We arguments of the sender. in this

Business, Management



We willlook at language features in two speeches by the American politicians, CraigJohnson and Susan Kilpatrick. CraigJohnson starts his speech by saying " Our nation is great and strong and must begreat and strong." Which gives the listeners interest in this speech. Everyonelikes to hear that their nation or country is great and strong, and it willcontinue to be great and strong.

Johnson continue the speech by askingrhetorical questions and uses repetitions to reflect on his followingarguments: " Do we want to continue to be great? Dowe want to continue to bestrong? Do we want to continue to be free? Or do we want to be weak? Do we want to be fettered by biggovernment? Do we want to lose ourstanding in the world?" Johnson usesethos and pathos throughout his speech to appeal to his listeners. By usingethos, we understand references to authority, moral and ethical values whichare meant to make the receivers resonate with the arguments of the sender. Inthis case, Johnson makes references to the American nation and the values of the American family, as well as to patriotism and freedom:" The futureof our nation is at stake. The precious freedom of each citizen is at stake.

"" The futureof our nation is at stake, we want sustainable prosperity and a strongerAmerican family." Johnsontalk about pride and about American families being " proudly self-reliant" whichmakes the listeners prouder of being American. However, when Johnson says:" Or do wewant to be weak? Do we want to be fettered by big government? Do we want tolose our standing in the world?"" We need torestructure government. We want less central government and fewer handouts tothe people" It givesthe listeners an urge to change the way the American state functions. SusanKilpatrick also starts with " Our nation is great and strong." However, shecontinues by telling the listeners why their nation is strong and great. Kilpatrick starts her speech in a positive way which make the listeners want tohear more. Kilpatrick uses Ethos and pathos the same way as Johnson did, byreference to the authority of the American nation, values and making thelisteners to feel an urge to change the way American state functions. Here isone example of both ethos and pathos from the text, in which Kilpatrick createsthe idea of nation and family values, but also to the feeling of fear:" The futureof our nation is at stake. The sustainability of that vital part of us, theAmerican family, depends on it.

" Additionally, Kilpatrick creates pathos by comparing the American government with familyfigures:" Thegovernment is like a benevolentmother caring for her young, a soothing nurse who cares for the sick and theweak, and the strong father who protects the family and this great nation ofours." The twospeeches start the same by telling the people that " our nation is great andstrong." And the speeches end the same way by telling "... Sing: We the peoplerule." However, the speeches are quite different.

Johnson argues for lesscentralization and welfare polices while Kilpatrick argues for morecentralization and welfare. In SusanKilpatrick's speech she says that American nation is strong because theybelieve in democracy, so that tells me that Kilpatrick is the democrat. Shealso talks a lot about the people: "We aregreat because we use this strength to look after our own through a governmentthat is committed to the people anda government that cares about the people" She alsocomments on more centralization and welfare policies created through highertaxation. CraigJohnson is the republican. I saw that when he says:" We need tothrow off the shackles of big government. We need less rampant spending inWashington.

The American family must be proudly self-reliant, it should nothave to look to the government for Obamacare or welfare. Americans are a proudpeople, we can and will look after ourselves." Becauserepublicans don't want the federal government to play a big role in people'slife, nor spending on social programs such as "Obamacare" and " welfare". Peoplecan look after themselves. (Scholastic, 2018) United statesof America have claimed to be land of opportunities.

Land of equality. But is allof this true? Is America land of opportunities? Land where everyone is equal, despiteyour background, sexuality or race. Barack Obama says that United states of Americais the land of opportunity, but Joseph E.

Stiglitz says studies show that it's notthe land of opportunity. We are going to look into that, discuss the equality ofAmerica. Who has the right mindset. Obama or Joseph? BarackHussein Obama II who is an American politician who served as the 44th Presidentof the United States from 2009 to 2017 (Barack Obama, u. d.) said that unitedstates of America respect all the people, everyone has a chance to succeed andhas freedom, even if you are a girl born into a poor family. In the other hand, Joseph E.

Stiglitz who is a Nobel laureate in economics means that unitedstates of America which used to be land of opportunities is no longer the landof opportunities. Obamaargues that America is still a land of opportunities, but is it? The statementthat Obama gave shows us that income in America is inequality because of theexistence of the " bleakest poverty" however he also said that she has a chanceto succeed as anybody else, because she is an American. It's the equality thatall people have as an American citizen to make the best of what they have. It'slike meritocracy, which is progress is based on ability and talent rather thanon class privilege or wealth (Dictionary. com, 2018). Accordingto a Pew report released July 2012 (Reed, 2018) among those born inthe bottom of the economic ladder, only 4% make it to the top as adults, sosaying that a little girl born into the bleakest poverty has same chance tosucceed as anybody else is a little optimistic.

The report also shows thatpeople born into poor families are three times as likely not to finish highschool. Only 8% (Reed, 2018) of the children borninto poverty graduates from collage. Standardsof living is also inequality because minorities in American such as African –American, Latin – Americans and Indians have a tend to have lower income levelsand higher criminality rates. In America there is still discrimination today, one example is Dakota Pipeline where America is building pipeline to transportoil through Dakota, and the problem is that it will run through a Standing rockIndian reservation which will destroy their land and water. (Dakota Access Pipeline protests, u.

d.) United States of America is moreconcerned with money than protecting their own indigos people. Also, gender equality is not the best neither. In united states of America men arestill holding monopoly over topmanagement positions in companies. The USDepartment of Labor has indicated that in 2009, " the median weeklyearnings of women who were full-time wage and salary workers was...

80 percentof men's" (Gender inequality, u. d.) however, there is alsogender inequality when it comes to men, they receive 66% longer prison sentencefor the same crime as a woman. (Gender inequality in the United States, 2018)Despite allthat America is going in the right direction when it comes to equality. They hadtheir first black president for several years. They legalized gay marriage and blackpeople can walk everywhere without being shoot by police or suspected that theyare steeling something.

Several people have become successful despite their poorbackground, such as Michelle Obama, Barack Obama's wife. If you work hard enoughyou will succeed. Overall, wecan say that equality in the US is a challenging concept. While in theoryAmericans have the framework for an equal society, the practice shows thatthere are still many practical issues which do not make the US a forerunner inequality