

# Rhetorical devices in the speech of michelle obama at the let's move! movement la...

[Family](#), [Children](#)



As a mom, Michelle Obama feels responsible to take care of the children of this country and make sure that they have the best lives possible. That is why she started this movement – because of the children. The children are our future, and that is why, we must secure our future. Michelle Obama's personal experience is an example of how ethos is used in this speech. In her speech, she talks about before her husband became president, and how her childhood was like, to connect with the children. She is not making hypocritical statements, by trying to get the children to be more active, eat better and take care of their school, while claiming that she herself, never made a transition like that. She proves to the audience that she is a trustworthy source – therefore, they are more likely to take her advice and act upon it. This is where pathos comes in. Michelle Obama also incorporates a different angle of the pathos concept.

Since the speech's main focus is on children, she is constantly making emotional ties with kids. She convinces them that she is no different from them, by talking directly to the audience, and telling them, that they can be whatever they want, it just depends on which path they will take: "They turned themselves into champions by doing the hard work, getting their education, exercising every day, eating healthy"(p. 3, l. 15-17). Mrs. Obama uses no form of metaphor or simile in her speech. It could be because the audience are children, and they perhaps will find it difficult/confusing, to understand the message she is trying to spread. The main rhetorical device Michelle Obama uses in her speech is repetition. Repetition, is a very effective tool when used properly, because it can highlight the most important points that the speaker is trying to get across.

There is one word that Mrs. Obama uses throughout the whole speech. That word is “you”. She keep repeating that word, so that she has the focus of the audience, on the message she is trying to spread across America. The audience also feel a connection with Mrs. Obama, when it feels like she is talking directly to every individual. Another use of a rhetorical device in Michelle Obama’s speech, is delivery. Mrs. Obama delivers her speech very effectively. She has all the requirements that make a good speech, including a catchy introduction, humor, and interesting facts. That way, she will not bore the entire audience with boring facts, but neither will she make this serious matter a joke. She has a good balance in her speech, so the audience will get enlightened with useful information, and have a good laugh now and then. In conclusion, the use of the rhetorical devices of the speech about childhood obesity by, Michelle Obama, is an effective way of persuasion. It demonstrates ethos, pathos multiple times in the speech. Also the speech is effective because there are not many misconceptions within the speech itself. Childhood obesity is a very serious problem in the U. S today, and it is a good thing that, Michelle Obama is taking the next step in order to increase healthy eating and exercising habits.