

Stylistic Horizons in Political Addresses of US President Barak Obama

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Abstract

The primary purpose of this research was to analyze President Obama's political speeches to determine the rhetorical methods and stylistic elements he uses to capture the audience's attention and convey his message. Analysis of President Obama's speeches revealed trends in rhetorical strategies and provided insight into stylistic elements that might amplify the impact of one's words. Content analysis, which encompasses generalization and assessment of outcomes, was selected as the methodology for the research. The study's findings highlighted the importance of stylistic devices in appealing to and manipulating listeners' emotions.

Keywords: President Obama's, Political Speeches, Rhetorical.

1.1 Historical Context

Many orators have focused on political discourse from ancient times. One of the most essential communication skills was rhetoric. Even powerful politicians nowadays watch what they say. Their constant focus on improving their ideas and, by extension, their public image results from their mastery of rhetorical skills. Over time, rhetoric has become increasingly crucial for ideology dissemination, audience manipulation, and gaining prominence in daily encounters.

One of the most powerful means of influence is language. Hence, politicians use suitable language resources in their political speeches to win over the people. To win a public argument or political conversation, you must use stylistic tactics to amplify your message. Politicians use rhetorical strategies in their speeches to bolster their positions on issues or show that they are in charge. Consequently, one may use language effectively to garner public support during elections or to further one's political objectives.

1.2 Aim of the Study

This research examined President Obama's rhetorical techniques and stylistic devices in his political speeches, specifically his metaphors, personifications, epithets, rhetorical questions, and exaggeration.

Objectives of the Study

1. To provide a synopsis of the theoretical content addressed by the inquiry.
2. To examine Obama's speeches and highlight recurring rhetorical devices.
3. We need to look at the stylistic elements that people use to make their speech more dramatic, expressive, and convincing.

Questionnaire Question

To what extent do President Obama's employing specific rhetorical methods and stylistic elements in his political speeches enable him to capture the audience's attention and effectively convey his paper?

Significance of the Study

Examining rhetorical methods and devices may shed light on how presidents use these tools to gain control of the political arena. Additionally, it is an excellent addition to the literature on rhetoric and style that may be used in the classroom.

Literature Review

Practical language usage is what rhetoric is all about, says Kennedy (2007: 08). Persuasion is an art form. There was a long-held belief that a gentleman's education was complete with training in eloquence. Everyone who wanted their message to be heard had to take rhetoric classes. The foundation of communication was thought to be rhetoric. Ideas may be more precise and concise, and concerns can be made more crucial for people via rhetoric. The study of language and its applications is central to rhetoric. The ability to skillfully guide arguments by the principles of the art of Persuasion was essential for every competent rhetorician (ibid).

The term "rhetoric" in English and its variants in European languages comes from the Greek rhetōr, meaning "a speaker in a public meeting or court of law," which is frequently translated as "politician" (Kennedy 2007: 08). There were several names in use both before and after the term "rhetoric" entered everyday use. The first was peithō, meaning "persuasion"; the second was logon, meaning word or speech, mostly in combination with other words: a démiourgos logōn was a "worker of words," orator; "tekhné logon, the art of words" was a popular way to describe the art of public speaking and its technique (ibid).

Includes a wide range of linguistic and cultural phrases used in social communication. Words have great power, and every skilled orator understands this. The distribution of the speech's aim is just as crucial as the choice of words. In their pursuit of popular support, politicians strive to use concise, precise, detailed, and appropriately structured language that effectively communicates ideas. Their talks are full of valuable meaning and performance in every word. Political speeches are not only rhetoric. Politicians' linguistic strategies are the focus of rhetoric (ibid).

For over three thousand years, rhetoric has served as both a science and an art form, encompassing almost every academic discipline. An educated guy with charm and the ability to mimic an actor's voice and body language was the old definition of a skilled orator. In

addition to law and philosophy, the orator studied architecture, history, literature, logic, psychology, and medicine (Kennedy, 2007:08).

According to Yoos (2009: 55), speakers and writers use rhetorical methods when they want to influence an audience by their choice of words and language. Rhetorical tactics are valuable tools for discovering ways to make a point on any given subject as compellingly as possible. These methods assist us in presenting our subject matter in a way that is clear, concise, and well-organized; they also help us organize our facts into a logical progression and provide us with the clusters of information we need to make our case. Aside from words, rhetoricians often use things like noises, objects, and behaviors—particularly gestures—to convey their ideas. "Rhetoric is a much more comprehensive art, especially as one finds it going on in the art of negotiation in politics that aims to bond and interact with others in shaping a community" (ibid).

There are three main types of rhetorical devices, as stated by Harris (2013: 01-02). The first kind includes devices like focus, antithesis, asyndeton, association, explanation, and emphasis. The second part deals with the actual arrangement, disposition, and transfer of physical objects. Third, including elements of diversity and ornamentation (such as metaphor and personification). He goes on to say, "Sometimes a given device or trope falls mainly into a single category, but more often the effects of a particular device are multiple, and a single one may operate in all three categories, e.g., parallelism, helps to order, clarify, emphasize and beautify a thought" (ibid).

Nevertheless, an argumentation speech is still convincing public speaking, regardless of the body language. Presenting ideas and persuading people may be significantly enhanced via argumentation.

That which is "a discussion in which reasons are put forward in support of and against a proposition, proposal, or case; debate" is what Collins English Dictionary (2009) calls an argument. To a justice, an argument is any assertion predicated on another word the judge already knows. But the point of presenting arguments is to try to convince someone of something by laying out the reasoning and evidence that support an inevitable conclusion. In addition to more immediate effects, such as garnering enough support to fund a new community park or launch a letter-writing campaign, "arguments addressed to favorably inclined audiences can have other practical consequences," as pointed out by Fahnestock and Secor (2013: 01-02). When people agree with the arguments made against them, they may also bring the group closer together. Anyone may rise to the leader position if they can effectively express the group's unifying principles. What matters more, however, is that a community of people prepared to act together has been formed due to an argument that has gained consensus (ibid).

A third kind of reasoning, conductive argument, is sometimes acknowledged, according to Fairclough (2012: 38). In conductive arguments, he states that the premises are presented as individually or independently relevant to the claim, and the support pattern is said to be convergent (ibid). On the other hand, the "even-if" feature of conductive reasoning considers the arguments advanced by proponents and opponents of a contentious subject (ibid).

Crawford (2002: 23) posits four distinct types of political reasoning based on the material they present: practical/instrumental, ethical, scientific, and identification. According to her, "in

complex situations that demand complex arguments, more than one, in some cases all these types of arguments may be deployed" (ibid).

Practical or instrumental arguments are more concerned with convincing than proving, demonstrating, or refusing. Crawford states that "these arguments involve beliefs about cause and effect relations among individuals; they are about how to do things in the social world" (ibid).

You cannot separate rhetoric from persuasion. Failure to persuade is a common pitfall of rhetoric. The capacity to convince is the yardstick by which effective speech is judged. Recognizing the existence of moral variety is a helpful first step in persuasion, according to Frezza (2011), as we all have unique perspectives on life." Rhetoric may be defined as the faculty of observing in any given case the available means of persuasion," notes Roberts Roberts (2008: I O). Like any other kind of art, this serves a purpose. The ability to convince is inherent in every art form. For instance, the medical field may do the same with health and illness, geometry with magnitudes and numbers, and mathematics with numbers (ibid).

Methodology

Language Control in Oratory for Political Purposes

Communication between humans via vocalizations is known as speech. According to the Oxford Advanced Learners Dictionary, a speech is "a formal talk that a person gives to an audience" (2000: 1241). Demystifying political discourse is challenging. But "any oral presentation that sets forth a proposal of a political position, particularly one in which the speaker hopes to influence others" (ibid.) is what Rice calls a "political speech" (2007: 18).

A wide variety of linguistic styles and variants possible in various written, spoken, formal, informal, etc. texts are the focus of stylistics. To a similar extent, the researchers assert that "styles may be seen as characteristic of an author, of a period of a particular kind Of persuasion (rhetoric) or a genre" (Childs & Fowler, 2006: 228). Stylistic is sometimes seen as the contemporary offshoot of the more ancient field of study known as "rhetoric," which instructed students in persuasive argumentation, the figure of speech, and the creation of lessons that could utterly sway audiences.

Still, stylistics has the potential to draw on ideas from other fields. Thus, it's a dynamic field that's continually evolving. "Stylistics is neither theoretically nor in practice limited to study the language of literature" (ibid:193). However, this is not always true.

Models of Analysis depend on Galperin's Function and Classification of Stylistic Devices.

An examination of functional styles and how they may be used in various communication contexts is the focus of functional stylistics. There are several ways to categorize available styles; nevertheless, the most popular one was put out by Galperin.in 1977Accordingly, he categorizes useful types into five distinct groups: official (covering a wide range of documents), scientific (about scholarly journals), publicist (covering speeches and writings given in public forums), and newspaper (covering pieces published in newspapers).

The style of belles-lettres includes lyrical writing, poetry, dramatic composition, public speaking art, and the science of crafting persuasive arguments that captivate an audience.

Being open to new ideas and perspectives from various fields ensures that stylistics is dynamic and ever-changing. "Stylistics is neither theoretically nor in practice limited to study

the language of literature" (Jeffries & McIntyre, 2010: 193); however, this is not always true. They assert that "many outside the field consider stylistics and literary stylistics to be identical" (ibid: 193). In other words, "speeches, love letters, gas bills, committee minutes, etc. can be analyzed for their stylistic features in the same way as poems, plays, and novels" (aforementioned).

Metaphor

Among the many literary methods at an author's disposal, metaphors rank high. For instance, "She has a heart of stone" or "We are all shadows on the wall of time" are metaphors that evoke a strong mental image and set the stage for dramatic imagination. Poets and rhetoricians employ metaphors creatively to emphasize the similarities between two objects and to bolster the impact and persuasiveness of their writing. (Lakoff Johnson, 2008: 04) referenced.

Galperin (1977: 143) argues that "the epithet is a stylistic device based on the interplay of emotive and logical meaning in an attributive and logical meaning in an attributive word, phrase or even syntactically used to characterize an object and pointing out to the reader, and frequently imposing on him, some of the properties or features of the object to give an individual perception an evaluation of these features or properties" (ibid).

Hyperbole

When speakers use hyperbole, they try to draw attention to themselves by highlighting certain words or phrases to a greater extent than they otherwise would. 'Hyperbole' denotes exaggeration and comes from the Greek language. It is "a manner of speaking or writing that makes the sound better, more exciting, or dangerous than it is," according to the Oxford Advanced Learner's Dictionary (OALD, 2000: 639).

Additionally, all of the following notional parts of speech may be used to indicate hyperbole: numerical nouns one million, one thousand, adverbs of time ever, never, and so on (Kukharensko, 2000: 33).

There is a tight relationship between style and tone regarding literary tactics and rhetorical methods. Any inquiry not meant to be replied to is considered a rhetorical question. Therefore, it is often posed rhetorically, assuming only one potential solution exists or without expecting or requiring an answer. Galperin (1977: 222) states that "the rhetorical question is a special syntactic stylistic device, the essence of which consists in reshaping the grammatical meaning of the interrogative sentence" (ibid). In the same way, Nozan(2010: 270) asserts, "rhetorical questions are infelicitous or false questions in that the answer to the question is already known to the questioner and a rhetorical question may or may not have the illocutionary force of questioning but often bear the force of an indirect assertion." According to (ibid.). 'A rhetorical positive question has the illocutionary power of negative statement, and a rhetorical negative question has the illocutionary force of a positive assertion" (2000: 202), according to Han (ibid).

Rhetorical questions come in several forms. Athanasiadou claims that when people ask rhetorical questions, they want to highlight a particular issue (1990: 108–109). Furthermore, in a rhetorical inquiry, the speaker assumes that the propositional information that will be said is either unimportant or well-known. Finally, rhetorical questions convey awe with an

exclamation point while giving a component prominent and generally applicable attention (Athanasiadou, *ibid*).

Data Analysis

The metaphor is, without a doubt, a powerful rhetorical instrument for political influence. The general public thinks President Obama uses dramatic flourishes and emotive language in his remarks. However, the president portrays himself as a competent and powerful leader by figuratively expressing his views. To capture people's attention, B. Obama expertly employs metaphorical language.

Barack Obama's speeches are quite lengthy, but they captivate audiences because they make listeners feel like they're hearing the address of a legendary political figure.

The president hopes that people everywhere may enjoy freedom and harmony, and this stylistic device helps make that desire a reality. Freedom, tradition, and beliefs, he says symbolically, are dependent on individuals' intrinsic worth.

President B. Obama
1. To focus on preservation of the peace in the world
2. To criticize educational system
3. To emphasize economic situation
4. To appeal to people's internal value

Table 1. The usage of metaphors in President B. Obama.

Also, President B. Obama uses a lot of profanity. He aims to bolster his points and create an emotional mood by describing people, events, or objects. The president often talks about his private life to demonstrate his connection to the people and to give the impression that he is approachable. Engaging in dialogue

Also, President B. Obama uses a lot of profanity. He aims to bolster his points and create an emotional mood by describing people, events, or objects. The president often talks about his private life to demonstrate his connection to the people and to give an approachable impression. When he opens up about his life, he taps into the emotions of his listeners.

He uses epithets as an argument when he boasts about other individuals, demonstrating his pride in them and attempting to persuade the audience to believe in politics and governance.

President B. Obama
1. To enhance the significance of the ideas
2. To show responsibility to people
3. To establish 'personal' relationship
4. To reinforce the people to find right solutions

Table 2. The usage of epithets in President B. Obama.

Above, we noted that B. Obama's speeches rely heavily on stylistic techniques. Despite the abundance of stylistic tropes in presidential addresses, exaggeration is seldom used to drive home a point. On the other hand, B. Obama enjoys using exaggeration to express his strong opinions and points of view.

B. Obama fervently calls Mandela a "giant" of history in his address. President Barack Obama urges his audience to fight for racial equality through amplification.

President B. Obama
1. To inspire the people to struggle for racial freedom
2. To emphasize the importance of cooperation and self-devotion
3. To enhance the importance of new technologies

Table 3. The usage of hyperbole in President B. Obama.

President Obama mainly uses the question form. The president of the United States often uses the technique of asking and answering questions simultaneously to convey his ideas. The president can emphasize the rationale for his worry when asked questions like these.

The president is trying to break the silence by asking for the crowd's views to push the audience to think about the nation's future potential.

President B. Obama
1. To show closeness to the audience
2. To support already expressed views
3. To influence further thought

Table 4. The usage of rhetorical questions in President B. Obama.

Conclusions

The goals of this research were to determine the rhetorical methods and stylistic elements President Obama employs in his political speeches and how these tools help him capture the attention of his audiences and deliver persuasive speeches.

According to research on presidential addresses, the presidents convey essential information and share their views on the current situation using stylistic techniques. So, it's clear from the outcomes that the president manipulates words tactically to achieve his goals, but B. Obama utilizes more stylistic tactics.

President B. Obama
1. To show closeness to the audience
2. To support already expressed views
3. To influence further thought

According to the research, metaphors stand out as the most prevalent style technique in the president's statements. Since metaphors have a powerful impact on people and assist the president in winning over voters, it's no surprise that the president often uses them in his talks. But the president utilizes them differently to bolster his points. When he stresses the nation's economic and educational problems, Barack Obama uses figurative language to appeal to logos, which implies rationality.

People are moved to feel sorry for the speaker when they hear pathos in a speech. For this reason, B. Obama reveals his pathos-based views using epithets. By using aliases, the president can describe locations and persons more quickly.

Through rhetorical questions, B. Obama conveys his perspective on the scenario. Here, the political message is transmitted via pathos or emotions. According to the data, B. Obama often shows his human side to the public. He draws attention to problems like the hurricane that hit the nation and inspires people to think about themselves via rhetorical questions. Additionally, the President employs pathos (emotions) to arouse the audience's emotions. Using exaggeration, both presidents stressed the necessity of collaboration, the value of military service, and global crises as significant challenges facing their countries. In addition, the President expertly backs arguments by the norms of persuasion.

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