demonstrates a logical understanding of the electoral process. This logical information of the declaration of the result is all legal and legitimate. The results will be fair and clear. There will be no dishonesty and cheating in this regard. By emphasizing that the decision of who has won the election ultimately lies with the American people, Biden appeals

to a sense of democratic participation and rational decision-making of the state and the government.

4.3 Analysis of Barack Obama's Speeches

Speech 1

Sat 10 Nov 2008 19.06 GMT

Analysis

Analyzing Barack Obama's speech excerpt using Aristotle's rhetorical devices of ethos, pathos, and logos

Ethos (Credibility)

Obama establishes his credibility by acknowledging the well-wishes he has received, indicating a sense of humility and gratitude. By expressing appreciation from the audience for conversations with a diverse range of Americans, by facilitating them in all the aspects of life from various settings such as living rooms, schools, farms, factories, diners, and military outposts, Obama suggests that he has listened to and engaged with the people he serves. This demonstrates his commitment to understanding the concerns and perspectives of ordinary citizens, thereby enhancing his credibility as a leader who is connected to the people especially the middle class who actually needs the help and facilities from the people, they elect for themselves.

Pathos (Emotional Appeal)

Barack Obama has appealed to the audience's emotions by expressing his fair gratitude and humility, stating, "But tonight it's my turn to say thanks." This expression of gratitude fosters a sense of warmth and goodwill towards Obama.

He further shows his emotions by reflecting on the impact of his good interactions with the local American people, describing them how these connections with public, how these conversations with them have kept him "honest, inspired, and going." This acknowledgment of the profound influence of ordinary Americans on his presidency and personal growth evokes feelings of empathy and admiration towards general public.

Logos (Logical Appeal)

Obama employs logical reasoning by asserting that his good and healthy conversations with the American people have made him a good human being and a better president and a better man. This depicts a good and positive behavior among people and his positive gratitude between his engagement with Native Americans and personal development, appealing to the audience's sense of reason and rationality. Apart from this Obama suggests that these political conversations like debates or political speeches are acting as an instrumental to shape his opinions, policies and decisions as president, indicating a logical basis for the importance he places on listening to the voices of the people he serves.

In conclusion, it is quite visible that Barack Obama has effectively used the technique ethos by showing his credibility by showing his positive gestures and behavior with locals. He has also shown pathos by appealing to emotions through expressions of gratitude and reflections on personal growth, and logos by employing logical reasoning to illustrate the logical reasoning in his speech that he had given with his audience to win their hearts by reflecting his intellect. These rhetorical devices work together to enhance the persuasiveness of Obama's speech and reinforce his connection with the general audience.

Speech 2

Barack Obama

Transcript: Barack Obama's Acceptance Speech

AUGUST 28, 2008 9:59 PM ET

Analysis of Barack Obama's speeches

Ethos (Ethical Appeal)

Barack Obama has beautifully chosen the words in his speech to show his intellect and credibility among the local people of America who struggled days and nights to bring Obama as a representative of their state so Obama has shown his credibility, moral character and values by acknowledging and openly accepting large level of the challenges ahead to accept it and do anything for the public as they trusted him and love him for this Obama is openly accepting their demands and challenges and expressing empathy for the heartiest struggles of ordinary Americans. This builds a

sense of trust, responsibility and care with the audience, as they whole heartedly considered him as a leader who understands their concerns and stay committed towards whatsoever, he addressed to them.

Pathos (Emotional Appeal)

Obama has shown positive feelings, sympathies and emotions of the audience by evoking their feelings of empathy, hope, and solidarity. He has painted a vivid image of American soldiers who are risking their precious lives overseas leaving their families behind only for the defense and are struggling to make ends meet at home. By depicting these actual and heart full real-life stories he is actually evoking the hidden sentiments and emotions of the public, Obama engages the audience on a deeper level and inspires them to take positive action.

Logos (Logical Appeal)

Obama's speech is actually highlighting the logics in his statements as he always focusing and targeting on emotional and ethical appeals, there are also elements of logical persuasion in this speech excerpt of Barack Obama's speeches. He has beautifully presented a logical statement for why his victory is significant, emphasizing the challenges facing the nation such as wars, economic crisis, and environmental peril.

Speech 3 (A)

This speech has been divided and analyzed into two excerpts

Barack Obama

Manassas, Prince William County, Virginia

November 3, 2008 10:30pm – Night Before the Election

Analysis of Barack Obama's Electoral Speech

This speech excerpt has ethos and pathos used by the US president Barak Obama.

This speech excerpt employs several modes of persuasion, as outlined by Aristotle: ethos, pathos, and logos.

Ethos (Credibility)

Obama is keenly depicting his credibility by thanking the contributions of ordinary Americans who had sacrificed their belongings for example savings, precious time, and comfort for his campaign. By highlighting the efforts of general public especially the youth and volunteers, he portrays himself as a candidate supported by the people and for the people. By exaggerating the emotional appeal that I am for you and I am from you. He also shows the credibility of historical American ideals by showing his keen interest in the historical background of the native Americans who sacrificed their lives for the peace of locals, acknowledging Abraham Lincoln's famous phrase "government of the people, by the people, and for the people," which resembles with the audience's sense of national identity and democratic values.

Pathos (Emotional Appeal)

The catchy and appealing words of Obama evokes strong emotions by portraying the sacrifices and of individuals who supported Obama's campaign. Highlighting to the working class and lower middle class who are digging into their savings, youth was leaving their homes and families, and volunteers braving for pride, justice and trust. Obama's saying that "this is your victory" directly addresses the audience and creates a sense of emotional connection and ownership that makes them feel more energetic and boosts the courage of public and, making them feel personally invested in the outcome. By depicting these actual and heart full real life stories he is actually evoking the hidden sentiments and emotions of the public, Obama engages the audience on a deeper level and inspires them to take positive action.

Overall, this speech excerpt effectively combines ethos and pathos, to persuade the audience of the credibility of Obama's victory, evoke emotional responses, and provide logical justification for the collective effort that led to his success.

Speech 3 (B)

Barack Obama Manassas, Prince William County, Virginia

November 3, 2008

10:30pm – Night Before the Election

Analysis of Barack Obama's Speeches

Ethos (Ethical Appeal)

The chosen words by Obama and his way of persuasion towards audience is up to mark his intellect and credibility among the local people of America who struggled days and nights to bring Obama as a representative of their state so Obama has shown his credibility, moral character and values by acknowledging and openly accepting large level of the challenges ahead to accept it and do anything for the public as they trusted him and love him for this Obama is openly accepting their demands and challenges and expressing empathy for the heartiest struggles of ordinary Americans. This builds a sense of trust, responsibility and care with the audience, as they wholeheartedly considered him as a leader who understands their concerns and stay committed towards whatsoever, he addressed to them.

Pathos (Emotional Appeal)

The emotional appeal that is very important and key instrument in the address in political discourse. To provoke the sympathies and emotions of the audience by evoking their feelings of empathy, hope, and solidarity. He has painted a vivid image of American soldiers who are risking their precious lives overseas leaving their families behind only for the defense and are struggling to make ends meet at home. By depicting these actual and heart full real-life stories he is actually evoking the hidden sentiments and emotions of the public, Obama engages the audience on a deeper level and inspires them to take positive action.

Logos (Logical Appeal)

Obama's speech is actually highlighting the logics in his statements as he always focusing and targeting on emotional and ethical appeals, like many other political figures there are also elements of logical persuasion in this speech excerpt of Barack Obama's speeches. He has beautifully presented a logical statement for why his victory is significant, emphasizing the challenges facing the nation such as wars, economic crisis because of the lack of environmental adjustments.

Speech 4

BARACK OBAMA

Electoral Speech (November 4th, 2008)

Analysis of Barack Obama's Speech

Ethos (Credibility)

Obama is welcoming and extremely thanking the chief guests especially President Sarkozy and Chancellor Merkel and showing all his positive gratitude for hosting the meeting, implying that their commitments that are reflecting the seriousness of NATO's challenges, particularly in Afghanistan, are being approached.

Obama is praising and thanking all the chief guests sitting out there and especially showing his positive gratitude to the respective Prime Minister Rasmussen, soon-to-be Secretary General of NATO, recognizing and acknowledging his efforts as an "outstanding public servant" with having an "extraordinary reputation," thereby lending credibility and being trustworthy leader to his appointment and future leadership role within NATO and other organization in the United States. .

Pathos (Emotional Appeal)

Obama is sharing the extreme feeling of anger and frustration along with it he has also done acknowledgment of the delay in finishing of the meeting, which could be a source of evoking the emotional appeals like empathy from the audience and gaining sympathies of the general public. By showing his good gestures and gratitude to the present audience, he is acknowledging and thanking the audience by referring to the commitment and seriousness of purpose visually demonstrated by the respected guests, the hosts and contemporary Prime Minister Rasmussen, Obama attempts to unleash a sense of shared concern or responsibility for addressing the challenges facing by the super powers including NATO and Afghanistan.

Logos (Logical Appeal)

Obama is adding his logics in his statements and also highlighting the impact of the NATO's vision from one rooted in the 20th century and was submissive in contemporary times and is a big challenge of 21st century. This suggests a logical progression and adaptation to changing global dynamics and threats. Moreover, Obama has also highlighted the commitments and concerns regarding Afghanistan issue that indicates a reasoned approach to addressing specific challenges within the region, aligning with NATO's mission and objectives.

Overall, Obama has used the technique of logos (logical approach) to share his thoughts logically with the audience to build his authenticity and sensibility towards number of people.

Speech 5

BARACK OBAMA

Electoral Speech (November 4th, 2008)

Analysis of Barack Obama's Speech

Ethos (Credibility)

Ethos is the speaker's authority or trustworthiness. Obama has shown his ethical behavior by virtue of his office as US President at the time of the speech. His authority makes his statements valuable and increases the audience's ability to believe his vows and promises. so Obama has shown his credibility, moral character and values by acknowledging and openly accepting large level of the challenges ahead to accept it and do anything for the public as they trusted him and love him for this Obama is openly accepting their demands and challenges and expressing empathy for the heartiest struggles of ordinary Americans. This builds a sense of trust, responsibility and care with the audience, as they whole heartedly considered him as a leader who understands their concerns and stay committed towards whatsoever, he addressed to the nation.

Logos (Logical Appeal)

As logos involves the use of logical statements in the speeches. It involves the use of logical reasoning and facts and figures to support the speaker's arguments. Obama employs logical appeals by outlining concrete commitments and strategies to address the challenges mentioned earlier. He provides specific details about NATO support, troop deployment, and resources allocated for election support, thereby reinforcing the feasibility and effectiveness of his proposed solutions. This suggests a logical progression and adaptation to changing global dynamics and threats. Moreover, Obama has also highlighted the commitments and concerns regarding Afghanistan issue that indicates a reasoned approach to addressing specific challenges within the region, aligning with NATO's mission and objectives. Obama's speech is actually highlighting the logics in his statements as he always focusing and targeting on emotional and ethical appeals, there are also elements of logical persuasion in this speech excerpt of Barack Obama's speeches.

Speech 6

BARACK OBAMA

Barack Obama at the 2008 DNC

Analysis of Barack Obama's Speech

Ethos (Ethical Appeal)

Barack Obama has confidently and decoratively chosen the words in his speech to show his intellectual abilities and credibility among the general public of America who struggled days and nights to bring Obama as a representative of their state so Obama has shown his credibility, moral character and values by acknowledging and openly accepting large level of the challenges ahead to accept it and do anything for the public as they trusted him and love him for this Obama is openly accepting their demands and challenges and expressing empathy for the heartiest struggles of ordinary Americans. This builds a sense of trust, responsibility and care with the audience, as they whole heartedly considered him as a leader who understands their concerns and stay committed towards whatsoever, he addressed to them. To show good behavior and positive attitude to the public is what they want at this contemporary times.

Pathos (Emotional Appeal)

Obama has shown highly positive attitude, positive feelings, sympathy and emotions to the audience by evoking their feelings of empathy, hope, and solidarity. He has drawn a clear and real image of American soldiers who are on borders for the protection of the state and are risking their precious lives overseas leaving their families behind only for the defense and are struggling to make ends meet at home. By depicting these actual and heart full real-life stories he is actually evoking the hidden sentiments and emotions of the public, Obama engages the audience on a deeper level by talking about their heartfelt thoughts of their loved ones and this evoke feeling of extreme emotions and they will respond in a way he wanted them to do.

Logos (Logical Appeal)

Obama's speech excerpt is actually highlighting the logics in his statements as he always talks with facts and figures and all the time focusing and targeting on emotional and ethical appeals, there are also elements of logical persuasion in this speech excerpt of Barack Obama's speeches. He has beautifully presented a logical statement for why his victory is significant, emphasizing the challenges facing the nation such as wars, economic crisis, health issues and political unrests.

Speech 7

BARACK OBAMA

Prepared remarks of Sen. Barack Obama (D-Ill.), as delivered in St. Paul, Minn., June 3, 2008.

Analysis of Barack Obama's Speech

Ethos (Credibility)

The chosen words by Obama and his way of persuasion towards audience is up to mark. his knowledge, intellect and credibility among the local people of America who struggled days and nights to bring Obama as a representative of their state and the head of united states so for this Obama has shown his active participation, positivity, credibility, moral character and values by acknowledging and openly accepting large level of the challenges ahead to accept it and do anything for the public as they trusted him and love him for this Obama is openly accepting and welcoming their ideas, their

demands and challenges for himself and expressing the way of empathy for the heartiest struggles of ordinary Americans for the election campaigns for the behalf of Barack Obama. This builds a sense of trust, responsibility and care with the audience, as they whole heartedly considered him as a leader who understands their concerns and stay committed towards whatsoever, he addressed to them.

Pathos (Emotional Appeal)

The highly appealing and the backbone of the politician's address is the emotional appeal. As emotional appeal is very important and key instrument in the address in political discourse because it provokes the sympathies and emotions of the audience by targeting their feelings of empathy, hope, and solidarity. He has painted a vivid image of American soldiers who are risking their precious lives by serving the nation and by protecting the nation on borders leaving their families behind only for the defense and are struggling to make ends meet at home. By depicting these actual and heart full real-life stories he is actually evoking the hidden sentiments and emotions of the public, Obama engages the audience on a deeper level and inspires them to take positive action.

Logos (Logical Appeal)

Basically, Obama's speech is all about logics and facts. He always starts his address with the factual statements and actually highlighting the logics in his statements as he always focusing and targeting on emotional and ethical appeals, there are also elements of logical persuasion in this speech excerpt of Barack Obama's speeches. He has beautifully presented a logical statement that's why his victory is significant, emphasizing the challenges facing the nation such as wars, economic crisis because of the lack of environmental adjustments and uncertain unrest in the state.

Speech 8

BARACK OBAMA

Prepared remarks of Sen. Barack Obama (D-Ill.), as delivered in St. Paul, Minn., June 3, 2008.

Analysis of Barack Obama's Speech

Ethos (Credibility)

As Ethos always refers to the ethical appeal, showing credibility to audience, being authoritative, and trustworthiness of the speaker. Pathos is the emotional appeal; it is always aiming to evoke an emotional response from the audience. Logos is the logical appeal, using factual reasoning, facts and figures, and evidence to support the speaker's argument.

In term of identifying the ethos: Credibility through Position and Context, Barack Obama has begun his address by thanking the audience and acknowledging them for remaining steadfast in the difficult times and especially for the critical moment for the America, positioning himself as someone who is putting himself in their shoes and understanding and acknowledging the challenges faced by the people of the region. This recognition and showing empathies towards the public. It helps establish ethos by showing empathy and awareness of the situation. Along with it as it is the peak time of the history of American economy, he kept on mentioning the ongoing crises that is affecting the America. He was consoling the public and giving new sense of hope and light to public. This commitment to partnership enhances the speaker's ethos by portraying them as someone who values cooperation and unity for the greater good. Along with-it Obama is mentioning his factual statements related to the ongoing issue of economic crises and making his commitments on NATO support and the involvement of allies and partners in providing troops and resources adds to the speaker's ethos. It shows that the Barack Obama is an active and having broad vision who is foreseeing the major ongoing issues and is capable of fostering alliances and mobilizing support from international partners, thereby enhancing credibility in matters of international relations and security.

Pathos (Emotions)

Pathos is the emotional appeal; it is always aiming to evoke an emotional response from the audience. In this excerpt Barack Obama is highlighting his emotional appeal as it is the most appealing approach in the political discourse. In this Obama appeals to the audience's emotions by highlighting their peak time as well as their difficult time too. Phrases like "our safety is endangered" and "new prosperity and personal security" are designed to use to evoke the hidden feelings of concern and a desire for improvement among the audience. This can bring personal well-being and a feeling of security to the nation; moreover, their safety is secured, and their future will get secured. Along with it, Obama is creating an atmosphere of personal well-being,

security, and optimistic hope for a better future. He paints a vivid picture of a safe and bright future with "new prosperity," "personal security," and "protection of liberty and justice for all" these all phrases appeals to the ray of a new hope for the audience and desires for a better life. This broad and bright vision taps into emotional aspirations for positive change and improvement in future.

Secondly Obama is Stressing the Importance of the general Elections as it is the foremost important thing in the present times when the speech was given. It is very much important to draw the importance of the elections first then the positive hopes and emotional appeals to make them ready for the elections. He has mentioned "critical elections" and the need for security to ensure "free and fair elections" shows the importance of the elections and to make the audiences aware of the fact that equality and visualizing sense of democratic values and fairness. It emphasizes the emotional importance of democratic processes and the desire for stability and justice through legitimate governance.

Logos (Logical Appeal)

Obama is stressing the Importance of the general Elections by showing logics and facts in his speech as it is the foremost important thing in the present times when the speech was given. It is very much important to draw the importance of the elections first then the positive hopes and emotional appeals to make them ready for the elections. He has mentioned "critical elections" and the need for security to ensure "free and fair elections" shows the importance of the elections and to make the audiences aware of the fact that equality and visualizing sense of democratic values and fairness. It emphasizes the emotional importance of democratic processes and the desire for stability and justice through legitimate governance.

4.4 Comparative Study

4.4.1 Use of Ethos in Biden and Obama's Speeches

Both leaders establish credibility in their speeches, but the way they construct their ethos differs significantly.

Joe Biden emphasizes his long political career, working-class background, and personal tragedies. His ethos is built around relatability, humility, and empathy. In several excerpts, he refers to his late son Beau Biden and his family's history to connect

with the everyday American. His credibility comes from a place of shared suffering and resilience.

Barack Obama, in contrast, constructs ethos by projecting hope, change, and visionary leadership. In his 2008 speeches, he highlights his experience as a community organizer, his diverse background, and his belief in American ideals. Obama's ethos is built around moral clarity, intellectual confidence, and the image of a unifying leader.

Biden uses a personal and emotional form of ethos to appear relatable and grounded. Obama uses a transformational and inspirational form of ethos to appear as a symbol of progress and hope. Biden connects as someone who understands pain, Obama connects as someone who offers vision.

4.4.2 Use of Pathos in Biden and Obama's Speeches

Emotional appeal is central to both Biden's and Obama's rhetorical strategies, though they invoke different emotions.

Joe Biden uses pathos by speaking about national grief, economic struggle, and moral responsibility, especially in the context of the COVID-19 pandemic. His emotional tone is grounded in compassion, sorrow, and healing. In several speech excerpts, he directly addresses families who have lost loved ones or lost jobs, creating a tone of shared mourning and unity.

Barack Obama also uses pathos, but in a more uplifting and motivational tone. His speeches stir emotions of hope, optimism, and patriotic pride. For example, in his 2008 speeches, he repeatedly uses the refrain "Yes We Can" to invoke determination and unity across racial, economic, and generational lines.

Biden appeals to empathy and moral obligation, while Obama appeals to inspiration and collective strength. Biden's emotional appeals are rooted in comfort and solidarity, while Obama's are aimed at mobilization and change.

4.4.3 Use of Logos in Biden and Obama's Speeches

Both Biden and Obama utilize logical reasoning, but their style of logical appeal reflects different rhetorical priorities.

Joe Biden integrates logos through simple and clear arguments about the need for action, truth, and accountability. In several excerpts, he cites facts about healthcare,

job losses, and COVID-19 deaths. However, his logical points are often embedded within emotionally charged narratives.

Barack Obama demonstrates a strong, structured use of logos. In the 2008 campaign speeches, he outlines his policies with clarity, uses analogies, draws contrasts between the past and future, and employs repetition to reinforce logic. His speeches show a more academic and methodical structure of reasoning.

Obama's logos is more systematic and policy oriented, while Biden's is value driven and simplified for direct audience resonance. Obama constructs layered arguments; Biden delivers emotionally grounded reasoning.

4.5 Comprehensive Comparative Summary of Persuasive Strategies

Rhetorical Component	Joe Biden (2020)	Barack Obama (2008)	Similarity
Ethos (Credibility)	Builds credibility by sharing personal losses, emotional struggle, and decades of public service. Emphasizes human connection, resilience and empathy.	Builds credibility by highlighting educational background, racial identity, political vision, and community leadership. Emphasizes inspirational leadership and hope.	Both use personal stories and values to build trust. Both positions themselves as morally upright and dedicated to public service.
Pathos (Emotional Appeal)	Use emotional appeals focused on grief, unity and healing. Speaks to national pain during COVID-19 and	Use emotional appeals centered on hope, progress and empowerment. Energizes audiences with optimism and collective pride.	Both use emotional language to connect with audience values and experiences. Each seeks to stir emotions to mobilize support and trust.

	appeals to shared suffering.		
Logos (Logical Reasoning)	Reasoning is straight forward, value driven and often merged with emotional language. Appeals to moral common sense more than formal arguments.	Reasoning is structured, layered and supported by clear arguments and policy logic. Uses examples, metaphors and clause effect reasoning.	Both use logic to support their messages and justify their plans. Each speaker frames their ideas as rational and necessary for national progress.

4.6 Strategies Employed by Joe Biden

Biden uses his ethical technique (ethos) of convincing the voters by showing his most wonderful manner of greeting, by gathering trust from the audience by highlighting all their major issues in view and giving them importance as the beautiful way of presenting is far good and catchy then the way to present in a dry manner so the behavior, moral values and the way to communicate with the audience matters a lot for example, Biden said "My message is simple, the power to change this country is in your hands (biden, 2020) This extremely powerful sentence penetrates deep in the heart of the audience when he suggests that he understands and respects the voters' role in shaping the nation. Moreover, He stated that it's not his or Donald Trump's place to declare who is the winner, Biden reinforces his commitment to democratic principles and the rule of law, further establishing his credibility as a candidate who respects the rules followed in the electoral process.

Being an ethical speaker Joe Biden speaks with credibility and with good formal language. It denotes that to express the writer's credibility like for instance, while evaluating or giving review to a piece of writing the reader must be a learned person and know if the writer is qualified to comment on this particular issue. The writer can communicate with their audience by using authentic and credible sources, accurate use of language, and demonstrating that they have fairly examined the issue by introducing their own professional, academic, or authorial credentials. Biden clearly

mentions that he has been talking to people in areas like Philly, Allegheny County, and Scranton. This shows that he is actively engaged and showing his keen interest and kindness with voters and has a good understanding of the ground reality, enhancing his credibility. He is stating openly that it is not his or Donald Trump's place to declare who is the winner over here Biden reinforces his commitment to reviewing the rules and regulations of democratic principles and the rule of law, further establishing his credibility as a candidate who respects the rules followed in the electoral process.

Secondly, he used logical techniques to deeply invoke opinions and to sway the hearts and minds of the targeted audience. As stated earlier, logical techniques or logos indicate that logical appeal means to appeal to or to convince the audiences towards their' sense of reason or logic. In using logos, the author makes clear, logical statements in his sentences, makes vivid connections between ideas, and includes the use of facts, figures, and statistics. Using historical and literal analogies to make a logical argument is another strategy. There should be no bias in the argument, also known as logical fallacies, which are unclear or wrong assumptions or connections between ideas.

He stated and emphasized in his speech the sheer number of people who have already voted and the expected turnout ("Millions of Americans have already voted, over almost a hundred million now. Millions more will vote tomorrow."). This logical statement supports his argument that every individual voter has the power to bring change. He also employs a logical argument by asserting that apart from any other attempts by Donald Trump to interfere with the election process, the American people will still be able to vote. This implies a belief in the resilience and effectiveness of the democratic system of the United States. His emotional tactic of appealing to the audience is average. He mostly used ethos and then logical reasoning in his speeches. Biden begins with a heartfelt greeting and expressions of gratitude, repeatedly thanking the audience ("Thank you, thank you, thank you") secondly, he instills a sense of urgency and determination by asserting, "And I don't care how hard Donald Trump tries, there's nothing, nothing he can do to stop the people of this nation from voting, no matter *how he tries*." These references and the quotations show that Biden is truly making a good bond by giving importance to the decision of the audience. This analysis concluded that Biden had used an ethical approach more rather than pathos. It is

concluded that Biden is more expressive and emotional and used his ethical approach to appeal the number of audiences. Moreover, he used logical approach in his speeches. As a good politician and a speaker, it is the habit of every politician that they use facts and figures to gain the trust and credibility of the speaker.

4.7 Strategies Employed by Barack Obama

All persuasive techniques used by Barack Obama have shown more credibility, in particular analyzed speech excerpts. This demonstrates his commitment to understanding the concerns and perspectives of ordinary citizens, thereby enhancing his credibility as a leader who is connected to the people. In this way he was shaping his opinion and gaining the love and trust of the public by highlighting the working class and lower middle class who are digging into their savings, youth was leaving their homes and families, and volunteers braving for pride, whose time and presence is way more important than anyone else around just because of the justice and trust. Obama's saying that "this is your victory" directly addresses the audience and creates a sense of emotional connection and ownership that makes them feel more energetic and boosts the courage of public and, making them feel personally invested in the outcome.

Obama shows emotions towards the audience by provoking their feelings of empathy, hope, and solidarity. He has painted a vivid image of American soldiers risking their precious lives overseas leaving their families behind and struggling to make ends meet at home. By depicting these emotions, Obama engages the audience on a deeper level and inspires them to action. This technique of persuasion to evoke their feelings and make them feel the way the author wants them to feel and let them shape the opinion or mind set according to the will of the speaker.

Moreover, he has used more ethical technique to show his morally good character with positive attitude towards all the affairs of the state and the problems addressed by the general public by giving examples from his past life. In conclusion of this analysis Barack Obama has used ethical and emotional appeal the most then Joe Biden likewise he shows extreme emotions of the audience by evoking feelings of empathy, hope, and solidarity. He has painted a clear image of American soldiers risking their lives overseas and families struggling to make ends meet at home. By

depicting these emotions, Obama engages the audience on a deeper level and inspires them to do positive actions and vote him.

The emotional appeal, it is always aiming to evoke an emotional response from the audience. In the analysis Barack Obama is highlighting more emotional appeals rather than others as it is the most appealing approach in the political discourse. In this Obama appeals to the audience's emotions by highlighting their peak time as well as their difficult time too. Phrases like "our safety is endangered" and "new prosperity and personal security" are designed to use to evoke the hidden feelings of concern and a desire for improvement among the audience. This can bring personal wellbeing and feeling of security towards nation moreover their safety is secured and their future will get secured. Along with-it Obama is creating an atmosphere of personal wellbeing, security and optimistic hope for better future. He paints a vivid picture of a safe and bright future with "new prosperity," "personal security," and "protection of liberty and justice for all" these all phrases appeals to the ray of a new hope for the audience and desires for a better life. This broad and bright vision taps into emotional aspirations for positive change and improvement in future.

Secondly Obama is Stressing the Importance of the general Elections as it is the foremost important thing in the present times when the speech was given. It is very much important to draw the importance of the elections first then the positive hopes and emotional appeals to make them ready for the elections. He has mentioned "critical elections" and the need for security to ensure "free and fair elections" shows the importance of the elections and to make the audiences aware of the fact that equality and visualizing sense of democratic values and fairness. It emphasizes the emotional importance of democratic processes and the desire for stability and justice through his legal governance.

4.8 Discussion

The study has aimed to analyze the persuasive strategies employed by Presidents Joe Biden and Barack Obama in their electoral victory speeches, focusing on the use of ethos, pathos, and logos. The electoral speeches of American presidents, particularly during presidential campaigns, play a pivotal role in shaping public opinion, influencing electoral outcomes, and ultimately, determining the nation's trajectory.

Despite the profound impact of presidential rhetoric on shaping public opinion and influencing electoral outcomes, a comprehensive understanding of the persuasive strategies employed by American presidents in their electoral speeches remains elusive. Specifically, the comparative analysis of the Aristotelian modes of persuasion (ethos, pathos, and logos) utilized by Joe Biden and Barack Obama in their electoral speeches has not been systematically examined. This knowledge gap is significant, as it limits our understanding of the complex interplay between rhetorical strategies, linguistic patterns, and electoral success.

Therefore, this study seeks to address this research gap by conducting an in-depth comparative analysis of the persuasive strategies employed by Joe Biden and Barack Obama in their electoral speeches, with a specific focus on the deployment of ethos, pathos, and logos. Along with that the three main objectives behind this research were to compare and analyze the persuasive strategies in Joe Biden's and Barack Obama's electoral speeches, to examine the crucial role of rhetorical persuasion in political communication, shedding light on how it shapes public discourse and influences public opinions and the last is to investigate how Joe Biden and Barack Obama adapt their persuasive strategies to address multiple number and category of audiences, societal contexts, and political unrests in this timeframe.

The study aimed to compare and analyze the persuasive strategies in Joe Biden's and Barack Obama's electoral speeches. Through a qualitative analysis, it was observed that both leaders utilized ethos, pathos, and logos to connect with their audience. However, distinct differences emerged in their rhetorical approaches. Obama often employed storytelling to inspire hope while Biden utilized personal anecdotes to establish reliability. These findings align with existing literature on political rhetoric, which emphasizes the role of personal narratives in building credibility and emotional appeal.

The study found that both leaders tailored their rhetorical approaches to resonate with different segments of the electorate. For example, Obama often employed inclusive language to appeal to a broad audience, while Biden's speeches were more targeted, addressing specific concerns of particular groups. This adaptability in rhetorical strategies is consistent with the concept of framing in political communication, where messages are tailored to align with the values and beliefs of different audiences.

Moreover, these findings underscore the significant role of rhetorical strategies in shaping public discourse and influencing public opinion, highlighting the power of personal narratives and emotional appeals in political communication. While this study provides valuable insights, it is limited by the selection of speech excerpts and the subjective nature of rhetorical analysis. Future research could address these limitations by analyzing a broader range of speeches and employing quantitative methods.

CHAPTER 5

FINDINGS AND CONCLUSIONS

5.1 Introduction

This chapter is the conclusion of the research that has been done on persuasive strategies used in political discourse in the speeches of former president Joe Biden and Barack Obama. They use highly catchy, decorative, colorful and the most sugar-coated language to convince audience to themselves and collect the number of votes for their upcoming elections in the campaigns. For this analysis and the study of the political discourse persuasive strategies have been analyzed in the speech excerpts in which the credibility, behavior and emotional sentiments has been analyzed along with the use of logical statements used by the author in political discourse.

It has been noted that politicians use this technique of persuasion on peak and this way of using these techniques can be analyzed under the frame work of Aristotle's Rhetoric. Aristotle's rhetoric includes pathos or the appeal to emotions, means to persuade the audience by purposely evoking their emotions to make them feel the way the author wants them to feel and to develop trust in the heart and the minds of the audience and logos, or logical appeal, means to appeal or to convince the audiences towards themselves' sense of reasons or logics. In using logos, the author makes clear, logical statements in his sentences and make vivid connections between ideas, and includes the use of facts, figures, and statistics and Lastly ethos is used to express the writer's credibility for instance while evaluating or giving review to a piece of writing the reader must be a learned person and know if the writer is qualified to comment on this particular issue.

Focusing on this context of Aristotle's rhetoric (ethos, pathos and logos) Ethos, pertains to an individual's character, ethics, and credibility when they speak. This theory has elucidated how Joe Biden and Barack Obama employed persuasive strategies, namely Ethos, Pathos, and Logos, in their speeches to sway their audiences. This chapter gives the conclusions, findings, or answers to the research questions. This chapter helps the reader to understand the purpose of this research and the importance of this particular research in the field of English.

5.2 Findings

- This research has identified the usage of Aristotle's Modes of Persuasion (ethos, pathos, and logos) in political discourse and how technically the polished language can be used in an instrumental way to convince the audience in the political forum.
- This research justifies the overwhelming and unlimited use of persuasive discourse by politicians in general and election candidates in particular.
- The research finds that Political discourse heavily relies on persuasive and manipulative functions of language. Persuasiveness is a major and key term in the political discourse because the politicians have to drag the people's opinions towards theirs and convince them according to their own choices and opinions.
- Speakers and politicians draw widely on these strategies to persuade the audience, win elections, and shape public opinion.
- All well-competent and incredible politicians or speakers have a strong ability to use persuasive language in a way that they have powers in their words to persuade the number of the audience listening to them in different situations since it is critical for them to represent to be successful.
- This research has done and obtained the results of the comparison of the speeches of the most popular and the former US presidents Barack Obama and Joe Biden. Along with it, it has highlighted the importance of these tools especially for communication purposes in bigger and political platforms.
- Both leaders employ rhetorical strategies such as ethos, pathos, and logos to connect with their audiences. Obama often utilizes storytelling to inspire hope, while Biden uses personal anecdotes to establish reliability.
- The analysis revealed that Obama shows emotions towards the audience by provoking their feelings of empathy, hope, and solidarity and Obama frequently employs storytelling to inspire hope, whereas Biden often uses personal anecdotes to establish reliability. So ethical approach is common in both presidential speeches.

- The research has concluded that Biden has used more ethical approaches than pathos. It is concluded that Biden is more expressive and emotional and used his ethical approach to appeal to a number of audiences
- Barack Obama has shown more ethical behavior as he is the most sensible, the most credible, and the most confident leader in US history.
- Obama has shown his sense of confidence and sensibility. Secondly, he has used pathos in his addresses.
- It denoted that Barack Obama is using emotional appeal to provoke the audience's feelings and make them feel the way they wanted to feel and act according to the speaker's will. The logical statements and the facts seem less in the analysis of Barack Obama's speeches.
- Barack Obama used rational, logical reasoning and a concrete way of thinking in his policies whereas Joe Biden used his appeal to empathy and shared his extreme emotions by sharing his own life experiences to build an emotional and personal connection with the audience and the local people of the state and gain trust and won the hearts and minds of thousands of Americans.
- Obama's speeches often employ storytelling to inspire hope, while Biden's speeches frequently use personal anecdotes to establish reliability.
- The study found that Obama and Biden differ in their rhetorical approaches. Obama's speeches often employ storytelling to inspire hope, whereas Biden's speeches frequently use personal anecdotes to establish reliability. So, the conclusion is that the strategic appeal of "logos" is missing in Biden's speeches.
- It has been figured out that "credibility" (ethos) is the most common mode for both politicians in their political speeches.
- Politicians demonstrate competence and clarity in addressing the most complex issues in easiest way and show empathy towards their personal present political concerns.
- Effective communication skills, coupled with a track record of delivering tangible results and improvements, further solidify their credibility as leaders who can be relied upon to serve the best interests of the people they represent.

- Both political leaders differ in usage of emotional and logical concerns. Biden uses his ethical technique (ethos) the most by convincing the voters by showing his most wonderful manner of greeting, by gathering trust from the audience by highlighting all their major issues in view and giving them importance and also tried to create a family bond with them by calling out his grandsons there.
- Barack Obama has used more emotional technique than Joe Biden likewise he has shown extreme emotions of the audience by evoking feelings of empathy, hope, and solidarity.

5.3 Contribution to Field

The research on comparing the modes of persuasion in Joe Biden's and Barack Obama's speeches has several contributions to the field of English. It includes

1. Rhetorical devices

This research sheds light on applying rhetorical techniques in persuasive discourse by analyzing the speeches of two prominent and influential political figures. This research has contributed to the broader understanding of rhetoric and the use of rhetoric in different fields, especially in political discourse. Relevant not only in political contexts but also in various other domains of public speaking and writing.

2. Pedagogical Applications

These research findings have some pedagogical practices in teaching rhetoric, persuasion, style and composition, and public speaking. English learners and educationalists can use the analysis of Biden and Obama's speeches as case studies to teach students about persuasive techniques, rhetorical appeals, and effective communication skills, thereby enhancing students' critical thinking and communication skills.

5.4 Conclusion

This research is carried out on "Comparative Analysis of Persuasive Strategies: Examining Modes of Persuasion in Joe Biden's and Barack Obama's Electoral Speeches". The objective of this research was to find out how politicians use highly polished language in their speeches to persuade the audience like how Joe Biden and Barack Obama used persuasive strategies in their electoral campaigns. This particular

research highlighted the application of linguistic theories for communication purposes, especially at higher levels. One of the reasons for using these tools (rhetorical features) in speeches is to guide their audience toward where their trust might best be placed. It has been noted that politician uses logical statements more in their political speeches to achieve their campaign goals. The research has shown that Barack Obama talks with facts and figures. He always presented himself as a credible leader who was bold, humble, and credible enough to represent a state. When he addresses the audience and argues on any issue, he always talks with proof and facts. This thing made him a unique political leader. Joe Biden mostly used his appeal of empathy and shared his extreme emotions by sharing his own life experiences in public addresses to build emotional and personal connections with people, gain the trust of the public, and win the hearts of thousands of Americans.

5.5 Recommendations

- The study suggests that future researcher can explore the application of Narrative and Framing Theory in political discourse of prominent US politicians like Joe Biden and Barack Obama.
- Researcher could compare persuasive strategies used in different contexts, such as parliamentary speeches, campaign rallies or social media.
- Future researchers can analyze Grice's maxims in speeches of US politicians that could offer deeper understanding of role of sentiment in shaping public opinion and influencing voter behaviour.

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APPENDIX

Joe Biden:

Speech excerpt 1

“But we’re feeling good. We’re feeling good about where we are. We believe one of the nets has suggested we’ve already won Arizona, but we’re confident about Arizona. That’s a turnaround. We also just called it for Minnesota. And we’re still in the game in Georgia, although that’s not one we expected. And we’re feeling real good about Wisconsin and Michigan. And by the way, it’s going to take time to count the votes, we’re going to win Pennsylvania”.

Speech excerpt 2

“I’ve been talking to the folks in Philly, Allegheny County, Scranton, and they’re really encouraged by the turnout and what they see. Look, we can know the results as early as tomorrow morning. But it may take a little longer. As I’ve said all along, it’s not my place or Donald Trump’s place to declare who’s won this election. That’s the decision of the American people. But I’m optimistic about this outcome. And I want to thank everyone of you who came out and voted in this election. And by the way, Chris Coons and the Democrats, congratulations here in Delaware”.

Speech excerpt 3

“Millions of Americans have already voted, over almost a hundred million now. Millions more will vote tomorrow. My message is simple, the power to change this country is in your hands. And I don’t care how hard Donald Trump tries, there’s nothing, nothing he can do to stop the people of this nation from voting, no matter how he tries”.

Speech excerpt 4

“Hello, Cleveland. Whoa. Thank you, thank you, thank you, thank you. And you guys can push the other something real quick, I tell you. Thank you very, very much. And Courtney, thank you for that introduction. And I want to thank Representative Marcia Fudge. We’ve been hanging out in the back here in the tent, along with [inaudible 00:06:51] out there, and Joyce is out here. Joyce Beattie, I can’t see it. Oh, there you are. Okay, I see you guys. And by the way, I want you all to meet, I got four of my grandchildren with me today. All my grandkids, stand up, stand up”.

Speech excerpt 5 (A)

"Folks the people of this nation have spoken. They've delivered us a clear victory, a convincing victory, a victory for we, the people. We've won with the most votes ever cast for a presidential ticket in the history of the nation. Seventy-four million. I pledge to be a president who seeks not to divide but unify, who doesn't see red states and blue states, only sees the United States. Millions of Americans have already voted, over almost a hundred million now. We honor them not only because they are the guardians of our liberty, but because they embody the spirit of service a willingness to find meaning in something greater than themselves. Millions more will vote tomorrow. My message is simple, the power to change this country is in your hands. And I don't care how hard Donald Trump tries, there's nothing, nothing he can do to stop the people of this nation from voting, no matter how he tries".

Speech excerpt 5 (B)

"I'm proud of the coalition we put together, the broadest and most diverse coalition in history. The African American community stood up again for me. You've always had my back, and I'll have yours. For all those of you who voted for President Trump, I understand the disappointment tonight. I've lost a couple of times myself. But now, let's give each other a chance. Folks, our work begins with getting Covid under control. We cannot repair the economy, restore our vitality or relish life's most precious moments, hugging our grandchildren, our children, our birthdays, weddings, graduations, all the moments that matter most to us, until we get it under control "But we're feeling good. We're feeling good about where we are. We believe one of the nets has suggested we've already won Arizona, but we're confident about Arizona. That's a turnaround. We also just called it for Minnesota. And we're still in the game in Georgia, although that's not one we expected. And we're feeling real good about Wisconsin and Michigan. And by the way, it's going to take time to count the votes, we're going to win Pennsylvania".

Speech excerpt 6 (A)

"And now after a long night of counting, it's clear that we're winning enough states to reach 270 electoral votes needed to win the presidency. I'm not here to declare that we've won, but I am here to report when the count is finished, we believe we will be the winners. Of all the votes counted, we have won Wisconsin by 20,000 votes, virtually the

same margin that President Trump won that state four years ago. In Michigan, we lead by over 35,000 votes and it's growing, a substantially bigger margin than President Trump won Michigan in 2016. Michigan will complete its vote soon, maybe as early as today. And I feel very good about Pennsylvania. Virtually all the remaining ballots to be counted are cast by mail. And we've been winning 78% of the votes by mail in Pennsylvania. We flipped Arizona and the second district of Nebraska. Of special significance to me is that we've won with the majority of the American people".

Speech excerpt 6 (B)

"But we're feeling good. We're feeling good about where we are. We believe one of the nets has suggested we've already won Arizona, but we're confident about Arizona. That's a turnaround. We also just called it for Minnesota. And we're still in the game in Georgia, although that's not one we expected. And we're feeling real good about Wisconsin and Michigan. And by the way, it's going to take time to count the votes, we're going to win PennsylvaniaHello, my fellow Americans and the people who have brought me to the dance, Delawareans.

I see my buddy, senator Tom Carper, down there, and I think Senator Coons is there and I think the Governor is around and former governor Ruth Ann Minner.

Most importantly, my sisters-in-law, my sister Valerie.

Anyway, folks, the people of this nation have spoken.

They have delivered us a clear victory, a convincing victory, a victory for we, the people.

We've one with the most votes ever cast for a presidential ticket in the history of the nation — 74 million.

What I must admit has surprised me tonight, we have seen all over this nation, all cities and all parts of the country — and indeed across the world — an outpouring of joy, of hope, renewed faith in tomorrow to bring a better day.

And I am humbled by the trust and confidence you have placed in me."

Speech excerpt 7

I will govern as an American president," Biden said to the crowd assembled in Wilmington, Delaware. "I will work as hard for those who didn't vote for me as those

who did. Let this grim era of demonization in America begin to end here and now. He continued: This is the United States of America. There has never been anything we have not been able to do when we have done it together. The address stood in stark contrast to the general message of President Donald Trump, who uses most of his speeches to try to drive a wedge between his base and the rest of the country while finding opportunities to congratulate himself”.

Speech excerpt 8

Here and now, I give you my word: If you entrust me with the presidency, I will draw on the best of us not the worst. I will be an ally of the light not of the darkness. It’s time for us, for We the People, to come together. For make no mistake. United we can, and will, overcome this season of darkness in America. We will choose hope over fear, facts over fiction, and fairness over privilege.

I am a proud Democrat and I will be proud to carry the banner of our party into the general election. So, it is with great honor and humility that I accept this nomination for President of the United States of America. But while I will be a Democratic candidate, I will be an American president. I will work as hard for those who didn’t support me as I will for those who did. That’s the job of a president. To represent all of us, not just our base or our party. This is not a partisan moment. This must be an American moment. It’s a moment that calls for hope and light and love. Hope for our futures, light to see our way forward, and love for one another.

America isn’t just a collection of clashing interests of Red States or Blue States.

We’re so much bigger than that.

We’re so much better than that.

Nearly a century ago, Franklin Roosevelt pledged a New Deal in a time of massive unemployment, uncertainty, and fear. Stricken by disease, stricken by a virus, FDR insisted that he would recover and prevail and he believed America could as well.

And he did. And so can we. This campaign isn’t just about winning votes .It’s about winning the heart, and yes, the soul of America. Winning it for the generous among us, not the selfish. Winning it for the workers who keep this country going, not just the privileged few at the top. Winning it for those communities who have known the injustice of the “knee on the neck”. For all the young people who have known only an

America of rising inequity and shrinking opportunity. They deserve to experience America's promise in full. No generation ever knows what history will ask of it. All we can ever know is whether we'll be ready when that moment arrives. And now history has delivered us to one of the most difficult moments America has ever faced. Four historic crises. All at the same time. A perfect storm. The worst pandemic in over 100 years. The worst economic crisis since the Great Depression. Hello, my fellow Americans and the people who have brought me to the dance, Delawareans. I see my buddy, senator Tom Carper, down there, and I think Senator Coons is there and I think the Governor is around and former governor Ruth Ann Minner. Most importantly, my sisters-in-law, my sister Valerie. Anyway, folks, the people of this nation have spoken. They have delivered us a clear victory, a convincing victory, a victory for we, the people. We've one with the most votes ever cast for a presidential ticket in the history of the nation — 74 million. What I must admit has surprised me tonight, we have seen all over this nation, all cities and all parts of the country — and indeed across the world — an outpouring of joy, of hope, renewed faith in tomorrow to bring a better day. And I am humbled by the trust and confidence you have placed in me.

Barack Obama:

Speech excerpt 1

“My fellow Americans, Michelle and I have been so touched by all the well-wishes we've received over the past few weeks. But tonight it's my turn to say thanks. Whether we have seen eye-to-eye or rarely agreed at all, my conversations with you, the American people, in living rooms and in schools, at farms and on factory floors at diners and on distant military outposts, those conversations are what have kept me honest, and kept me inspired, and kept me going. Every day, I have learned from you. You made me a better president, and you made me a better man”.

Speech excerpt 2

“It was built by working men and women who dug into what little savings they had to give \$5 and \$10 and \$20 to this cause. It grew strength from the young people who rejected the myth of their generation's apathy; who left their homes and their families for jobs that offered little pay and less sleep; from the not-so-young people who braved the bitter cold and scorching heat to knock on the doors of perfect

strangers; from the millions of Americans who volunteered and organized, and proved that more than two centuries later, a government of the people, by the people and for the people has not perished from this earth. This is your victory. Millions of Americans have already voted, over almost a hundred million now. Millions more will vote tomorrow. My message is simple, the power to change this country is in your hands. And I don't care how hard Donald Trump tries, there's nothing, nothing he can do to stop the people of this nation from voting, no matter how he tries. My fellow Americans, Michelle and I have been so touched by all the well-wishes we've received over the past few weeks. But tonight it's my turn to say thanks. Whether we have seen eye-to-eye or rarely agreed at all, my conversations with you, the American people, in living rooms and in schools, at farms and on factory floors at diners and on distant military outposts, those conversations are what have kept me honest, and kept me inspired, and kept me going. Every day, I have learned from you. You made me a better president, and you made me a better man".

Speech excerpt 3 (A)

"That we are in the midst of crisis is now well understood. Our nation is at war against a far-reaching network of violence and hatred. Our economy is badly weakened, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age. Homes have been lost, jobs shed, businesses shuttered. Our health care is too costly, our schools fail too many—and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet".

Speech except 3 (B)

"On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord. On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn-out dogmas that for far too long have strangled our politics. We remain a young nation. But in the words of Scripture, the time has come to set aside childish things. The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea passed on from generation to generation: the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness".

Speech excerpt 4

“Good afternoon. We have just finished -- well, not just finished -- because I know there's been a little bit of a delay -- we have finished what I consider to be a very productive meeting. I want to thank President Sarkozy and Chancellor Merkel for hosting us here in Strasbourg and Kehl. I should add that not only were they gracious hosts, but the commitments that they made with respect to Afghanistan indicate the seriousness of purpose with which they are approaching the NATO challenge, and our mission in Afghanistan in particular. We honor them not only because they are the guardians of our liberty, but because they embody the spirit of service -- a willingness to find meaning in something greater than themselves.

I want to congratulate Prime Minister, and now Secretary General-to-be, Mr. Rasmussen. He is an outstanding public servant, somebody with an extraordinary reputation, and I have confidence that he's the right man to help lead NATO during a period in which we are moving from a vision first created in the 20th century to a vision that responds to 21st-century challenges”.

Speech excerpt 5

“Sixty years ago much of Europe was in rubble, and this continent was divided. Today the Cold War is over and Europe is free. Former adversaries have reconciled. We've protected peace and security in the Balkans. Our Alliance has more than doubled in size. There was nothing predestined about the success. It took decades of consistent effort, careful cooperation and collective action. But while we celebrate NATO's achievements, we can't rest upon them. The 21st century has ushered in a new era of global threats. To meet these dangers, the Alliance must renew and reform itself once more.

The United States came here to listen, to learn, and to lead, because all of us have a responsibility to do our parts. America can't meet our global challenges alone; nor can Europe meet them without America. I'm confident that the leaders who join me here today share that view and that we're moving forward with a sense of common purpose”.

Speech excerpt 6

“This effort cannot be America's alone. All of NATO understands that al Qaeda is a threat to all of us, and that this collective security effort must achieve its goals. And as a signal of that commitment, I am pleased that our NATO allies pledged their strong

and unanimous support for our new strategy. Keep in mind it was only just a week ago that we announced this new approach. But already with Secretary Clinton's work at The Hague and with the success at today's summit we've started to match real resources to achieve our goals.

We're leaving Strasbourg and Kehl with concrete commitments on NATO support. Our allies and partners have already agreed to provide approximately 5,000 troops and trainers to advance our new strategy, as well as increased civilian assistance. To support critical elections for August 20th, NATO will fully resource our election support force to maximize security. And our allies have committed additional funds to an Afghan elections trust fund that will provide the necessary resources for free and fair elections”.

Speech excerpt 7

“Good evening. I am honored to join you here today, and I want to thank Prime Minister Manning, the people of Trinidad and Tobago for their generosity in hosting the Fifth Summit of the Americas. And I want to extend my greetings to all the heads of state, many of who I am meeting for the first time. All of us are extraordinarily excited to have this opportunity to visit this wonderful country — and as somebody who grew up on an island, I can tell you I feel right at home. (Applause.)

It's appropriate and important that we hold this summit in the Caribbean. The energy, the dynamism, the diversity of the Caribbean people inspires us all, and are such an important part of what we share in common as a hemisphere.

I think everybody recognizes that we come together at a critical moment for the people of the Americas. Our well-being has been set back by a historic economic crisis. Our safety is endangered by a broad range of threats. But this peril can be eclipsed by the promise of a new prosperity and personal security and the protection of liberty and justice for all the people of our hemisphere. That's the future that we can build together, but only if we move forward with a new sense of partnership.

All of us must now renew the common stake that we have in one another. I know that promises of partnership have gone unfulfilled in the past, and that trust has to be earned over time. While the United States has done much to promote peace and prosperity in the hemisphere, we have at times been disengaged, and at times we sought to dictate our terms. But I pledge to you that we seek an equal partnership. (Applause.) There

is no senior partner and junior partner in our relations; there is simply engagement based on mutual respect and common interests and shared values. So I'm here to launch a new chapter of engagement that will be sustained throughout my administration".

Speech excerpt 8

"I think everybody recognizes that we come together at a critical moment for the people of the Americas. Our well-being has been set back by a historic economic crisis. Our safety is endangered by a broad range of threats. But this peril can be eclipsed by the promise of a new prosperity and personal security and the protection of liberty and justice for all the people of our hemisphere. That's the future that we can build together, but only if we move forward with a new sense of partnership we're leaving Strasbourg and Kehl with concrete commitments on NATO support. Our allies and partners have already agreed to provide approximately 5,000 troops and trainers to advance our new strategy, as well as increased civilian assistance. To support critical elections for August 20th, NATO will fully resource our election support force to maximize security. And our allies have committed additional funds to an Afghan elections trust fund that will provide the necessary resources for free and fair elections"..

We honor them not only because they are the guardians of our liberty, but because they embody the spirit of service -- a willingness to find meaning in something greater than themselves.

And yet at this moment, a moment that will define a generation, it is precisely this spirit that must inhabit us all. For as much as government can do, and must do, it is ultimately the faith and determination of the American people upon which this nation relies. It is the kindness to take in a stranger when the levees break, the selflessness of workers who would rather cut their hours than see a friend lose their job which sees us through our darkest hours. It is the firefighter's courage to storm a stairway filled with smoke, but also a parent's willingness to nurture a child that finally decides our fate. Sixty years ago much of Europe was in rubble, and this continent was divided. Today the Cold War is over and Europe is free. Former adversaries have reconciled. We've protected peace and security in the Balkans. Our Alliance has more than doubled in size. There was nothing predestined about the success. It took decades of consistent

effort, careful cooperation and collective action. But while we celebrate NATO's achievements, we can't rest upon them. The 21st century has ushered in a new era of global threats. To meet these dangers, the Alliance must renew and reform itself once more. The United States came here to listen, to learn, and to lead, because all of us have a responsibility to do our parts. America can't meet our global challenges alone; nor can Europe meet them without America. I'm confident that the leaders who join me here today share that view and that we're moving forward with a sense of common purpose”.