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**A STUDY OF SOME LINGUISTIC
FEATURES OF BARACK OBAMA'S
ENGLISH SPEECHES**

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CHAPTER 1 INTRODUCTION

1.1. RATIONALE

With the tendency of globalization, foreign organizations often hold meetings, conferences or workshops and so on. Thus, speeches in the English Language are frequently made, and orators use different tools to persuade the audience in order to attain their goals. High-level foreign languages learners have always paid much attention to English public speeches, especially presidential speeches in the United States. Barack Obama, the current US president who can make Martin Luther King's dream come true, is undoubtedly a speaking phenomenon, and arguably the most effective orator of his generation. During the election, he would regularly draw crowds of tens of thousands to listen to him speaking, with people queuing for hours to get to see him. So what are the secrets of his success? There are several, but in this thesis I want to concentrate on some stylistic devices used in his speeches. They are present in every political speech and make these speeches more interesting, lively and help the politicians to get and keep their reader's or listener's attention.

In the realm of discourse analysis, the typical linguistic features of political speeches have so far been the focus of many linguists and researchers. However, there are still few studies of the language used in political speeches, especially stylistic devices used in political speeches of Barack Obama. In order to create favorable conditions for those who want to understand more about language in political speeches and to identify some of the common linguistic features of political speeches to improve their use of language in public speaking, so I decide to conduct the thesis entitled: "*A Study*

of Some Linguistic Features of Barack Obama's English Speeches".

1.2. AIMS AND OBJECTIVES

1.2.1. Aims

This study aims at analyzing the stylistic features of Barack Obama's English speeches (ESs) in order to help Vietnamese learners of English understand and grasp the distinctive characteristics of this kind of language.

1.2.2. Objectives

The objectives of the study are to:

- Investigate and find out some stylistic features of Barack's Obama speeches in terms of repetition, metaphor and euphemism.
- Suggest some implications for teachers and learners of English, especially for who wishes to write speeches effectively.

1.3. SCOPE OF THE STUDY

This thesis focuses on some commonly used stylistic devices namely *repetition, metaphor and euphemism* through 50 speeches of Obama which were randomly chosen on the internet.

1.4. RESEARCH QUESTIONS

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

- What are the stylistic features of Barack Obama's English speeches?
- What are some suggestions for teaching and learning English as well as writing speeches, especially political speeches?

1.5. SIGNIFICANCE OF THE STUDY

One of the most important roles of public speaking is to communicate with people, influence them and persuade them to accept the speaker's way of thinking. Also public speaking is one of

the most efficient ways to show one's personality, charm, knowledge, wisdom. It can reconstruct, define and change the society.

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. I also hope that this research will provide the learner with precious experience of how to write and understand a speech. Therefore, my thesis "*A Study of some linguistic features of Barack Obama's English Speeches*" is very important to be investigated.

1.6. ORGANIZATION OF THE STUDY

Chapter 1, INTRODUCTION

Chapter 2, LITERATURE REVIEW and THEORETICAL
BACKGROUND

Chapter 3, RESEARCH DESIGN and METHODOLOGY

Chapter 4, FINDINGS AND DISCUSSION

Chapter 5, CONCLUSIONS AND IMPLICATIONS

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. REVIEW OF THE PREVIOUS STUDIES

So far, there have been a lot of studies on the stylistic devices in political speeches. Lecocq [1985] made an investigation of several speeches by Roosevelt, Nixon and Reagan with regard to the function of metaphor in political discourse. Darmon [1990] did a research into thematic and stylistic analysis of some inaugural addresses of presidents of the United States. Browning, Marina [1988] carried out

an analysis of Reagan's political epideictic rhetoric as a form of propaganda for the conservative ideology, Wenzlawski [2005] had a research on using words at war and pragmatic rhetoric of war speeches.

However, in Viet Nam, there are not many studies on Stylistic Devices, and it has been dealt with by Vietnamese linguists such as Do Huu Chau [23], Dinh Trong Lac [24], Cu Dinh Tu [20]

However, to the best of my knowledge, up to know, there has never been a study focusing on the linguistic features of Barack Obama's speeches. Hence, this is the land for the thesis "*A Study of Some Linguistic Features of Barack Obama's English Speeches*" to be conducted.

2.2. THEORETICAL BACKGROUNDS

2.2.1. Metaphor

2.2.2. Repetition

2.2.3. Euphemism

2.2.3.1. Definition of Euphemisms

2.2.3.2. Political Euphemism

a1. Definition of Political Euphemism

a2. The Range of Use of Political Euphemisms

a.2.1. Political Euphemisms Used in Domestic Relations

a.2.2. Political Euphemisms Used in International Relations

2.2.4. Rhetorical Questions

2.3. PUBLIC SPEECHES AND POLITICAL SPEECHES

2.3.1. Public Speeches

2.3.2. Political Speeches

2.4. AN BRIEF INTRODUCTION TO BARACK OBAMA

CHAPTER 3

RESEARCH DESIGN AND METHODOLOGY

3.1. RESEARCH DESIGN

In this study, the qualitative and quantitative methods will be used to classify and analyze data to find out the distinctive stylistic features of Barack Obama's speeches.

In addition, descriptive method is used to give a detailed description of some stylistic features of Obama's speeches

3.2. DESCRIPTION OF SAMPLES

All sources of data I used in this study were downloaded from websites on the Internet. Actually, Obama's speeches were downloaded without any fee. I decided to select 50 speeches in recent years from the following websites:

<http://www.presidentialrhetoric.com/speeches/03.24.09.html>.

<http://forum.prisonplanet.com/index.php?topic=85143;wap2>

<http://www.presidentialrhetoric.com/speeches/04.14.09.html>

http://chicago.about.com/od/chicagopeople/a/ObamaSpeech209_2.htm

<http://www.nytimes.com/2009/04/14/us/politics/14obama-text.html?pagewanted=all>

<http://www.sweetsspeeches.com/s/225-barack-obama-the-president-explains-his-larger-vision-on-the-economy#ixzz1mlpZwau>

<http://www.breitbart.com/article.php?id=D96DS6VG0&showarticle=1>

<http://www.whitehouse.gov/blog/inaugural-address>

http://chicago.about.com/od/chicagopeople/a/ObamaSpeech209_3.htm

http://www.huffingtonpost.com/2009/04/14/obama-economy-speech-majo_n_186559.html

<http://www.npr.org/2011/01/26/133224933/transcript-obamas-state-of-union-address>

<http://refrigeratedtrans.com/news/graves-letter-to-obama-03/>

3.3. INSTRUMENTATION

The instruments for the study were the Internet tools such as google search, yahoo search with techniques of searching coping, downloading... as well as the computer tools for storing, accessing and backing up Microsoft words...

3.4. DATA COLLECTION

This research is restricted to most common-used stylistic devices in Obama's speeches. Data for this research are collected from different types of speeches of Obama downloaded on the Internet. The data is likely to provide a detailed description of how metaphor, repetition and euphemism are used in different contexts.

3.5. DATA ANALYSIS

For the purpose of collecting sufficient data for the study, we use samples taken from various sources from the internet in English. The means for collecting data here is survey and observation.

The data will firstly be investigated and done with selecting and collecting sentences or phrases containing stylistic features. And the method which was used in this thesis was mainly the qualitative approach.

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 I:

- The linguistic features of the stylistic devices in political speeches by Obama.
- The stylistic devices most frequently and distinctively used in political speeches by Obama.

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

3.6. RESEARCH PROCEDURES

The procedure for the study will be as follows:

(1) Collecting and classifying data: read and collect speeches by Obama as many as possible from sources that have been mentioned

(2) Sorting out the data: take notes and classify the data by stylistic functions (Metaphor, Repetition, Euphemism and Rhetorical Questions)

(3) Analyzing data: point out the artistic, aesthetic and persuasive value of each stylistic device and their contributions to the success of political speeches and suggest some implications for the teaching and learning of English stylistics in general and stylistic devices in particular as well as writing political speeches

3.7. RELIABILITY AND VALIDITY

Since the speeches collected from active websites for this study are a totally authentic source of data, not invented examples, the quality of the data is quite reliable. These data are not out-of-date. Additionally, in this study, the researcher sets out her work from the analysis of evidence, statistics, frequencies, then comes to conclusions, so she is not driven by the set results. In other words, the objectivity of study is assured.

CHAPTER 4

FINDINGS AND DISCUSSION

4.1. METAPHOR USED IN OBAMA'S SPEECHES

4.1.1. The Economy is a Person

During a speech on the economy at Georgetown University, Obama said:

(4.2) “Governments should practice the same *principle as doctors: first do no harm*” [2]

A pervasive metaphor in Obama's economic language was to characterize the economy as sick, weakened, and hobbled by recession. While citizens can gauge the general health of the economy, Obama used embodiment and health metaphors to explain complex economic issues in the recession and describe the nature of the crisis.

Obama portrays the cause of the economic crisis as a disease that spread to the rest of the economic body. Credit became diseased, spreading to other financial institutions and “Main Street,” which created a self-perpetuating spiral.

4.1.2. The Economy is a House

(4.13) “*We cannot rebuild this economy on the pile of sand. We must build our house upon a rock. We must lay a new foundation for growth and prosperity – a foundation that will move us from an era of borrow and spend to one where we save and invest; where we consume less at home and send more exports abroad. It's a foundation built upon five pillars that will grow our economy and make this new century another American century*” [11]

This passage has important implications for how Obama frames his economic policies: strong v. weak, sturdy v. flimsy, long-term v. short-sighted. Structurally, he uses a foundation with five pillars to speak about the five parts of his agenda, which allows the audience to easily follow his speech and ascertain his “New Foundation” agenda. Once again, he accompanies the foundation metaphor with “building” metaphors to support his overarching metaphorical message. He can therefore connect his economic

policies (target) with several main concepts in the source domain: rock, new foundation, and firmer/stronger house.

4.1.3. The Economy is a Journey

(4.13) “*We cannot rebuild this economy on the pile of sand. We must build our house upon a rock. We must **lay a new foundation** for growth and prosperity – a foundation that will move us from an era of borrow and spend to one where we save and invest; where we consume less at home and send more exports abroad. It’s a foundation built upon five pillars that will grow our economy and make this new century another American century*” [11]

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4.1.4. Politics is fight/war

It can be clearly seen that in the POLITICS IS FIGHT/WAR metaphor that expressions from the vocabulary of war or fight, e.g., attack a position, indefensible, strategy, new line of attack, win, gain ground, etc., form a systematic way of talking about the battling aspects of the world of politics. It is no accident that these expressions mean what they mean when we use them to talk about politics. A portion of the conceptual network of battle partially characterizes the concept of politics, and the language follows suit. In

the above quotation we can set out that Barack Obama is used the concept of FIGHT or WAR to conceptualize politics in terms of POLITICS IS A FIGHT/WAR metaphor. American people are at war against the dangerous group which Obama called as the global terrorism networking.

(4.24) “***Iraq was a war of choice** that provoked strong differences in my country and around the world*” [17]

In this sentence, Iraq is compared with a war basing on what was happening in Iraq where the people were dominated under the tyranny of Saddam Hussein and he often made war against the world. Here, the implication is that Iraq is a place where has many aggressive violence and threatening struggles and it also creates negative impacts on many places in the world. However, at a higher level of association, *a war of choice* here can also be interpreted as a debate with many contrasting ideas about the conducting of war in Iraq which seems never ends at the conference table. Therefore, listeners will be really caught by such an imaginative image.

4.1.5. Politics is a Journey

(4.26) “*This is the journey we continue today. We remain the most prosperous, powerful nation on Earth.*” [8]

In the metaphorical expression above, the part which acts as source domain is the phrase “*This is the journey we continue today*” whereas the target domain is American Political life. The sentence of “*This is the journey we continue today*” gave an impression that the American people are the traveler having a journey to certain destination.

4.1.6. The State as a Person

(4.28) “***America will be there for you just as you have been there for America***”. [19]

Here, America is pictured as a person who has a morality which is based on ideas of *fairness*, an equitable person.

4.1.7. The State as a Family

In the following example, THE STATE AS A PERSON metaphor is extended to THE STATE AS A FAMILY metaphor.

(4.29) “Because America’s commitment to its servicemen and women...” [19]

According to this metaphor, America can *make commitments* in the same way as a family member can make commitments to other members of the family. The next quote uses THE STATE AS A FAMILY metaphor, with the implication that there is a tie that links the country with the military veterans together, in a way similar to how the members of a family are linked together.

4.1.8. State is a Location

(4.35) “*Yet, every so often the oath is taken amidst gathering clouds and raging storms*”.

In the metaphorical expression above, the part which conducts as source domain is the phrase “*Amidst gathering clouds*” and “*Raging storm*” whereas the target domain is “*The oaths*” or “*The presidential oath of American president*”. The metaphorical expression in the phrase of “*Oath is taken amidst gathering clouds and raging storms*” can be elaborated as “*Amidst*” itself means: In the middle of something, especially something causing excitement or fear. So, the ‘*gathering clouds and the raging storms*’ metaphorically refer to the state of strong feeling of sadness, anxiety by American people about the bad socio- economic of recent time.

4.1.9. State is a Motion Over a Landscape

(4.36) “*These are the indicators of crisis, subject to data and statistics. Less measurable but no less profound is a sapping of*

confidence across our land – a nagging fear that America’s decline is inevitable, that the next generation must lower its sights”.

In the metaphorical expression, the part which plays role as source domain is the phrase “*Across our land*” whereas the target domain is “*A sapping confidence*”. According to Lakoff’s conceptual metaphor the manner of action is manner of motion towards a landscape. Forces which affecting action are forces affecting motion. Progress made is distance traveled or distance from goal.

4.2. REPETITION IN OBAMA’S SPEECHES

4.2.1. Repetition of Words

4.2.1.1. Anaphora

(4.47) “*I believe that we can give our middle class relief ... I believe we can provide jobs for the jobless ... I believe that we have a righteous wind at our backs.*” [27]

In example (4.47), the words “*believe*” was repeated to make the hearers/ readers get the belief of themselves to overcome all their difficulties which now confront them.

4.2.1.2. Epiphora

Another device Obama often used is Epiphora (also known as **Antistrophe**) – the ending of successive clauses and sentences with the same words.

(4.50) “That is in Israel’s *interest*, Palestine’s *interest*, America’s *interest*, and the world’s *interest*.” [56]

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 make a good effect on the hearers/ the readers.

4.2.1.3. Tricolon

A **TRICOLON** (sometimes called the 'Rule of Threes') is really more of a general principle than a stylistic technique, but it is very effective. Let us see some examples as indicated in these excerpts:

(4.57) “*The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift*” [40]

(4.58) “*They understood that our power alone cannot protect us, nor does it entitle us to do as we please. Instead, they knew that our power grows through its prudent use; our security emanates from the justness of our cause, the force of our example, the tempering qualities of humility and restraint*”

4.3. REPETITION OF OBAMA’S SPEECHES IN TERMS OF COMMUNICATIVE CONTEXT

4.3.1. Repetition expressing Physical World

Physical world is concerned with temporal and spatial backgrounds. In addition, communicators’ body postures, gestures, appearance and physical features also belong to this type.

4.3.1.1. Repetition of Time

(4.63) **On this day**, we gather because we have chosen hope over fear, unity of purpose over conflict and discord.

On this day, we come to proclaim an end to the petty grievances and false promise, the recriminations and worn-out dogmas, that for far too long have strangled our politics.

4.3.1.2. Repetition of Space

(4.65) “*But we also believe that we have a larger responsibility to one another as Americans, that America is a **place**,*

*that America is the **place** where you can make it if you try, that no matter how much money you start with or where you come from or who your parents are, opportunity is yours if you’re willing to reach for it and work for it*”. [41]

The example (4.65) comes from Obama’s speech in North Carolina. The word “**place**” was repeated to indicate that America was a place full of opportunities. If you have a dream, you should strive for it and never give up. Obama has been striving to realize his dream step by step. He has set such an example for ordinary people. It is in America that people can make their own story. Obama chose repetition to make America an attractive place.

4.3.1.3. Repetition of Social World

a. Repetition of Utterer’s Social Position

Obama, as a senior official, cared much about his high position, and he would try his best to make his utterances suitable to his own position. Let us see the following example:

(4.67) “*I trust American people to understand that it is not weakness, but wisdom to talk not just to our friend, but to our enemies, like Roosevelt **did**, and Kennedy **did**, and Truman **did**.*” [58]

Here “**did**” refers to “*talk not just to our friend, but to our enemies*”. Obama enumerated three great presidents of American history and praised them for their wisdom and great deeds. At that time he was engaged in competing for inner-party nomination and had won support in some states. As a promising candidate, he wanted to learn from those excellent leaders and make wise decisions on political issues. The usage of repetition is suitable to his social position.

b. Repetition of Social Conventions

(4.68) “*To the Muslim world, we seek a new way forward, based on **mutual** interest and **mutual** respect*”. [8]

A democratic and harmonious society is one that has no prejudice on people pursuing their own religious beliefs. Whether you are a white person believing in Christianity or you belong to other races, people should respect each other to maintain a peaceful world. Obama made adaptation to the social convention against racial discrimination and contributed to human beings' survival in the long term with the word "mutual" repeated.

c. Repetition of Mental World

c1. Repetition of Utterer's Intention

(4.68) *"I love this country, **and** so do you, **and** so does John McCain. The men **and** women who serve in our battlefields may be Democrats and Republicans and Independents, but they have fought together and bled together and some died together under the same proud flag."* [24]

In example above, the conjunctive "**and**" not only strengthens the rhythms of speech, but more importantly Obama used it so many times to emphasize his main idea that the American people is a united family in spite of different partisans because they all make contributions to their be loved country. Here "**and**" is just like a thread holding people together.

c2. Repetition of Utterer's Motivation

(4.70) *"So on this day-of all days - **let's** each do our part to **bend that are***

*Let's **bend that are** toward justice.*

*Let's **bend that are** toward opportunity.*

*Let's **bend that are** toward prosperity for all."* [36]

Obama only added new information at the end of each sentence with the established sentence pattern. He wanted to facilitate interpreters' understanding. This kind of appropriate redundancy

makes it possible for interpreters to receive and take in more information while Obama was organizing utterances. That is, this spares more time for Obama to think about what to say next, and he has enough time to arrange his thought and prepare for his speech. Not only Obama but also the audience benefit from this redundancy. If the audience have to concentrate on every word and sentence which contain a lot of new information, they can hardly manage to follow his pace.

c3. Repetition of Utterer's Emotion

(4.71) *"To many campaign manager David Plouffe, the unsung hero of this campaign, who built **the best-the best** political campaign, I think, in the history of the United States of America."*

[37]

Obama became the winner in presidential election because of his team's and his own excellent performance. On that day, he gave a victory speech to the whole world. "**The best**" was uttered twice and this showed his excitement and pride. In his mind, he was so proud of his team, especially his campaign manager David Plouffe. "**The best**" exactly conveys great joy and his deep gratitude to his cooperators.

c4. Repetition of Interpreter's Emotion

Look at this example:

(4.72) *"**I believe** we can give our middle class relief and provoke working families with a road to opportunity. **I believe** we can provide jobs to the jobless, homes to the homeless, and reclaim young people in cities across America from violence and despair. **I believe** that as we stand on the crossroads of history, we can make the right choices, and meet the challenges that face us."* [27]

From these statements we know that many ordinary Americans become jobless and homeless bearing great burden and

pressure. A series of social problems leads to violence and despair, which is a threat to social stability. In such a kind of situation, people are in a state of panic and hopelessness. Obama has realized that Americans remain depressed during this period of time. He tried his best to cheer them up and to encourage them to build up confidence in making changes. As a promising leader of America, he showed his firm confidence and impresses ordinary people by repeating “*I believe*” several times.

4.3.2. Repetition of Interpreter’s Wish

(4.75) “This alone is not the **change** we seek – it is only the chance for us to make that **change.**” [30]

During the administration of George Bush, a large number of Americans were disappointed at Iraqi War and recessionary economy in America. They badly need changes for the country and for themselves. They pursue peace, prosperity and happy life. “*Change*” was repeated, and that just American’s inner thought. Obama knew to people’s wish and appealed that was everybody was supposed to make joint effort to make changes for both America and themselves.

4.4. EUPHEMISM

4.4.1. Political Euphemism expressing Politeness

(4.76) “*Those who, though no fault of their own must depend on the rest of us – the poverty stricken, the disabled, the elderly, all those with true need-can rest assured that the social safety net of programs they depend on are exempt from any cut...*

School breakfasts and lunches for the children of low-income families will continue...

I hope I’ve made it plain that occur approach has been evenhanded, that only programs for the truly deserving needy remain untouched.” [27]

“*Poor*” is a dreadful word in English which means one’s life is in a difficult situation. This indicates a low social position. It also implies the governmental incapability to solve social and economic problems.

4.4.2. Euphemisms Used in Military and War

(4.77) “*My fellow citizens, at this hour American and coalition forces are in the early stages of military operation to disarm Iraq, to free its people and to defend the world from grave danger... We have no ambition in Iraq, except to remove a threat and restore control of that country to its own people*” [40]

In his speech, Obama is trying to employ expressions to prove his Iraq war and his policies are righteous and helpful to all Iraq people. This war is stated as to free its people and to defend the world from grave danger.... In fact, Obama and his government just cheated themselves and attempt to give the audience an expression that American government was an advocate of freedom and peace. He tried to persuade the Americans and the world to accept his opinion and support his decision.

4.4.3. Euphemisms in Economy and Social Life

(4.79) “*We mourn promising life cut short.... We can never fully understand what would cause a student to take the lives of 32 innocent people....*

We reflect on what as been lost and comfort those enduring a profound grief.” [42]

The disaster is so horrible that he is afraid that people may lost trust in the government and do not regard America as a safe country to live in. Euphemism is used as a political strategy to cover up this blood accident.

4.5. RHETORICAL QUESTIONS IN OBAMA’S SPEECHES

4.5.1. Yes-no question forms

(4.83) “*Are there further cuts that we need to make?*” [16]

(4.84) “*Is that how we define hope?*” [30]

In the examples (4.83), (4.84), rhetorical questions were used to attract the listeners’ attention by emphasizing the necessary matter at the present time.

4.5.2. Yes – No Questions with Modal Verbs

(4.88) “*Will she see a country that is freer and kinder, more tolerant and more just than the one she grew up in? Will she see greater opportunities for every citizen of this country? Will all her childhood hopes be fulfilled?*”

4.5.3. Yes – No Questions without Verbs

(4.89) “*Fired up?*”

4.5.4. Wh-Question form

(4.97) “*What other adjustments is it going to take for us to have a sustainable budget level?*” [16]

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

A linguistic analysis of political discourse in general and of political speeches in particular, can be most successful when it relates the details of linguistic behavior to political behavior. This can be achieved from two perspectives. We can start from the linguistic micro-level and ask which strategic functions specific structures (e.g. word choice, a specific syntactic structure) serve to fulfill. Or we can start from the macro-level, i.e. the communicative situation and the function of a text and ask which linguistic structures have been chosen to fulfill this function. Therefore, for both perspectives, the speakers – the presidents always use stylistic devices in their

speeches in order to make them more interesting, effective and persuasive.

Stylistic devices are variations of literal or ordinary form of expressions. Their use is to make the thought more striking and effective, for they have the power to vivify and illustrate. A fresh, apt stylistic device appeals to the imagination, creates mental images and makes the speeches vivid, impressive and appealing. For this reason, the presidents were found to often use stylistic devices such as metaphor, repetition, rhetorical questions, etc to increase the listener’s attention and attraction of a speech and to arouse listeners’ interest of their ideas or policies. Moreover, the presidents often used stylistic devices because they wished to impart news and information to the listeners vividly and persuasively. As a result, a study on stylistic devices plays an important role.

5.1. CONCLUSIONS

By the use of qualitative method, we draw some conclusions as follow:

Metaphor, repetition, euphemism are the most frequently used stylistic devices in political speeches by Obama. Among them, metaphor ranked first, which was used the most in 50 speeches. Generally speaking, metaphor carried with it various rhetorical effects and strategies needed by the presidents for the purpose of persuasive and interesting speeches. Moreover we have 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 image in the listeners/ readers' mind. On the other hand, euphemism is actually able to create visual effects. Repetition is 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

5.2. IMPLICATIONS

The present study provides a new angle to the study of English public speeches. The study surely provides a clear picture of the characteristics of Obama's language features and it will also be of some benefit to comprehend the international situations and American politics.

It can also help the readers to appreciate the English public speech better. This study will certainly provide a meaningful aid to improving our communication in English. Just as one of the elderly educators once said, "the best way to learn the most concise, forceful and refined English is to study public speeches in English". Thus this study may be beneficial to the teaching of English reading.

In addition, this paper will serve as a reference for further studies and provide some instructional guidance for students. The readers will probably employ these same methods of persuasion and presentation, including body language as well as actual word choice to strengthen their own communicative power.

To some extent, this thesis is expected to be a valuable contribution to the teaching and learning of English stylistics in general and of stylistic devices in political language in particular. Furthermore, it also provides the learners with some useful techniques in writing speeches. Basing on the results of the study, we would like to put forward a number of implications.

5.2.1. For Learning of English

Generally speaking, stylistic devices are one of the most difficult aspects of any language. Therefore, for students of English, mastering the knowledge about stylistic devices and then to applying them to speaking or writing is indeed a challenge. From the findings of this paper, it is hoped that students would grasp some necessary information which helps them with the study of stylistic devices. Moreover, thanks to the rhetorical effects of stylistic devices identified and thoroughly discussed in this study, students of English would find it more interesting to master and make an effective of about stylistic devices. Besides, to enhance communication, the findings of the study will help them appreciate the beauty of political language in famous speeches. It will not only help them get a better understanding of the English language in political speeches but also provide them with some necessary strategies and techniques in making speeches for various real-life purposes.

Through political speeches containing stylistic devices teachers can improve students' speaking skill to a great extent. Students can learn how to use stylistic devices naturally and effectively in oral communication via their everyday conversations or their own presentations or speeches. Political speeches which are authentic materials can illustrate how stylistic devices can be used to maximize the politician's message with a view to appealing, persuading and calling to action

Moreover, knowledge of stylistic devices has been proven useful and important to students in developing reading skill especially reading comprehension because with their understanding of stylistic devices they can interpret what they are reading better and as a result they can have a thorough grasp of the reading materials.

A thorough understanding of stylistic devices also helps students produce the best possible translation versions because they have a grasp of the materials in the source language; therefore they can understand them in the target language communicatively.

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. 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. Also, the teacher should encourage his students to practice by using stylistic devices in writing their compositions or in translating a political speech, etc. As a teacher of English as a foreign language, I have noticed that teaching English stylistic through famous speeches is an interesting teaching style for the learners.

And teaching stylistic devices through political speeches is desirable because of the authenticity of the material. Stylistic devices become a useful means to enhance the message students want to convey. Teachers can encourage students to use stylistic devices in their creative writing to express their thoughts and ideas more clearly, concisely and convincingly.

5.3. LIMITATIONS

Stylistic devices are complicated and abstract problems of stylistics. There are a lot of stylistic devices used in political speeches. However, this thesis only investigated some commonly used ones in political speeches. With the limited data for the analysis, there are certainly many other stylistic devices used in political

speeches such as simile, antithesis, metonymy, exclamation and so on that the research has not covered.

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

Furthermore, the study lacks deep and profound insight and explorations due to the author's limited learning aptitude. We have only analyzed some distinctive features at each level. More materials would be used and deeper and wider comments and descriptions should be performed in future studies.

We hope that some further study on this field will be made to explore Obama's characteristics more comprehensively and profoundly and develop the study of public speech to a higher stage.

5.4. RECOMMENDATIONS

As concerning with the points of discussion that have not been touched in this thesis, we would like to give a number of suggestions on further investigations into following domains:

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.