Michelle Obama’s Final Speech

Source: WhiteHouse.gov, January 6, 2017

**Analysis**

1. Analyze Michelle Obama’s Speech. What type of craft/technique does she use in her speech?
   1. Choose **Two** craft Michelle uses
   2. Give **TWO** examples of how it is used
   3. Decide whether it is effective or not effective because…
   4. Explain why this craft did or did not ‘work’ for / make the speech better, etc

**Possible crafts**

Surprise

Suspense

Description

Flashback

Flash forward

Shadowing/fore-shadowing

Conclusion/ending

Feelings/emotions

Time lapsing/spacing

False hints or fore-shadowing

Humor

Sarcasm

Cliff-hangers

Exploding the moment – “extremely detailed writing”

Senses used in the details: sound, smell, taste, touch, see

Quotes or famous sayings at the start of chapters

Using dates or unique ways to identify chapters

Repeated text

1. This is a successful speech. Why?
2. Identify which appeal Michelle uses (logos, pathos, and ethos, or all of them). Why does she use it and how. Provide specific examples from the text.
3. Does the tone shift throughout the selection? Where? But more importantly, why?
4. What rhetorical strategies does she use in her speech to influence the opinions of her audience members?
   1. List at least **two** rhetorical devices.
   2. Identify the **two** rhetorical device in the text.
   3. Explain how each is used to influence or persuade.
5. What do you think Michelle is up against?  What is the occasion for the speech?
6. What did Michelle have to keep in mind when composing the Speech?
7. What do you think her goals?
8. What was her ultimate purpose?
9. What was her intent?