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## Use of Persuasive Language to Coax the Audience: A Study of John F. Kennedy and Barack Obama's Speeches

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### ABSTRACT

Political language is marked with the feature of persuasiveness and is starkly different from the ordinary language through the application of rhetorical figures. In fact, it differs substantially from ordinary language in terms of using vocabulary, structure and tone of voice which are considered the fundamental tenets of persuasive language. In this respect, the aim of this paper was to find out how Critical Discourse Analysis (CDA) plays a vital role in unraveling the hidden ideas by scrutinizing the presence of power in political speeches through undertaking a rigorous scrutiny of the speeches of two of the former presidents of the USA and distinguishing them from daily speeches of common people. To this end, five speeches by John F. Kennedy and Barack Obama, two of the former presidents of USA, who have been able to move a large audience to support their campaigns by employing rhetorical language were analysed. The findings revealed that the success of these two presidents lies in their manipulation of different linguistic and literary devices, such as parallelism, euphemism, alliteration and metaphor to set forth their ideas. The results also implied that the presidents' special discourses have enabled them to reinforce values dear to American society such as: unity, the sense of bond, and nationalism in their electoral campaigns and afterwards in their administration.

**Keywords:** CDA, Kennedy, Obama, Persuasive Language, Parallelism, Euphemism, Alliteration, Metaphor

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### 1. Introduction

A good and well-thought-out communication results not only in exchanging talks but also is responsible for being polite and for knowing how to convey messages without affecting the face of both the elocutionist and the interlocutors. Therefore, flawless communication could be considered as a means of settling disputes and stirring the audience. Thus, speaking consist of two aspects: what to say and how to say it. It is believed that how to say is of utmost significance. You may reach a consensus more easily if you try a good negotiation with your opposite side.

CDA, the short form of Critical Discourse Analysis, is one of the realms of linguistics which has been welcomed by a large number of linguists. In this respect, this study tries to fill the gap in the literature through CDA by undertaking a rigorous scrutiny of the speeches of two former presidents of the USA-John F. Kennedy and Barack Obama. Furthermore, it tries to

distinguish the presidents' discourse from other discourses; particularly, daily speaking. As the main purpose of CDA is to link discourse with ideology; this study is benefitting from CDA to unravel the discourse of power and its special workings on the public.

Politicians must be very much fastidious in making their speeches. In order to have an impressive speech, they must ponder over their sentences before the big day. People often hold this belief that political speaking is not dissimilar from daily speaking. However, many linguists have found some devices in political speeches, which are scarcely found in daily conversations; the use of which makes the speech more impressive and attractive to the audience. These include- parallelism, euphemism, alliteration, and metaphor. Among these linguists are Norman Fairclough and Ruth Wodak who are considered the most prominent figures of CDA, respectively, authors of two of the



most influential books in the field: *Political Discourse Analysis* (2012) and *The Discourse of Politics in Action* (2009). Thus, the present study is an attempt to reveal the workings of power ideology in the speeches of the presidents to show how ideology dominates discourse and how rhetorical language is applied to serve as a means for that ideology.

## **2. Literature Review**

CDA is one of the realms of linguistics which has been welcomed by a large number of linguists. It is deemed as one of the effective schools which offers materials to investigate different concepts such as ideology, discourse and other manipulative factors like tone of voice, grammar and lexicon. In this respect, myriad experimental works have been conducted regarding various aspects of CDA. Mansouri Nejad, Mahfoodh and Pandian (2013) undertook a collaborative research in which they focused on the investigation of the active and passive representation of Israeli and Palestinian actors in George W. Bush's political discourse. Active representations of Palestinian people implied that they were the real agents of all misfortune and agony in their own country. As they were passively represented, it could be suggested that Palestinian people themselves were not capable of building their own country; instead, it was the developed countries which should lay the foundation for them. In sum, their study sought to establish grounds whereby the relation between a text and the situation of its production can be more discussed i.e. the political situation of the president was supposed to determine the pragmatic structure of speech.

Additionally, there was another study (2008) carried out by group of researchers from Hogskolan Dalarna University. It focused on the application of pronouns and how they effectively influenced Obama's speech. The paper focused on the concept of parallelism, which is one of the contributing elements of the present study, and shows how it helped Obama to leave an impressive influence on his audience. It was also found that the use of pronouns 'I' and 'You' connotes a high degree of intimacy or solidarity. Furthermore, the use of 'We' increases the intimacy between 'I' and 'You' and helps to create a feeling that the listener and the speaker are in the same team. Regarding the concept of parallelism i.e. the repetition of equal elements to draw attention to a

particular part of the speakers' message and make it stand out from the rest of the speech, the study showed that Obama used parallelism skillfully to make his speeches stick to the audience's minds. With this brief background, the current paper focuses on John F. Kennedy and Barack Obama's speeches to understand why they are construed as indelible speeches by finding some literary devices namely: Parallelism, Euphemism, Alliteration and Metaphor.

## **3. Theoretical Framework**

The study is basically guided by and is based on the principles of CDA-Critical discourse Analysis. The CDA approach was utilised to analyse the pronouns in Obama's speeches and link them to the ideology of power. Chomsky's (2004) *Language and Politics* also found the theoretical framework for this study.

Parallelism, as the first prominent element of political speech to coax the audience, based on Fox (2014), is used to render a speech which is "regularly balanced in construction" and is more pleasant to listen to (p. 24). Fox (2014) analyzed the application of parallelism in religious speeches, which are in the same line as political speeches analyzed here, since both undertake to move the audience to the desired effect of the elocutionist by being more appealing to their ears. Likewise, Alliteration also has similar effect on the audience by being melodious. According to Allen (2008), alliteration is easy to remember, "You hear it and carry it around" (para. 17). Metaphor according to Penninck (2014) is a highly useful rhetorical figure used in "crisis discourse" and can affect "thoughts and perceptions" of the audience, especially when used by politicians (p. 2). Therefore, Kennedy and Obama try to create a cozy atmosphere of bond and intimacy with their audience by referring to America as "home," which shows how metaphor can be used at the service of politics to affect the feeling of the audience and to win their vote and/or support. Euphemism is also used in political discourse, since, by the use of euphemism the speaker tries his best to be polite enough before the people's eyes, as they will definitely form some judgments at the very beginning. McCutcheon and Mark (2016) traced the use of several figures used in the political jargon, among which Euphemism was important. They accentuated several cases of euphemism in the presidential candidates and presidents' speeches which show the frequency of the use of this figure

in the political jargon and its effectiveness. A case in point is the use of the word “counterproductive” instead of “stupid,” and explained that it is often “used in a diplomatic context to criticize foreign policy actions without sounding overly blunt” (p. 67). This research is following in their footsteps to find the same application of euphemism and its effect in its case study.

### 3.1 The Data of the Study

The data for analysis in the present study were two speeches by Kennedy, his 1961 Inauguration Speech and 1963 Peace Speech. Obama’s two victory speeches of 2008 and 2012 besides his 2013 speech entitled *Taking Control of America’s Energy Future* also formed the other data used for analysis. All the extracts were taken from the video files of these speeches downloaded from YouTube. The emphasis is on the employment of the aforementioned rhetorical devices in the enumerated speeches by watching the video files and writing the most important parts down for analysis. The reason for the choice of these speeches was that they elucidated the use of persuasive language in the selected political speeches.

## 4. The Data Analysis

### 4.1. Features of John F. Kennedy’s Speeches

#### 4.1.1. Parallelism

There are numerous devices to make one’s speech unique. Politicians are making desperate attempts to make their speeches persuasive; by the same token, they strive to coax their audience through their way of presenting. Parallelism, as a rhetorical figure, is defined by Richards and Schmidt (2013) as “a sentence containing words, phrases, clauses or structures which are repeated” (p. 419). In the words of Thomas et al. (1999), it is one of the most outstanding devices used by politicians so as to “draw attention to a particular part of their message and to make it stand out from the rest of their speech” (p. 51). JFK, the 35<sup>th</sup> president of USA who was appreciated by both people of that time and the present time for his eloquence, used parallelism in his speeches. His style of speaking has been welcomed warmly by both linguists and non-linguists. To render a catchy example, he used this device on his presidential inauguration which was held on January 20, 1961. This dates back to more than half a century ago. JFK used a special kind of parallelism in the following extract, i.e. V. + any + N: “Let every nation know, whether it wishes us well or ill, that we shall **pay any**

**price, bear any burden, meet any hardship, support any friend, oppose any foe** to assure the survival and the success of liberty” (at 3:37). It is presumed that he used parallelism in this case to show all the nations what he would do to propel America to the acme of power and success. Moreover, he placed the emphasis through parallelism on all the mentioned activities. By hearing the same structure over and over, one may unconsciously give his attention to the speaker.

Serving different purposes, parallelism is divided into various types. Syncrisis and Homeoteuton are the two well-documented kinds of parallelism which have been observed in persuasive speeches especially political ones. The former is utilized for the intention of conveying comparison and contrast and the latter, in some ways, is related to morphology i.e. it gives rhythm to the speech and makes it memorable.

#### 4.1.1.1. Syncrisis

Parallelism has been employed for different purposes. It has distinctive names regarding its specific use. When it comes to comparison and contrast, it serves the name syncrisis (/ˈsɪŋ krə sɪs, ˈsɪn-/). Writers and speakers, especially politicians, utilize it when they want to magnify the contrast between opposing ideas. Syncrisis assists the politicians to make some tremendous differences while they are comparing two different periods in the history of one country. The change will be easily comprehended when there are two different ideas in a single sentence.

Treating the affluent and indigent population of the USA, JFK, in his inauguration speech (1961), made use of syncrisis through mentioning these two contrasting groups of people together: “If a free society cannot help **the many who are poor**, it cannot save **the few who are rich**” (at 5:57 ). Kennedy postulated that if a government does not pay attention to the poor whose population is much more than the rich, it will lose those wealthy ones. Not to mention, the use of syncrisis is accentuated by the two phrases “the many” and “the few.”

#### 4.1.1.2. Homeoteuton

The other type of parallelism is Homeoteuton (/ˌhoʊ mi ɒʊˈtɛl yə,tɒn/) which is somehow related to morphology. When a speaker or a writer uses homeoteuton, he puts the same ending for his words or even his phrases. It strikes a balance between the concepts of the speech and makes it a rhythmic one which triggers



the audience to be more enthusiastic about what they are to hear. Because of the easy use of other types of parallelism, Homeoteleuton has been rarely observed in political speeches. Using several adverbs ending in -ly in one sentence is a common style that most of the speakers choose for their speeches. For instance, *the scientists hypothesized wisely, measured precisely, calculated exactly, and reported succinctly* is a very simple example of homeoteleuton. In this sentence, the use of “wisely,” “precisely,” “exactly” and “succinctly” shows the commonest homeoteleuton. Kennedy, either consciously or unconsciously, used homeoteleuton in his speeches. The following sentence which received a standing ovation by a large group of people is a case in point: “Let all our neighbors know that we shall join with them to oppose **aggression** or **subversion** anywhere in the Americas” (Inauguration, 1961 at 6:44).

#### 4.1.2. Euphemism

Euphemism is the other important element of persuasive language. In order to save one’s face before other people, one is heartily recommended not to use bad, offensive and/or taboo words. So as to avoid taboo words one should use euphemism which has been defined in *ODE* as “a mild or indirect word or expression substituted for one considered to be harsh or blunt when referring to something unpleasant or embarrassing” (p. 603). To provide a very shining example, one might use “passing away” instead of “dying.” Politicians use euphemism, as much as they can to deliver a speech pregnant with hope and politeness.

The succeeding lines taken from Kennedy’s (1961) speech are good examples of euphemism: “Divided, there is little we can do – for we dare not meet a powerful challenge at odds and **split asunder**” (at 4:30). In this example, JFK used “split asunder” to save himself from saying negative words such as destroying, violent and of those ilk, consequently, he was applauded by a large number of people because of his hopeful and impressive speech.

#### 4.1.3. Alliteration

Alliteration is a device which has been used mostly in poetry; however, politicians use this element to give rhythm to their speeches. Naturally speaking, human beings remember things better if they are rhythmic; hence, alliteration is a good device to make a speech memorable. Abrams and Harpham (2009) define

alliteration as “the repetition of a speech sound in a sequence of nearby words” (p. 10). The majority of politicians use alliteration in their political speeches where they are addressing people either directly or indirectly.

It is mistakenly believed that alliteration means just having the same letters at the beginning of several words occurring immediately one after another in a single line; however, alliteration is of two types: Immediate Juxtaposition and Non-Immediate Juxtaposition which are elucidated as follows:

##### 4.1.3.1. Immediate Juxtaposition

Immediate Juxtaposition, as the name speaks for itself, is a kind of alliteration in which some adjacent words have the same initials. In other words, those words with the same sounds at the beginning which are followed without having other words between them are construed as Immediate Juxtaposition. To draw the attention of the audience, Kennedy used “forebears” and “fought” starting with “F” instantly after each other in the following lines: “And yet the same revolutionary beliefs for which our **forebears fought** are still at issue around the globe” (Inauguration, 1961 at 2:17). The utilization of this type of alliteration is taken as immediate juxtaposition. The emphasis in the tone of voice, for the audience is noticeable, while readers of the text plainly see mere alliteration.

##### 4.1.3.2. Non-Immediate Juxtaposition

Contrary to immediate juxtaposition alliteration, in non-immediate juxtaposition the words that have alliteration are not adjacent to each other. There may be some other words between them. The following sentence by Gephardt (1998) is a case in point: “No one standing in this house today can **pass** a **puritanical** test of **purity** that some are demanding that our elected leaders take” (at 2:42). In this example, the words “pass,” “puritanical,” and “purity” have alliteration. However, between them there are other words like “a” and “test of,” accordingly, this is called non-immediate juxtaposition alliteration.

To take these lines of Kennedy’s Peace Speech on June 10, 1963 held at the John M. Reeves Athletic Center in Washington, D.C. into consideration, non-immediate juxtaposition can be easily seen: “by sponsoring this institute of higher learning for all who wish to learn, whatever their **color** or **creed**, the Methodists of this area and the nation deserve the nation’s

thanks” (at 1:06). The words “color” and “creed” are not instantly adjacent to each other, there is an “or” in between. JFK intended to make his words more emphatic to show that everyone, no matter what color his skin is nor what he or she believes, can attend this university. Of course, he had other options than the word “creed,” such as religion, faith, and belief, but he deliberately used it to match the word “color” to prolong the effect of his speech on the audience.

#### 4.1.4. Metaphor

Metaphor, as defined by Abrams and Harpham (2009), is a kind of rhetorical figure in which “a word or expression that in literal usage denotes one kind of thing is applied to a distinctly different kind of thing, without asserting a comparison” (p. 199). Metaphor is occasionally mistaken with Simile. The latter simply asserts that something is similar to something else while the former postulates that something is something else. Metaphor, in political usages, lets politicians speak indirectly about something. As Thomas et al. (1999) assert, “A frequently appearing metaphor for the economy in political discourse is economy as machine” (p. 46). A very notable and common example of metaphor in political speeches is the use of “home” referring to a country. This helps the interlocutors have the feeling that their country is exactly like their home and they can feel free and comfortable there. This can quite obviously be observed in the following examples:

Attempting to promulgate the idea of respecting everyone’s right, JFK in his (1961) Inauguration Speech declared the following lines:

Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans--born in this century, tempered by war, disciplined by a hard and bitter peace, proud of our ancient heritage--and unwilling to witness or permit the slow undoing of those human rights to which this nation has always been committed, and to which we are committed today at **home** and around the world. (at 2:45)

## 4.2. Features of Barack Obama’s Speeches

### 4.2.1. Parallelism

By way of illustration, one considers these lines of Obama’s victory speech in 2012 which are perceived as parallelism at phrase. He endeavors to demonstrate the equal importance of the phrases to the audience: “**Whether you** voted for the very first time or waited in line for a very long time. **Whether you** pounded

the pavement or picked up the phone. **Whether you** held an Obama sign or a Romney sign [...]” (at 4:25). Three phrases – “whether you ...” - illustrate that the sentences are of equal importance, and Obama does not want to use discriminatory speeches even against his presidential rival.

#### 4.2.1.1. Syncrisis

Like Kennedy, Obama used this device artistically at the beginning of his victory speech in 2012: “The spirit that has lifted this country from **the depths of despair to the great heights of hope**” (at 3:12). In this extract, “the depths of despair” and “the great heights of hope” are in contrast with each other. Dexterously appreciating people’s cooperation, Obama is going out of his way to make people recollect their abysmal bygone era and to promise them a satisfying and promising future by the adroit use of the same structure while giving opposite notions.

#### 4.2.1.2. Homeoteleuton

To take Barack Obama’s first victory speech in 2008 into consideration, one will fathom out that he has used several past tense verbs ending in –ed in one sentence: “and from the millions of Americans who **volunteered** and **organized** and **proved** that more than two centuries later [...]” (at 8:81). The application of three regular past verbs in a row can account for homeoteleuton. This is rarely found in daily speech, whereas, a politician is aware of the ringing sounds of such structures in the ears of his audience.

#### 4.2.2. Euphemism

The other example has been observed in Obama’s (2012) victory speech. He was trying his best to tell the public that they ought not to be merely hopeful; they are to help the government to move forward. He puts his thoughts into words in this way: “I am not talking about **blind optimism**, the kind of hope that just ignores the enormity of the tasks ahead or the road blocks that stand in our path” (at 20:49). Obama used “optimism” which is a word with positive connotation, and by using the collocation “blind optimism” he meant a kind of optimism that one is merely hopeful and does not make any endeavor at all.

#### 4.2.3. Alliteration

Obama, like other successful politicians before him, has employed different forms of alliteration in his speeches as a figure of emphasis which sounds melodious to the ear and at the same time has a memorable effect on the audience. In fact, it is not merely “what” he



says which is important, but “how” he says is of more significance and effect.

#### 4.2.3.1. Immediate Juxtaposition

A catchy example of immediate juxtaposition alliteration, in which the same initial consonant sounds follow each other in a row, can be taken out from Obama’s victory speech which was held in New York and was welcomed by an unimaginable amount of audience: “that **provides plenty of fodder for** the cynics who tell us that politics is nothing more than a contest of egos or the domain of special interests” (at 9:06). In these lines, the use of “provide” and “plenty” initiating with “P” is considered as immediate juxtaposition as there is no other word between these two words. Likewise, the practice of saying “fodder” and “for” beginning with “F” is also perceived as immediate juxtaposition.

#### 4.2.3.2. Non-Immediate Juxtaposition

Furthermore, non-immediate juxtaposition can be found in Obama’s (2012) Victory Speech when he was thanking those who voted for him: “whether you **pounded the pavement** or **picked up** the phone” (at 4:47). The words “pounded,” “pavement” and “picked” all begin with “P,” yet “the” and “or” between them make them a non-immediate juxtaposition alliteration. To sum up, provided that one desires to make his speech rhythmic through repeated sounds, he/she is recommended to make use of alliteration which is believed to make the speech memorable and evocative; therefore, it is facilitated for the audience to recall the ideas better.

#### 4.2.4. Metaphor

Another outstanding example of metaphor can be taken from Obama’s speech on his Final Press Conference of 2013 while he was making his speech at the White House. He said, “And just this week, we learnt that for the first time in nearly two decades, the United States of America now produces more of our own oil here at **home** than we buy from other countries” (America’s Energy Future, at 00:56). He used “home” in his speech referring to the United States of America. He used this concept to show the American citizens that the United States of America is like their home; it is safe and sound. Besides, he wanted to show the other people that the American people are living as much warmly as they do at their own homes.

Moreover, Metaphor is immensely used in the victory speeches of almost all presidents. It is artistically used when they

are talking about difficult situations they have already passed or the ones that they may encounter in future. This device is clearly observed in Obama’s (2012) Victory Speech where he was trying to raise the people’s hope:

But all of you are **family**. No matter what you do or where you go from here, you will carry the memory of the history we made together. And you will have the lifelong appreciation of a grateful president. Thank you for believing all the way – to every **hill**, to every **valley**. You lifted me up the whole day, and I will always be grateful for everything that you’ve done and all the incredible work that you’ve put in.” (at 8:12)

Obama, adroitly, considered the people of America a united family in which they have a clear goal for which they are moving forward. More to the point, he utilized “hill” and “valley” metaphorically in his speech to show the difficulty of his recently-passed way and to thank people for not leaving him alone. He may have wanted to express his thoughts of upcoming difficulty by saying like this. The general opinion is that he used both metaphor and euphemism to make his speech interesting and attractive.

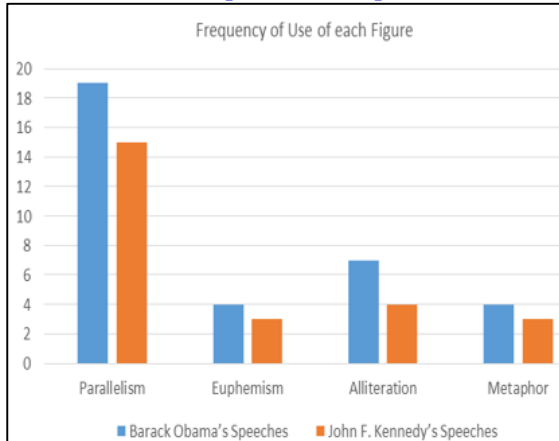
### 5. Findings and Discussion

This study elucidates the usage of rhetorical figures in great speeches like presidential ones such as Obama’s and JFK’s. These two former presidents of the USA had a tactical manipulation of rhetoric which helped them to achieve the final purpose which they might convince the public to believe and support their ideas and take part in their electoral campaigns. Apart from abiding by the rules of grammar and lexicon which are mandatory, there are other aspects of language which are rather concerned about the tastes of the speaker or writer i.e. the use of rhetorical figures. The findings of the present survey indicate that by the adroit use of the aforementioned devices one can make an unforgettable speech and be able to coerce the audience into doing what they are not aware of, like voting for a specific person or accepting one’s ideas without questioning them. Table 1 and Figure 1 show in detail the frequency of the use of each feature in the two selected presidents’ speeches:

*Table 1: Frequency of the use of each feature in the two selected presidents’ speeches*

Rhetorical Elements	Counts in Obama's Speeches	Counts in Kennedy's Speeches
Parallelism	19	15
Euphemism	4	3
Alliteration	7	4
Metaphor	4	3

Figure: 1 Frequency of the use of each feature in the two selected presidents' speeches



## 6. Conclusion

Although it is not feasible to make sweeping generalizations from the analysis of data in this small-scale exploratory study, the findings emerged from the scrutiny of the speeches of the two mentioned presidents of the USA seem to be supported. The aim of this study was to explore the use of some special rhetorical figures so as to depict that political speaking and daily speaking are fundamentally different. It is thought to be an egregious mistake if one believes that ordinary people *never* use rhetorical figures; however, comparing to political speeches or other types of important speeches, common people use fewer figures of speech in their talking and to different purposes.

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## Appendix: Extracts of Speeches

Sr. No	Extracts of speeches
1	"Let every nation know, whether it wishes us well or ill, that we shall <b>pay any price, bear any burden, meet any hardship, support any friend, oppose any foe</b> to assure the survival and the success of liberty."
2	"If a free society cannot help <b>the many who are poor</b> , it cannot save <b>the few who are rich</b> ."
3	"Let all our neighbors know that we shall join with them to oppose <b>aggression</b> or <b>subversion</b> anywhere in the Americas."
4	"Divided, there is little we can do – for we dare not meet a powerful challenge at odds and <b>split asunder</b> ."
5	"And yet the same revolutionary beliefs for which our <b>forebears fought</b> are still at issue around the globe."
6	"by sponsoring this institute of higher learning for all who wish to learn, whatever their <b>color</b> or <b>creed</b> , the Methodists of this area and the nation deserve the nation's thanks."
7	"Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans--born in this century, tempered by war, disciplined by a hard and bitter peace, proud of our ancient heritage--and unwilling to witness or permit the slow undoing of those human rights to which this nation has always been committed, and to which we are committed today at <b>home</b> and around the world."
8	"I am talking about genuine peace, <b>the kind of peace</b> that makes life on earth worth living, <b>the kind</b> that enables men and nations to grow and to hope and to build a better life for their children-- <b>not merely</b> peace for Americans but peace for all men and women-- <b>not merely</b> peace in our time but peace for all time."
9	"The spirit that has lifted this country from <b>the depths of despair</b> to <b>the great heights of hope</b> ."



10	“and from the millions of Americans who <b>volunteered</b> and <b>organized</b> and <b>proved</b> that more than two centuries later.”
11	“I am not talking about <b>blind optimism</b> , the kind of hope that just ignores the enormity of the tasks ahead or the road blocks that stand in our path.”
12	“that <b>provides plenty</b> of <b>fodder for</b> the cynics who tell us that politics is nothing more than a contest of egos or the domain of special interests.”
13	“whether you <b>pounded the pavement</b> or <b>picked up the phone</b> ”
14	“And just this week, we learnt that for the first time in nearly two decades, the United States of America now produces more of our own oil here at <b>home</b> than we buy from other countries.”
15	“But all of you are <b>family</b> . No matter what you do or where you go from here, you will carry the memory of the history we made together. And you will have the lifelong appreciation of a grateful president. Thank you for believing all the way – to every <b>hill</b> , to every <b>valley</b> . You lifted me up the whole day, and I will always be grateful for everything that you’ve done and all the incredible work that you’ve put in.”

16	“If there is anyone out there <b>who still doubts</b> that America is a place where all things are possible; <b>who still wonders</b> if the dream of our founders is alive in our time; <b>who still questions</b> the power of our democracy, tonight is your answer.”
17	“It’s the answer spoken by <b>young and old, rich and poor, Democrat and Republican, black, white, Hispanic, Asian, Native American, gay, straight, disabled and not disabled.</b> ”
18	“Americans who <b>volunteered</b> and <b>organized</b> and <b>proved</b> that more than two centuries later a government of the people, by the people, and for the people has not perished from the Earth. <b>This is your victory.</b> ”
19	“There’s new <b>energy to harness, new jobs to be created, new schools to build, and threats to meet, alliances to repair.</b> ”
20	“ <b>Whether you</b> voted for the very first time or waited in line for a very long time. <b>Whether you</b> pounded the pavement or picked up the phone. <b>Whether you</b> held an Obama sign or a Romney sign”

*Speeches 1-8 belong to JFK and the rest belong to Obama.*