

Fundamentals of mass communication

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President George W. Bush's Speech on September 11, 2001 Following the September 11, terrorist attacks, The United States of America was in need of strong leadership to overcome the emotions of the time and look ahead to a better and more secure future. One of the most uniting and memorable moments immediately following the 9/11 attacks was the president's speech. The president sent strong messages to the citizens of America, the country's allies, the world and terrorists across the world in a short but well articulated speech. The following sections of this article are dedicated to analyzing the speech in terms of context, purpose, Ethos Pathos, Logos, and Mythos.

Context of the Speech President George Bush made the September 11, 2001 speech at the oval office. The president's words clearly manifested the sombre mood that had gripped the country that fateful day. The country had a few hours earlier suffered a massive terrorist attack and the damage made were clearly incomprehensible. Clearly, thousands of lives had been lost, the perpetrators of such attacks still unclear at the moment of this speech. A total of four passenger planes had been hijacked and crashed into different buildings according to History Place (par 1). The worst of the suicide attacks took place when two of the hijacked planes were crashed into the World Trade Centre's Twin Towers in New York (History Place par 1). The different arms of the Federal Government of the United States of America had swung into action in a desperate bid to save lives and ensure that no further damage was done to the country.

Purpose of the Speech The President's speech was delivered in time for a number of major purposes. One of the reasons for the speech was to call the attention of all Americans and the world at large to the unfortunate events that had occurred that fateful day. The president mentioned that the very way of the American's life

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and freedom had come under attack in what was clearly a deliberate attack. The president was therefore making a call to the nation to join forces in handling the situation and helping those affected. The other reason behind the speech was to assure Americans and the world at large that the country was still stable in spite of the attacks. The country's operations were ongoing even with the fatal blow that had just been experienced in the country's history. Yet again, the president was sending a strong message to the terrorists and every persons that were a threat the world's security that they would be brought to justice in time. At the moment when Americans were so shaken, the president needed to give hope. As he concluded his speech, he recites a bible verse that is meant to console and give hope to the audience.

Ethos Pathos, Logos, and Mythos Ethos The presidents' speech first starts by the declaration of the people's belief in their freedom and way of life. Peace is core at the speech as the president called for action against those that threatened the country's security. The President also noted that the country's foundations had not been shaken like the roots of the mighty buildings had. Pathos President Bush's speech is one that captivates the mind and touches people's emotions. By mentioning the loss of property and lives following the 9/11 attacks, he identifies with the people's sufferings. In stating that the days events have filled the nation with terrible sadness, disbelief, and unyielding anger, the president churns similar feelings among the audience who totally agree with is sentiments (Famous-speeches-and-speech-topics para 2). He convincingly states that the country is at a great loss and appeals passionately for the cooperation of well wishers and state agents. Logos Bush's words are well chosen for the occasion. For example, taking note of the number of lives lost in humanly, bush states that

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thousands of hard working nationals have lost their lives suddenly by the actions of terrific evil (Famous-speeches-and-speech-topics para 1). He also uses words to create mental pictures of what has really occurred as he mentions shattered steel among other things. Mythos The flow of his speech is such that he mentions at the beginning of the problem the problem at hand (Americans' freedom and way of life has come under attack). He then states the possible reason for the attack and what actions have so far been taken to contain the situation giving direction on what should be prioritized (help the injured). The speech concludes with a call to unity and a bible verse to send the message of hope home. Evaluation of the presidents' Speech President George Bushes' speech was strong and well done. The greeting to the country was short and to the point displaying clearly the seriousness of the matter at hand. The audience clearly got the message from the speech that flowed well and created mental images of the condition that the country was immediately faced with. Works Cited Famous-speeches-and-speech-topics (nd) George W. Bush Speech, 9/11 Address to the Nation. Viewed 26th February, 2011 <http://www.famous-speeches-and-speech-topics.info/presidential-speeches/george-w-bush-speech-9-11-address-to-the-nation.htm> History place (nd) President George W. Busha after September 11. Viewed 26th February, 2011 <http://www.historyplace.com/speeches/gw-bush-9-11.htm>