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**AN INVESTIGATION INTO STYLISTIC DEVICES
IN POLITICAL SPEECHES BY US PRESIDENTS**

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M.A. THESIS

(SUMMARY)

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Chapter 1

INTRODUCTION

1.1. RATIONALE

The effectiveness of a speech depends on many factors, including the mood of the crowd, the ability of the orator, the situation the crowd confronts, the topic of the speech and the using of words- the using of stylistic devices. The goal of any political speech is persuasion - you want to bring the crowd around to your point of view, whether that means convincing them to vote for you.

So the frequent and wide use of stylistic devices is an important characteristic of political speeches which is an effective way to make these speeches more attractive, lively and more persuasive. A stylistic device is an example of the figurative use of words, which produces a particularly rhetorical effect when people use the language creatively in a specified context so all politicians use stylistic devices in political speeches.

In the realm of discourse analysis, the typical linguistic features of political speeches have so far been the focus of attention of many linguists and researchers. However, there are not many studies of the language used in political speeches, especially stylistic devices used in political speeches of US Presidents because the majority of people who listen to political speeches pay more attention to the content of what is being said rather than how it is being said. Thus, the audience, though being affected by the style of the speaker's speech in general, may have little interest in the stylistic analysis of what is being said in particular. Accordingly, they, though are able to evaluate a speaker's delivery style and mannerisms in general, may pay rare attention to the colorful meaning that each of

the stylistic devices can bring in the speech. In order to create favorable conditions for those who want to understand more about political speeches and to identify some of the common characteristics of political speeches and highlight the differences between the stylistic features commonly present in them, I decided to carry out a detailed analysis of these features: *An Investigation into Stylistic Devices in Political Speeches by US Presidents*.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims:

The study is aimed to investigate into Stylistic Devices in political speeches by US Presidents. Its purpose is to provide learners of English with practical information and to raise their awareness of Stylistic Devices in political speeches in English.

1.2.2. Objectives

The study attempts to fulfill the following objectives:

1. To investigate the prominent stylistic features of stylistic devices, and the frequencies of occurrence of stylistic devices in political speeches by US Presidents.
2. To highlight the significant contribution of stylistic devices to the success of the political speeches by US Presidents.
3. To suggest some implications for teachers and learners of English, especially for who wishes to write speeches effectively.

1.3. RESEARCH QUESTIONS

To fulfill the objectives mentioned above, the study tries to seek the information for the following questions:

1. What are linguistic features of the stylistic devices in political speeches by US Presidents?

2. Which stylistic devices are most frequently and distinctively used in political speeches by US Presidents?

3. What are their artistic or aesthetic values and contributions to the success of the political speeches by US Presidents?

1.4. SCOPE OF THE STUDY

This study focuses on the findings of stylistic features of stylistic devices namely alliteration, metaphor, metonymy, rhetorical questions, repetition and personification in one hundred famous political speeches by US Presidents, and the frequencies of occurrence of the stylistic devices in these speeches.

1.5 DEFINITION OF TERMS

Stylistic Devices (Rhetoric) is a branch of general linguistic which is regarded as a language science. It deals with the result of the act of communication. [10, p.12] It means that Rhetoric takes into consideration the “output of the act of communication”. The most frequent definition of rhetoric is one defined as the ability to write clearly, correctly and in a manner calculated to interest the readers. [10, p.12]

1.6. SIGNIFICANCE OF THE STUDY

To some extent, the research is expected to be a valuable contribution to the teaching and learning of English Stylistics in general and of stylistic devices in political speeches in particular. The findings of the research will help Vietnamese learners aware and achieve the beauty of using language in political speeches. Moreover, it will not only help them get special styles but also provide them with some necessary strategies and techniques in the creative design or in the use of words in writing speeches.

1.7. ORGANIZATION OF THE STUDY

The study is organized into five chapters as follows:

Chapter 1: Introduction

Chapter 2: Review of Literature & Theoretical Background

Chapter 3: Methods and Procedures

Chapter 4: Findings and Discussion

Chapter 5: Conclusions and Implication

Chapter 2

LITERATURE REVIEW

AND THEORETICAL BACKGROUND

2.1. REVIEW OF PRIOR STUDIES

So far, there have been a lot of studies on the stylistic devices in political speeches. In 1985, Lecocq made an investigation of several speeches by Roosevelt, Nixon and Reagan with regard to the function of metaphor in political discourse, and Darmon did a research about thematic and stylistic analysis of some inaugural addresses of presidents of the United States in 1990. In 1998, Browning, Marina carried out an analysis of Ronald Reagan’s political epideictic rhetoric as a form of propaganda for the conservative ideology, then in 2005, Wenzlowski had a research about using words at war and the pragmatic rhetoric of war speeches.

However, there are not many studies on Stylistic Devices and so far no reported research has been found on analysis of stylistic devices in political speeches. In Vietnam, there are some studies about stylistic devices and political speeches such as:

Nguyen Thi Dieu Tram (2005), in “An investigation into lexical stylistic devices in “Vanity Fair” by William Makepeace

Thackeray”, investigated into the Metaphor and Irony in the novel *Vanity Fair* and highlight the artistic merits of the novel as well as Thackeray’s unique style.

Phan Thi Uyen Uyen (2006) investigated into some commonly used stylistic devices in advertising language in English and Vietnamese newspapers. This author highlighted the differences and the similarities of using stylistic devices in advertising language in English and Vietnamese newspapers.

Especially, there are few studies on investigating stylistic devices in political speeches in the perspectives of Appraisal Theories by Martin, a new model to evaluate the text in terms of dialogistic positioning. I hope that this thesis “An investigation into stylistic devices in political speeches by US Presidents” will contribute a minor part to fulfill the overall picture of this field.

2.2. THEORETICAL BACKGROUND

2.2.1. Stylistic devices

2.2.1.1. Stylistic devices (Rhetoric)

2.2.1.2. Functions of stylistic devices

2.2.2. Repetition

2.2.3. Metaphor

2.2.4. Rhetorical Questions

2.2.6. Metonymy

2.2.7. Alliteration

2.2.8. Political Speeches

2.3. APPRAISAL THEORY

2.3.1. Dialogistic Positioning

When it is seemed as “dialogic” in the case that the writer presents himself as imaging how his readers will be reacting at this

very point of the text and presents himself as responding to what he believes would be their voiced objections or questions had they been there, in the room with him, engaged in a face-to-face conversation.

2.3.2. Affection

Evaluation by means of the writer/speaker indicates how they are emotionally disposed to the person, thing, happening or state of affairs. For example, “I love jazz”; “This new proposal by the government terrifies me”.

Under Affect, we are concerned with emotions, with positive and negative emotional responses and dispositions.

2.3.2.1. Authorial (1st-person) versus non-Authorial (2nd & 3rd person) Affect

2.3.2.2. Non-authorial (2nd and 3rd person) Affect

2.4. SUMMARY

Chapter 3

METHODS AND PROCEDURE

3.1 RESEARCH DESIGN

3.2 RESEARCH METHODS AND PROCEDURE

3.3 SAMPLING

100 well-known political speeches by US Presidents has been collected on the Internet.

3.4 INSTRUMENTATION

3.5 DATA COLLECTION

3.6 DATA ANALYSIS

The method which was used in this thesis was mainly the qualitative approach. The analysis looked into the figurative meanings that SDs may bring into the interpretation of the message

in the speeches. The interpretation will take into consideration the deviation of the intended meaning from the source or literal one. Especially the judgment of the novelty and uniqueness; the creativeness and the freshness of SD used in a certain speech by a certain politician will be considered against what have been used so far.

As mentioned above, the analysis of the SDs was done using the model of Appraisal Theory by Martin with a hope to bring a better insight into the interpretation of the effect of SDs used in political speeches.

The findings of stylistic devices in political speeches was qualitatively presented from the descriptive analysis of stylistic devices. The data were then quantitatively analyzed and presented in tables to show the frequencies of occurrence of those stylistic devices.

As has been set up from the outset of the study, the data analysis has been done concerning the dimensions of the research questions stated in chapter 1.

- The linguistic features of the stylistic devices in political speeches by US Presidents.

- The stylistic devices are most frequently and distinctively used in political speeches by US Presidents.

- Their artistic or aesthetic values and contributions to the success of the political speeches by US Presidents.

3.7. RELIABILITY AND VALIDITY

Chapter 4

DISCUSSION OF FINDINGS

4.1 THE LINGUISTIC FEATURES OF THE TYPICAL STYLISTIC DEVICES

4.1.1 Metaphor in Political Speeches by the US Presidents

Metaphor was one of the most potent means of creating images in political speeches and it was preferred by the speakers due to its special effects on the audience such as emphasizing, appealing to our imagination and creating a vivid picture in the listeners/the readers' mind. Here are several instances of metaphors:

(1) *America is a friend of each nation and every man, woman, and child who seeks a future of peace and dignity, and we are ready to lead once more.* [100]

“America” is the tenor that is compared with “a friend of each nation”- the vehicle. Here an implied comparison is made to convey the message that America is friendly and kind to every nation which seeks a future of peace and dignity and it also makes a positive evaluation of Obama with a friendly attitude which may be the intended effect that the speaker aimed at sending the message to the listener.

(2) *My fellow citizens, today we celebrate the mystery of American renewal.* [54]

Metaphorical noun “renewal” makes a picture that something new will be created again and by resorting this image, the president wished to stress that he would have new policies to change and develop the USA in his term, this first sentence in his inaugural address created a persuasive situation and a lively image that the hearers or the readers are sure to be impressed by his intention.

Metaphors are not only used with nouns but also with verbs and adjectives as well. A large number of collected instances in the study were found carrying cases of metaphorical verbs and adjectives. Following are some examples of this type of metaphor:

(3) *We have **drifted**, and that drifting has eroded our resources, fractured our economy, and shaken our confidence.* [54]

(4) *We will defend ourselves and our future against terror and **lawless** violence.* [44]

This metaphorical adjectives “lawless” in (4) has the same meaning with “illegal” but here the presidents wanted to emphasize “lawless” and used them as evident in labeling of actions perceived to be against the interests of the USA. This implication was done by defining the behaviour of those who are opposed to the USA and the world as illegal and evaluating the actions of the speakers’ government as restorative forms of punishment.

Apart from the cases mentioned above, our corpus also yields a number of interesting metaphorical collocations which can be used to make the speeches more persuasive, emotional and attractive as follows:

(5) *...since the preservation of the sacred **fire of liberty** and the destiny of the republican model of government...* [126]

In conclusion, metaphor is a significant and common phenomenon of language all over the world. It is also a basic ingredient of successful interpersonal conveying of ideas. In political speeches, it is valuable in satisfying the discourse goals.

4.1.2. Metonymy in Political Speeches by US Presidents

(6) *And tonight, a few miles from the damaged **Pentagon**, I have a message for our military...* [38]

In (6) the word “Pentagon” stands for “the United States Department of Defense”. This word was not used to refer to a shape with five sides as its literal meaning counts, but it directs the reference to something more abstract, basing on the association of related characteristics between the source object (the shape of the Pentagon) and the target object (The United States Department of Defense).

- A concrete thing used instead of an abstract notion. In this case the thing becomes a symbol of the notion, as in:

(7) *This must be more than a fresh start between the **Kremlin** and the **White House**.* [101]

In (7) “the Kremlin” and “the White House” are concrete substitutions for “the President and staff” of the Russia and the USA respectively.

- The relations of correspondence of particular parts of the body with particular actions, as in:

(8) *... man holds in his mortal **hands** the power to abolish all forms of human poverty and all forms of human life.* [83]

- The instrument which the doer uses in performing the action instead of the action, as in:

(9) *We are Americans, determined to defend the frontiers of freedom, by an honorable peace if peace is possible, but **by arms if arms** are used against us.* [84]

- The relation of proximity, as in:

(10) *They are likely to be successful only if **both sides** reach an agreement which both regard as preferable to the status*

quo--an agreement in which each side can consider its own situation to be improved. [84]

“Both sides, each side” are metonymically associated with the substitutions for the US and its adversary.

- The material instead of the action, as in:

(11) The men who sat around the table in Paris knew that the time had come when the people were no longer going to consent to live under masters, but were going to live the lives that they chose themselves, to live under such governments as they chose themselves to erect. [97]

In conclusion, we found out that there is a mix of classic metonymies and innovative ones which were actually used in political speeches by the US presidents. Some basic metonymies like “White House”, “Washington” or “Wall Street”, though losing their freshness and are no longer unpredictable, still contributes to the attraction of the speeches in as much as they show a property or an essential quality of the concept. Newly-used metonymies mentioned above have brought with them an interesting novelty serving the listeners or the readers’ interest.

4.1.3 Personification in Political Speeches by the US Presidents

Let’s take some following examples for the analysis:

(12) America is never wholly herself unless she is engaged in high moral principle. [48]

(13) ...the United States can maintain her interests intact and can secure respect for her just demands. [122]

Both presidents personify “America”, “The United States” as a woman because women are generally seen as morally superior and

as being innately gentle and good. And certainly a woman who characteristically sacrifices herself to others is expected to need supporting and protecting in return. By aiming at this personified image, the presidents aim to get the listeners’ support the actions and the policies of America.

In this study, we found many cases like the instances above about NATION AS A PERSON AND NATION ACTING HUMAN as in:

(14) The economic ills we suffer have come upon us over several decades. [107]

In addition, personification is also a way of making the abstract ideological issues meaningful and is there a major leadership strategy during times of national crisis in the UAS, as in:

(15) All nations should know: America will do what is necessary to ensure our nation’s security. We will be deliberate, yet time is not outside. I will not wait on events, while dangers gather. I will not stand by, as peril draws closer to closer. The United States of America will not permit the world’s most dangerous regimes to threaten us with the world’s most destructive weapons. [40]

There is a shift from “American” to “we” to “I” and back to the USA. The speaker emphasized the equivalence that was established between nation, government and leader, which was supposedly designed to create an impression of national unity and a shared sense of the common purpose that is necessary to overcome a national crisis. The boundary between leader and nation was removed so that the views of the leaders was assumed to become the voice of the nation.

In conclusion, the persuasive power of language in political speeches can be achieved through personification and the leaders proved that they know how to apply it when they wanted to give the message to the listeners and wished them to share their ideas and to join them to solve the national problems.

4.1.4. Alliteration in Political Speeches by the US Presidents

In my corpus, there were a number of instances of alliteration with the repetition of similar sounds, in particular consonant sounds, in close succession, especially at the beginning of successive words. For example,

(16)... *governments that protect these rights are ultimately more stable, successful and secure.* [99]

In this example, there is a repetition of the initial consonant “s” which surely imposes sound effects and deep impression on the listeners or the readers. Maybe, the three successive fricatives at the initial position of each word could create an impression of something perfect and stable in its similarity. The audiences who are listening this speech are likely to have something left in their mind or remember the ideas that the speaker want to give deeply.

The repeated consonant sounds can be completely successive. For example:

(17) *America has a clear goal: to disrupt, dismantle and defeat al-Qaida and its allies in Afghanistan and Pakistan.* [101]

In addition, we also found most of the alliterations that the initial consonant sounds in words were not next to each other. They could draw attention to the phrase and were often used for emphasis, as in:

(18) *Make no mistake: we do not want to keep our troops in Afghanistan.* [99]

It is concluded that alliteration is one of the important tools in producing a successful speech.

4.1.5. Rhetorical Questions in Political Speeches by the US Presidents

4.1.5.1 Yes- no question forms

(19) *Will we be one nation, one people, with one common destiny, or not? Will we all come together, or come apart?* [55]

Here, Clinton used the first plural personal pronoun “we” in these questions to link the listeners and him and share sense of the common purpose that is necessary to decide. Though the question was put in the form of an alternative one with two options, it is obvious that he wanted the listeners to agree with his ideas and his policies that he planned. The personal pronoun “we” suggested an idea of solidarity and somewhat reflected his positive strategy in interaction.

4.1.5.2 Wh- Question form

In Wh- question form, we also found that the rhetorical questions were often used to produce an effect on listener’s attitude, emotion and psychology with the aim to get the listeners’ approval and support, as in:

(20) *Why, then, should we think that collectively, as a nation, we are not bound by that same limitation?*

(21) *why shouldn't we believe that?* [107]

Besides, we found some rhetorical questions might be encouraging and motivating. They also had the effect of urging and

challenging the prospects to make decision or take part in the action, as in:

(22) *Who shall live up to the great trust? Who dares fail to try?* [128]

In addition, some rhetorical questions were found to be used to create attention by giving the compared images so that they might provoke the audience, as in:

(23) *How many white children have gone uneducated? How many white families have lived in stark poverty? How many white lives have been scarred by fear, because we've wasted our energy and our substance to maintain the barriers of hatred and terror?* [78]

Moreover, the speakers used rhetorical question in political speeches to give a persuasive way that can make the audience join them to act and find the solution for the policies or the problems as in:

(24) *What are we going to do now?* [60]

(25) *What will we do in 1970 when elementary school enrollment will be 5 million greater than 1960?* [79]

In conclusion, rhetorical question used in political speeches is the way of the effective persuasion and also creates attention as well as provide the important affairs of the nation in order to get the listeners' approval and support.

4.1.6. Repetition in Political Speeches by US Presidents

For example:

(26) *That is in Israel's interest, Palestine's interest, America's interest, and the world's interest.* [101]

Here, the words “interest” was intentionally repeated. In this speech, the president was discussing about the conflict between Israel and Palestine and he wanted them to live in peace and security and that was the hope of the people all over the world so the words “interest” was repeated four times to highlight its importance and to made a good effect on the hearers/ the readers.

4.1.6.1. Repetition of words

When the repeated word (or phrase) comes at the beginning of two or more consecutive sentences, clauses or phrases, we call **anaphora** as in the following examples:

(27) *We seek peace. We seek freedom. We seek to enrich the life of man.* [78]

In addition, some other kinds of repetition of words have also been found in this corpus, for example:

(28) *It does require, however, our best effort, and our willingness to **believe** in ourselves and to **believe** in our capacity to perform great deeds; to **believe** that together, with God's help, we can and will resolve the problems which now confront us.* [107]

4.1.6.2 Repetition of structures

S BEpassive Ved2 CONJ S BEpassive Ved2

(29) *The rights of every man are diminished when the rights of one man are threatened.* [85]

THE MORE S V THE MORE S V

(30) *The more the plans fail, the more the planners plan.* [85]

S V ADV+ER; S V ADV+ER

(31) *Each year the need grows greater; the program grows greater.* [108]

EVERY N S V, EVERY N S V, EVERY N S V

(32) *Every decision I have made, every executive action I have taken, every bill I have proposed and signed.* [53]

S WILL (NOT) V, WILL (NOT) V, WILL (NOT) V

(33) *They know this brutal dictator will do anything, will use any weapon, will commit any outrage.* [49]

S BE ADJ, S BE ADJ AND S BE ADJ

(34) *Our faith is sure, our resolve is firm, and our union is strong.* [49]

S SEE NO EVIL AND HEAR NO EVIL

(35) *Thy see no evil and hear no evil.* [116]

S WHO V, WHO V, AND WHO V

(36) *I promised you a President who is not isolated from the people, who feels your pain, and who shares your dreams, and who draws his strength and his wisdom from you.* [51]

NOT HOW W, BUT HOW X; NOT ONLY HOW Y BUT**HOW Z**

(37) *The Great Society asks not how much, but how good; not only how to create wealth but how to use it.* [81]

In brief, repetition is one of the stylistic devices employed most in political speeches in order to help the listeners or the readers to remember the idea easily. This is also the purpose of the speakers in creating distinctive features for his speeches. In addition, repetition is also a major rhetorical strategy for producing emphasis, amplification, or emotional effect so it is an effective way to attract readers.

4.2. THE DISTINCTIVE FEATURES OF STYLISTIC DEVICES IN POLITICAL SPEECHES IN VIEW OF APPRAISAL THEORIES**4.2.1 The Lexical Salient Features**

After analyzing the stylistic devices above, we found that metaphor was used most, and then repetition device was the second. Both stylistic devices are valuable in satisfying the discourse goals of political speeches and have their important contributions to the success of creating persuasive, inspirational and informative political speeches.

In the total corpus size is 428,465 words with 1993 metaphors, we found that Bill Clinton used approximately one metaphor every 160 words while the other presidents used about one metaphor every 200 words average so we found that Bill Clinton was the president who used the most metaphors in his speeches and this could make him become one of the most famous leaders with many great speeches which are highlighted forever in history in the world. Let take an example of excellent using metaphor in his speech:

(38) *My fellow citizens, today we celebrate the mystery of American **renewal**.* [54]

In addition, in this study we also found that George Bush was the president who used the most metaphor in his speeches next to Clinton, so this makes metaphor the most lexical salience device with a lot of distinctive features that have important contributions to creating many great speeches. Especially, Bush used a lot of metaphors in the speeches which had the contents about the attack on Iraq and called action against the terrorism and this provided an

illustration of the famous events of the day during the era of George Bush. Here are some instances:

(39) *We will defend ourselves and our future against terror and **lawless violence**.* [44]

(40) *...at President Shevardnadze's request, the United States is planning to send up to 150 military trainers to prepare Georgian soldiers to reestablish control in this **lawless region**.* [45]

(41) *This nation, in world war and in Cold war, has never permitted the **brutal and lawless** to set history's course.* [46]

Moreover, we also found the lexical distinctive features of metaphor, which were the metaphorical personification cases that created rhetorical strategies to convince the audience and help the listeners to visualize what is meant by a phrase or expression, as in:

(42) ***To those neighbours** who share our freedom, we will strengthen our historic ties and assure them of **our support and firm commitment**. We will **match loyalty with loyalty**. We will strive for **mutually beneficial relations**. We will not **use our friendship** to impose on their sovereignty, for our own sovereignty is not for sale.* [107]

In conclusion, the analysis has showed that some lexical salient features of stylistic devices, especially metaphors are powerful, valuable in satisfying the discourse goals, highlighting the current political issues. Moreover, political speeches are not primarily politics itself, but are a way to present current issues in a way so that the people realize the problems and the visions of the politicians.

4.2.2 The Effect in Signaling Affection

As we have discussed the Affect in Appraisal Theories in Chapter 2, the Affect is the evaluation by means of the writer/speaker indicating how they are emotionally disposed to the person, thing, happening or state of affairs. Under Affect, we are concerned with emotions, with positive and negative emotional responses and dispositions.

Let's take some instances with distinctive features of stylistic devices in political speeches in view of Appraisal Theories:

(43) *Let us put aside the personal advantage so that **we can feel the pain** and see the promise of America.* [54]

It is a negative case through the attributive relation of Affect "we feel the pain". Clinton might not be pleased with what was happening and is happening in the America. So he seemed to call for and encourage the people of the nation to make the USA better and better. He might aim for the people to first and foremost acknowledge the needs and prospects of America. He seemed to seek support and appeals to the people to look beyond their own needs and to see the bigger pictures. He might want to appeal to the emotions of responsibility and support of the listeners.

(44) *The leadership of America would be in **good hands**.* [97]

In (44) it is a kind of metonymy, "hands" stand for persons. It is evaluated positively as he uses "good" to describe the persons who are the leaders. He wants to inspire the listeners with the new hope, belief and confidence in the new leaders of America.

(45) *America, at its best, is compassionate. In the quiet of the America conscience, we know that deep persistent poverty is unworthy of our nation's promise.* [36]

It is a case of indetermination, we cannot decide it is positive or negative because Bush claims that America is a compassionate nation, however, he may suggest that America is not at its best and is therefore currently not compassionate. In times of need and desperation, the nation may not be at all compassionate and think of others. He implied that America is a humble nation that looks after others and that America is decent and respectable. That makes the effect of the emotional images in the listeners about a compassionate nation- America.

In conclusion, using the Affect is the evaluation by means of the US presidents as writer/speaker indicating how they are emotionally disposed to the person, thing, happening or state of affairs through the stylistic devices in order to highlight the emotion of the speakers and they help us or the American people as listeners/readers understand and share the ideas with the speakers more easily. And we can clearly identify that the US presidents invite their audience to share that emotional response, or at least to see that response as appropriate and well motivated, or at least as understandable. When that invitation is accepted, then, solidarity or sympathy between speaker and listener will be enhanced.

Chapter 5

CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

By the combination of qualitative and quantitative methods, we draw some conclusions as followed:

Metaphor, metonymy, personification, alliteration, rhetorical question, repetition are the most frequently used stylistic devices in

political speeches by US presidents. Among them, metaphor ranks first, which is used the most in 100 speeches. Generally speaking, metaphor carries with it various rhetorical effects and strategies needed by the presidents for the purpose of persuasive and interesting speeches.

Moreover we've found the distinctive features of metaphors in signaling affection and they help us identify the aesthetic in speeches and understand the speakers' emotion.

Each stylistic device has its own features and rhetorical effects so that it is the unique. Metaphor is preferred by the speakers thanks to its special effects on the audiences such as persuading emphasizing, appealing to our imagination and creating a vivid picture in the listeners/ readers' mind. On the other hand, metonymy is actually able to create visual effects striking the eyes of readers. Personification and repetition are regarded the best way to express emotional attitude of the speakers or to emphasize his main messages. Rhetorical question is employed in speeches for the purpose of imposing a sense of support and approval on the audience while alliteration is aimed to produce sound and music effects.

Another important in the research is the stylistic devices mentioned in the thesis closely linked with the view of Appraisal Theories to get the effects in signaling affection. They help us to identify the speakers' emotion and his rhetorical strategies about attracting attention, arousing interest, stimulating desire, creating conviction and getting action in the audience.

5.2. IMPLICATIONS

5.2.1. For Learning of English

Generally speaking, stylistic devices are one of the most difficult aspects of any languages. Therefore, for students of English, how to master the knowledge about stylistic devices and then to apply them in speaking or writing is indeed a big question. From the findings of this paper, it is hoped that students would grasp some necessary information helping them with the study of stylistic devices. Moreover, thanks to the rhetorical effects of stylistic devices identified in this study, students of English would find it more interesting to learn about stylistic devices. Besides, the findings of the study will help them appreciate the beauty of political language in famous speeches. It will not only help them get better understanding language in political speeches but also provide them with some necessary strategies and techniques in writing speeches. I also hope that this study will provide learners with precious experience of how to write and translate a political speech.

5.2.2. For Teaching of English

How to find out the most effective method for teachers of English to help their students master stylistic devices is still a big concern at the moment. This study would give a suggestion on teaching stylistic devices through sentences in political speeches containing those stylistic devices. By doing in that way, teachers not only inspire their students with the help of interesting ideas in English political speeches but also bring the students clear examples of how good to use stylistic devices.

5.3. LIMITATIONS

Due to the lack of time, space as well as relevant materials, the topic under study may not have been thoroughly discussed as it should be.

Stylistic devices are complicated and abstract problems of stylistics. There are a lot of stylistic devices used in political speeches. However, this thesis only investigates some commonly used ones in political speeches.

With those difficulties and limitation of personal ability, sources of materials relating to the problem under investigation and outside factors, some weaknesses are inevitable.

5.4. RECOMMENDATIONS

Firstly, as we found out in the graduation paper, metaphor is the most frequently used stylistic device in English newspaper headlines. Therefore, it is really useful to carry out a research with the topic “An investigation into the use metaphor in political speeches by the US presidents” in which metaphor will be more thoroughly analyzed and categorized.

Secondly, a comparison between stylistic devices in English political speeches and those in Vietnamese political speeches is also suggested as a topic for a graduation paper.