



## **Bakalářská práce**

# **Rhetorical Techniques Employed by Contemporary US Women Speakers**

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## Zadání bakalářské práce

# Rhetorical Techniques Employed by Contemporary US Women Speakers

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## Zásady pro vypracování:

This work's aim is to analyze the rhetorical devices traditionally used in British and US public speaking and contrast them to the speeches made by contemporary female speakers in the US. The author will make a qualitative analysis of selected speeches made in the last 5-7 years and statistical analysis of the data received. The hypothesis of the research is that American women speakers today do not only use a different set of techniques from male speakers but there has also been an evolution of the traditional techniques with time. For the purposes of the experiment, twenty of the most prominent speeches made by female speakers from the USA between 2015 and 2022 will be analyzed and the rhetorical devices will be classified according to the criteria determined by the author in the theoretical part of the research.

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## Annotation

This work's aim was to analyse the rhetorical devices and speech delivery techniques traditionally used in US male political speaking and contrast them to the speeches made by contemporary female speakers in the US. The author made a quantitative analysis of selected speeches made in the last 9 years, followed by a statistical analysis of the data received. The hypothesis of the research was, that the ratio of particular rhetorical techniques used in contemporary US female politician's speeches would be different from the results found in the speeches presented by US male politicians, and also that an evolution of the employed techniques with time would be apparent. For the purposes of the experiment, five prominent speeches made by female political speakers from the USA between 2015 and 2022 and five speeches made by US male politicians between the years 1989 and 2017 were analysed and the rhetorical techniques were assessed according to the criteria determined by the author in the methodological part of the thesis.

### Key words:

rhetoric, public speaking, rhetorical techniques, rhetorical devices, speech delivery, gender differences, politics, USA politicians

Cílem této bakalářské práce bylo analyzovat jazykové prostředky a techniky přednesu proslovů tradičně používané v politických projevech mužských mluvčích z USA a porovnat je s proslovy přednesenými současnými političkami z USA. Autorka provedla kvantitativní analýzu vybraných proslovů přednesených v průběhu posledních 9 let, a následně statistickou analýzu získaných dat. Hypotézou výzkumu bylo, že poměr konkrétních jazykových prostředků používaných v proslovech současných političek z USA bude odlišný od výsledků zkoumání proslovů politiků z USA, a také že bude zjevný vývoj používaných řečnických technik v čase. Pro účely experimentu bylo analyzováno pět významných politických proslovů přednesených ženami z USA mezi roky 2015 a 2022 a pět proslovů mužských zástupců politické scény USA, které byly předneseny mezi roky 1989 a 2017. Dané jazykové prostředky a techniky přednesu proslovů byly zhodnoceny podle kritérií stanovených autorkou v metodologické části této bakalářské práce.

Klíčová slova:

rétorika, veřejné proslovy, jazykové prostředky, řečnické figury, přednes proslovu, genderové rozdíly, politika, politici z USA

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## Introduction

Rhetoric is the art of using language effectively. (Vickers 1989, 15) By means of rhetoric, people can aptly serve information, convey emotions, and spread opinions. It is frequently used by public figures and over centuries has formed an inseparable part of their speeches.

This bachelor's thesis introduces significant rhetorical techniques commonly forming part of speeches in history and the present and proposes evidence of the differences in their use in the speeches made by men and women, selected according to the criteria set by the author of the thesis. The thesis aims to prove whether there is any difference in which rhetorical techniques are more frequently used by men and women. The hypothesis of the author is, that the choice and frequency of use of the studied rhetorical techniques according to the gender of the speakers will differ, especially in the ways the speakers of each gender present their speeches.

The thesis is divided into three parts. The theoretical part is dedicated to the description of the field of rhetoric, its effects, and its use, and proposes a detailed description of the chosen rhetorical techniques. The Methodology part includes the criteria according to which the analysis has been realized and describes the steps taken to reach the designated objective. The practical part of this thesis provides answers to the following questions: How frequent is the occurrence of the selected rhetorical devices in the speeches made by contemporary US women speakers? How is the use of these rhetorical devices different from how the male speakers in earlier studies used them? And lastly, how commonly do contemporary US female politicians and US male politicians use the selected tools of speech delivery?

The author of this thesis studies rhetorical devices found in the speeches made by women, and she uses an earlier study of the topic focused on the speeches presented by male speakers to carry out the comparison between the speeches of the two genders. The earlier study determines the choice of the rhetorical devices analysed in this thesis, as the same rhetorical devices must be studied for the results to be relevant. The diversity shown by the results might differ if other rhetorical techniques had been studied. The second part of the research focuses on some of the phonological aspects of speech presentation. Since this analysis had not been done in the previous research mentioned before, the author improves this earlier study of men's speeches by analysing the particular speech delivery techniques found in them. The choice of the examined speech delivery aspects for this part of the study is determined by the technological conditions and possibilities that are at the author's disposal, so as to avoid studying such rhetorical techniques that would require different means of conducting the analysis in order to execute the research correctly.

The data gained in this research provide information about how different the public speaking of men and women is. It could be utilized for further comparison in the study of the topic (i.e. comparison of the selected delivery techniques between male and female speakers across history, comparison of the use of rhetorical techniques between contemporary speakers and historic speakers of the same gender). It can also help a potential public speaker learn which rhetorical techniques can be utilized to improve his/her public speaking abilities.



# 1 Rhetoric

To be able to fully understand the concept of rhetorical devices, foremost it is important to make an acquaintance of the field of rhetoric.

Rhetoric can be defined as an intentional use of language, either in speaking or in writing, in such a way that it has the power to influence the auditors. Vickers defines it in a wide sense as “the art of communicating effectively”. (1989, 15) It is an art which includes in its area of interest both the content and the presentation of a text or speech. These two aspects are interconnected and inseparable, as even the way in which an utterance is presented to its readers or listeners has an impact on its meaning. (Burton 2007)

## 2 Rhetoric in public speaking

A public speech is an orally transmitted utterance presented by one person to a group of individuals at a particular time and place. (Crick 2016, XIX) The objective of any public speech is to capture the hearers’ attention and unify them via the shared experience of listening to a particular speech. Through the speech, the speaker can convey emotions and ideas and his/her ultimate goal is to evoke a particular feeling or reaction in the audience. Nowadays, there are various options for how to experience a speech (television, internet), but none of them has such power as being physically present during the delivery of a speech and sharing the experience with the rest of the audience. The full experience of the speech simply cannot be transferred. (Crick 2016, XI-XV) One of the reasons for this is, that amongst the key aspects of a speech belongs encouraging participation of the audience while delivering the speech. That cannot be done without the audience being physically present. The speaker should

constantly adapt the speech while delivering it, based on the subtle feedback that he/she must deduce from how the audience reacts to the speech. (Crick 2016, XX)

There are several aspects the author of a speech should take into consideration if he/she wants his/her speech to be successful. A key criterion which the speaker must adjust the delivery of the speech to is the audience. The listeners should be able to easily apprehend the speaker's message and subconsciously adopt such attitude the speaker wants them to. The author of the speech should consider the characteristics of the audience and effectively adjust the speech to achieve his/her objective. (Misner & Carr 2023, 53)

### 3 Rhetorical techniques employed in public speaking

There are two parts each speech can be divided into: the content and delivery, with the latter carrying more importance. (Crick 2016, XXI) Various techniques that can be employed to improve both these parts of a speech exist, and the upcoming chapters of this thesis will focus on some of them.

#### 3.1 Content

Speeches can be divided into three types according to their purpose: informative, persuasive, and entertaining. The content of a speech must be adjusted to match its purpose. (Misner & Carr 2023, 98) Another important aspect of the content of a speech is the topic. That should be specific and clear to the audience. (Misner & Carr 2023, 102) The information included in the speech should be chosen carefully, because if it were too complex, the author might not achieve an understanding from the listeners, or they might feel overwhelmed by the amount of the presented information. (Misner & Carr 2023, 110-111) One of the methods that can be used to make sections of

a speech memorable, more interesting, and bring the audience's attention to them, is the incorporation of rhetorical devices into the speech. (Beebe & Beebe 2013, 244-247)

For the purposes of this thesis, the content of public speeches will be subjected to analysis only through rhetorical devices.

### 3.1.1 Rhetorical Devices

The term rhetorical device (or rhetorical figure) concerns a linguistic structure, which is used intentionally with the purpose of supporting argumentation, effectively conveying information, or appealing aesthetically to the audience. (Harris & Di Marco, 214) Rhetorical figures are therefore employed with the anticipation of provoking a particular reaction from the audience, as they directly target the listener's/reader's emotions. The occurrence of rhetorical devices has been noted in every language influenced by classical Greek and Roman culture, hence in English as well. (Zeynalova & Allahverdiyeva 2017, 139-140)

For the purposes of this thesis, 6 rhetorical devices have been chosen based on the analysis realized by Vili-Oskari Körkkö. He analysed the speeches of five US presidents and proposed a list of 16 rhetorical devices used in their speeches. The upcoming section of this thesis presents definitions of the 6 rhetorical devices which, according to Körkkö's analysis, were used the most by male public speakers. In the next chapter, the devices are listed from the most frequently used to less.

#### 3.1.1.1 Anaphora

Anaphora is a rhetorical technique created by repeating a particular word or group of words at the beginning of sentences or smaller syntactical units such as

clauses or phrases. (McGuigan, Moliken & Grudzina 2011, 185) The ideas following the repeating word or words are somewhat parallel to each other and this structure is applied to them to cause gradation. It can be used in all types of sentence structures, but one must be careful not to overuse anaphors because in that case, an utterance tends to sound as exaggerating. (Harris 2008, 17)

#### 3.1.1.2 Epithet

Epithet consists of adding an adjective to a noun in order to enable the audience to picture the described scene in their minds or to provoke certain emotional response in them. The combination of adjective and noun can be of an ordinary nature, or rather atypical. In the latter-mentioned case, more attention is brought to the epithet. For the epithet to have the desired effect the writer/speaker should be creative in forming it, otherwise the phrase will not stand out from the rest of the speech. They also must be logical and make sense. The author should be careful not to overuse epithets in his speech, as that would deprive the device of its effect. It needs to stand out in order to have an impact. Epithets are commonly combined with metaphors when the typical use of the adjective is substituted for a symbolic one. This variety of epithet is called transferred epithet. (McGuigan, Moliken & Grudzina 2011, 155-156)

#### 3.1.1.3 Alliteration

Alliteration belongs to the group of sound devices. It is realized by including several words beginning with a particular consonant in one sentence. These words can either follow one another immediately or be separated by another word but remain in close proximity. The effect of alliteration is to capture the audience's attention and make the given phrase memorable for them. (Harris 2008, 44) The authors of speeches

must be very careful not to use alliteration too much, as its effect is rather comical when it is applied to too many words in a sentence. (Misner & Carr 2023, 309)

#### 3.1.1.4 Antithesis

This rhetorical device is commonly used to help the audience categorize and make connections between the ideas presented by the writer/speaker. The correlation that the presented ideas have between them is clearly indicated by the author of the text/speech. This relationship is often contrasting. A common way of presenting antithesis is through juxtaposition, which consists of connecting two parts of a sentence without any conjunction. The impact of antithesis is that the audience's attention is brought to the differences between the ideas stated and, in this way, it can influence their perception of these ideas. (Harris 2008, 16) An example of antithesis is the saying "*Keep your friends close, keep your enemies closer.*"

#### 3.1.1.5 Polysyndeton

This rhetorical device is the perfect opposite of the one previously mentioned, as its essence lies in using conjunction between each item when listing. By the means of polysyndeton, the speaker/writer accomplishes gradation. The relationship that the conjunction establishes between two items is strongly emphasized by the use of polysyndeton. (Harris 2008, 7)

#### 3.1.1.6 Epistrophe

The rhetorical device concerned in this subchapter is very similar to anaphora. Much like the device mentioned previously, epistrophe is based on the repetition of a certain part of an utterance but, in contrast with anaphora, here the repetition comes at the end of a sentence, clause, or phrase. (McGuigan, Moliken & Grudzina 2011,

185) Because of this shift of repetition to the final position, epistrophe adds notable emphasis on what is being repeated. Therefore, writers/speakers frequently use it if they want to particularly stress some of their statements. (Harris 2008, 18)

## 3.2 Delivery of a speech

Speech delivery is an area that is largely focused on nonverbal communication. It is concerned with how the speaker mediates the speech to the listeners. The speech should be delivered in such a way that does not give the impression of being avid for attention, does not present information to the audience in an overly complicated manner, and manages to maintain attractiveness. Despite efforts to make the speech sound artistic, the main message must remain clear to the audience. The speaker should be careful that his/her delivery does not distract his/her listeners from understanding the presented ideas.

Four common methods of delivering a speech exist. In this division, speeches are sorted based on how the speaker has prepared a speech before delivering it and to what extent he/she follows this preparation. The four categories are reading a scripted speech, reciting a speech from memory, speaking with little or no previous preparation (speaking impromptu), and presenting a rehearsed speech while using only brief notes during the delivery (extemporaneous speaking). (Lucas 2009, 244-247)

Besides differences in the methods of speech delivery, there are also significant variables in the way the speaker uses his/her voice and body while presenting a speech.

### 3.2.1 Vocal delivery

The vocal techniques used by the speaker when delivering a speech are crucial because based on them, the members of the audience form their opinion about

the speaker and the speech itself. The key objectives of any speaker are to be understood and to speak with vocal variety, in order to maintain the interest of the audience. (Beebe & Beebe 2013, 268) The upcoming chapters present aspects that participate in forming the complete shape of the vocal delivery of a speech.

#### 3.2.1.1 Volume

The volume of the speaker's voice should be loud enough for every member of the audience to understand what is being said. The speaker should therefore adjust the loudness of his/her voice to the size of the room he/she is in, to the size of the audience, and take into consideration possible distractions caused by background noise. (Lucas 2009, 248) If a speaker wants to improve his/her ability to speak loudly, he/she can do so via breath exercises, as the breathing technique has the most prominent effect on the loudness of one's voice. (Beebe & Beebe 2013, 268)

#### 3.2.1.2 Pitch

Pitch is the highness the speaker assigns to a particular word or syllable when delivering a speech. It presents a very important means of communication, as one word can have different meanings when said with a different pitch. Based on the tone of the speaker's voice people can distinguish different types of sentences and convey a wide range of emotions. The variations of pitch are called inflections. (Lucas 2009, 249) The significance of inflections varies across the cultures of the world, but lack of pitch variation – monotony, is universally considered one of the greatest distractions and mistakes a speaker can make. (Beebe & Beebe 2013, 270-271)

### 3.2.1.3 Rate

The term rate stands for the speed at which the speech is presented. No optimal rate for speech delivery exists, but the common rate of US speakers is between 120 and 150 words per minute. The suitability of speech rate depends on the vocal abilities of each speaker, the atmosphere he/she strives to establish while delivering the speech, the emotion he/she is conveying, the audience, and the type of occasion the speech is being presented at. Generally, the speaker should choose such a rate, so that the members of the audience can understand the message and, at the same time, do not become bored and unable to stay attentive. (Lucas 2009, 249)

### 3.2.1.4 Pauses

Pauses can be used to very effectively emphasize the speaker's message. Especially powerful emphasis can be achieved when during a pause, the speaker maintains eye contact with the audience. A pause signalizes to the audience that the previously mentioned idea is important and should be thought through. However, a key characteristic that a pause must have to create the desired tension is absolute silence. The pause must not be vocalized, in other words, the speaker must not fill the potential silence with any indistinct vocal exhibits, such as "uh". Although these appear very frequently in speaking, they can reduce the effect that the presented words could otherwise have and therefore should be avoided in public speaking. (Beebe & Beebe 2013, 271-272)

### 3.2.1.5 Articulation

Articulation is the correct production of speech sounds, and it represents one of the key qualities for enabling the audience to understand the words of a speech. Mistakes in articulation often originate in laziness or the rate of speaking being too



high. (Beebe & Beebe 2013, 268) In the US, the most common articulation errors are shortening and mumbling words. (Lucas 2009, 253)

#### 3.2.1.6 Pronunciation

In contrast to articulation, the correct pronunciation is keeping the standardized spoken form of a word in its sound and rhythm. (Lucas 2009, 251-252) The speaker is often unaware of mispronouncing a word, but it is necessary that this mistake is identified and corrected. Otherwise, it lowers the quality of the speaker's competence in the eyes of the audience. (Beebe & Beebe 2013, 270)

#### 3.2.1.7 Dialect

Dialect is a regional or ethnic variation of a language, and it appears in most of the existing languages. The differences between the variables can be observed in grammar, vocabulary, and accent. In the US, four major regional dialects are distinguished: Eastern dialect, New England dialect, Southern dialect, and General American dialect which is widely used by American news broadcasters. It is convenient if the speaker uses this US dialect, as it prevents the audience from creating judgments based on the way the speaker uses the language. It is not considered wrong to use dialect in public speaking, but the audience might find the speaker's strong dialect difficult to listen to if they do not share that same language variation. (Lucas 2009, 253-254)

### 3.2.2 Nonverbal aspects of speech delivery

Nonverbal communication presents a crucial tool for conveying emotional states and approaches to a particular topic. For the human mind, information gained from observing nonverbal signals is more valuable than that obtained from verbal

communication exchange. (Lucas 2009, 254-255) The following chapters define the aspects of nonverbal communication, that have a profound effect on the perception of a presented speech.

### 3.2.2.1 Movement

Although it is common to move one's body in various ways when in stressful situations, it is undesirable during a speech presentation. The speaker should appear composed and confident during his/her speech. (Lucas 2009, 256) The movements should look natural so that they are not distracting, and they should match the purpose and content of the speech. (Beebe & Beebe 2013, 265)

### 3.2.2.2 Posture

Posture is an effective tool to convey the intensity of emotions reflected in facial expressions and voice. It should match the formality of the event, the content presented in the speech, and the attitude the speaker adopts towards the topic. Generally, the same rules as with movement apply to posture: it should appear natural and should not distract the audience from what is being said. (Beebe & Beebe 2013, 267)

### 3.2.2.3 Facial expression

The facial expression a speaker has during delivering a speech affects the emotional tone of the utterance and therefore, the emotional perception by the audience as well. The main objective of facial expressions is to remain natural and coincide with the particular words spoken at a given moment. (Beebe & Beebe 2013, 267-268)

#### 3.2.2.4 Eye contact

The direction of the gaze and the movement of eyelids and eyebrows constitute a very important communication tool. While the intensity of its use varies in different cultures, it is present in all of them. It is desirable for a speaker to look at the members of his/her audience. If he/she avoided this contact, it might come across as unwelcoming and insincere. (Lucas 2009, 257) The speaker should look at the listeners collectively and occasionally make eye contact with members of the audience individually. (Beebe & Beebe 2013, 262) Apart from the effect eye contact has on the audience's perception of the speaker, it can be a useful device for the speaker to monitor how his/her listeners react to what he/she is saying. Without maintaining eye contact, the speaker would not be able to bond with the audience and adjust the speech according to their response. (Lucas 2009, 258)

#### 3.2.2.5 Gestures

Gestures are the motions of hands and arms which can help the speaker reinforce the ideas that he/she mentions in his/her speech. (Beebe & Beebe 2013, 264) It can be a problematic area for many speakers, as nervousness manifests prominently in these parts of the body. Appropriate gestures can make the speech more impactful, but they should not divert the audience's attention from the speech itself. They should match the occasion where the speech is presented, and they should give an impression of spontaneity. (Lucas 2009, 257)

#### 3.2.2.6 Personal appearance

The author of a speech should be able to estimate, what the particular audience might expect him/her to look like. If he/she can do so correctly and fulfill the listeners' expectations, there is a higher chance of appealing to the audience and receiving

positive reactions. These expectations are influenced by the cultural background of the members of the audience, by the nature of the event the speech is presented at, and by personal preference as well. (Beebe & Beebe 2013, 274)

#### 4 The role of gender in public speaking

Men and women experience different approaches in their lives since they are young children. These differences manifest in their upbringing, behaviour expectations, cultural norms, and other aspects of life. (Hussey, Katz & Leith 2014, 418) All of these differences are inevitably reflected in the language used by the representatives of each of the genders, as language is a social phenomenon not separated from the approaches men and women have to their lives generally. (Newman, Groom, Handelman & Pennebaker 2008, 212)

As Lakoff states, many people suppose that women speak more politely than men and it is right that they do so because using more man-like language would cause them to appear too coarse-mannered. (2004, 77) The general assumption is that men are more likely to use language expressing dominance and also that they frequently use quantitative terms and negative adjectives. Women, on the other hand, tend to be less confrontational in their speeches and use more emotional references. Women are also more prone to use hedges in their discourse. (Hussey, Katz & Leith 2014, 418) Hedges are modifying linguistic tools that express indefinite quantity and subjective feelings concerning the utterance of the speaker. Frequently used examples of hedges are the words *very*, and *more or less*. (Shi, Ward & Kharma 2001, 2591-2592)

As far as the contents of speeches are concerned, men tend to speak about objects of possession and impersonal topics more often than women do, while women more

frequently choose topics related to psychology and social processes. (Newman, Groom, Handelman & Pennebaker 2008, 211)

Regarding delivery, in comparison to men, women commonly speak less loudly and less passionately, give a stronger impression of shyness, and employ a higher pitch of their voices, which stems from the biological qualities of their vocal apparatus. Despite being a natural effect, it might be perceived as a sign of weakness and lack of assertiveness. To avoid causing this impression, women sometimes intentionally adopt masculine characteristics of speaking. (Violanti & Pysner Jurczak 2011, 46)

## 5 Methodology

The practical part will be comprised of two stages. For each stage, different resources and procedures will be used.

In the first stage, five speeches presented by female US politicians between the years 2015 and 2022 will be introduced. All of the speeches will be retrieved from Iowa State University's Archives of Women's Political Communication and the particular websites containing the speeches will be stated in the bibliography section, under the title "Sources". For the study of rhetorical devices appearing in the speeches, a transcript will be used. A comparison regarding the use of rhetorical devices in the speeches will be made with the conclusions brought out by Vili-Oskari K rkk  from his analysis of male speakers, according to the assessment charts below. His thesis will be stated in the bibliography section.

*Table 1 - Occurrence of the given rhetorical devices in the speeches*

	Speaker 1	Speaker 2	Speaker 3	Speaker 4	Speaker 5
Anaphora					
Epithet					
Alliteration					
Antithesis					
Polysyndeton					

Epistrophe					
Total n. of rhet. dev.					
Word count					
Total n. of rhet. dev./word count					

Table 2 - Comparison of the average use of rhetorical devices between male and female speakers

	Male speakers	Female speakers
Anaphora		
Epithet		
Alliteration		
Antithesis		
Polysyndeton		
Epistrophe		
Total n. of rhet. dev.		
Word count		
Total n. of rhet. dev./word count		

The second stage will focus on the way male and female speakers deliver their speeches. The author will proceed to examine the occurrence of the speech delivery techniques employed in the delivery of the previously assessed speeches. The speeches previously examined by Vili-Oskari Kärkkö will also be subjected to this analysis, as in his thesis he focused solely on the occurrence of selected rhetorical devices. Adding this analysis of male speeches will enable further comparison of the differences in the use of particular delivery techniques between male and female speakers.

For the purposes of the speech delivery techniques analysis, the author will examine video recordings of the speeches. Recordings of female speakers' speeches will again be retrieved from the Archive of Women's Political Communication. Speeches delivered by male speakers will be found in the Media Archive of The American Presidency Project. The respective websites will be stated in the sources of this thesis. If the assessed video recording is longer than the speech itself, only the length of the actual speech will be counted into the analysis, beginning with the second the speaker says the first word of the speech and ending with the second he/she finishes the last.

If the video recording of a particular speech is not available on this website or is insufficient due to any reason, the author will find it elsewhere and the source will then be stated in the bibliography section as well. In case of not finding another video footage that could be used, the author will conduct the analysis based on the original recording, according to the rules stated later in this paragraph. Both of these rules apply to a situation in which the camera angle of the video recording changes, thus causing the author to not be able to see the speaker for a certain period of time. The rules are as follows: In case a speaker is employing a particular speech



delivery technique immediately before he/she disappears from the camera frame and continues using this technique when he/she is displayed again, such figures will be counted as if he/she was using the technique for the entirety of the time he was out of sight. As opposed to that, in case a speaker is using a particular speech delivery technique immediately before the change of the camera angle causes him/her to disappear off the screen and after reappearing he/she is not using this technique anymore, such numbers will be figured in as if he/she was using the technique for half of his/her time off camera. This will prevent incorrect increases or decreases in the resulting percentage.

Since this part of the research is realized via the visual and auditory perception of the author and not by using any program, a minimal length of the usage of the assessed speech delivery techniques will be set. This limit will amount to one second and any shorter occurrence of a speech delivery technique will not be counted into the final percentage.

The analysis will be focused solely on the characteristics that can be measured by quantitative analysis. The whole-body movement delivery technique will not be included, although possible to analyse through quantitative analysis, because the recordings that are available for the assessment of the speeches only seldom show the whole body, so the analysis could not be issued correctly. The delivery techniques which appear in the speeches but cannot be analysed via this method will be summarized but not further studied. Conclusions will be reached on the basis of the following charts. The percentage of each speech delivery technique will be stated separately. This is done so because the speaker can employ more speech delivery techniques at once. The results of this research will be recorded in the following tables.

Table 3 - Occurrence of the given speech delivery techniques in the speeches

	Speaker 1	Speaker 2	Speaker 3	Speaker 4	Speaker 5
Pauses					
Eye contact					
Gestures					
Length of speech (seconds)					

Table 4 - Comparison of the average use of the given speech delivery techniques between male and female speakers

	Male speakers	Female speakers
Pauses		
Eye contact		
Gestures		
Length of speech (seconds)		

## 6 Analysis of speeches

### 6.1 Hillary Clinton

Hillary Clinton's speech lasted 12 minutes and 27 seconds. During this time, she used 69 rhetorical devices, of which the most widely used were epithet and alliteration. These devices reached 55% and 28% of all the devices used in this speech. Taking into account the number of words this speech consists of, rhetorical figures form approximately 6% of Hillary Clinton's speech.

*Table 5 - Rhetorical devices in Hillary Clinton's speech*

Rhetorical device	Number	Percentage
Anaphora	5	7%
Epithet	38	55%
Alliteration	19	28%
Antithesis	5	7%
Polysyndeton	1	1%
Epistrophe	1	1%
Total number of rhetorical devices	69	100%
Word count	1101	
Total n. of rhet. dev./word count		6%

She delivered her speech in the same room where the audience was, which affected the delivery of the speech. She interacted with the listeners and made longer pauses when the audience applauded her. This manifested in the analysis, as pauses formed 36% of her speech which is the highest percentage of all of the 5 female speakers whose speeches were analysed in this thesis.

Regarding eye contact, Hillary Clinton managed to maintain it with the members of the audience for almost the whole length of the speech, precisely 97%. However, in the first minutes of the speech she looked at her notes several times, but it was always only a short glance. She tried to share eye contact with all the members of the audience and even looked at the balcony at her right-hand side for a short period of time. She remembered to look into the camera as well, so as not to leave out the members of the audience who were not physically present at the event.

The constant changes in the direction of her gaze affected her overall movements, as she needed to turn her head often. Besides that, she employed frequent headshakes to support the message of her words. At times she shifted weight from one leg to the other, but apart from that, no whole-body movements were noted. As regards gestures, she used them for a total of 98 seconds, which equals 13% of the speech. These gestures were quite prominent, especially when she signalled the audience to stop applauding her so that she could continue her speech.

*Table 6 - Speech delivery techniques in Hillary Clinton's speech*

Speech delivery technique	Length of use (seconds)	Percentage
Pauses	267	36%

Eye contact	727	97%
Gestures	98	13%
Length of speech	747	100%

## 6.2 Kamala Harris – International Women’s Day Remarks, 2021

Kamala Harris’ speech was the shortest, as regards duration, of the examined speeches. With a word count of 659, a total of 51 rhetorical devices were used. Of those, the most frequently used were epithet and, similarly as in the speech of Hillary Clinton, alliteration. If a comparison between all the analysed speeches is made, it is evident that, of the 5 speakers, Kamala Harris used the most rhetorical devices in proportion to the length of her speech - approximately 8%.

*Table 7 - Rhetorical devices in Kamala Harris' speech*

Rhetorical device	Number	Percentage
Anaphora	4	8%
Epithet	29	57%
Alliteration	15	29%
Antithesis	0	0%
Polysyndeton	0	0%

Epistrophe	3	6%
Total number of rhetorical devices	51	100%
Word count	659	
Total n. of rhet. dev./word count		8%

This speech was broadcasted and there was no audience present during the delivery. This fact affects the presence of pauses in the speech. In the previously assessed speech, longer pauses had to be made when the audience expressed their support to the speaker by applause. Here, the audience does not interfere in the delivery of the speech, and therefore only brief intentional pauses can be observed. Together, these pauses amount to 43 seconds or, in other words, 14% of the speech.

The fact that the speech was broadcasted, also could have allowed the speaker to read the speech without breaking eye contact with the camera, if there was, for example, some reading device at a convenient height. As a result, she keeps eye contact during 100% of the length of her speech.

Kamala Harris uses little movement in her non-verbal presentation of the speech. She delivers the speech sitting down, so whole-body movement is eliminated to headshakes and gestures. Those appear only occasionally (2% of the length of the speech delivery) and in most cases are very subtle and give the impression of being unintentional.

*Table 8 - Speech delivery techniques in Kamala Harris' speech*

Speech delivery technique	Length of use (seconds)	Percentage
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Pauses	43	14%
Eye contact	310	100%
Gestures	7	2%
Length of speech (seconds)	310	100%

### 6.3 Michelle Obama – Democratic National Convention Speech, 2020

The speech assessed in this chapter is the longest of the five speeches. Over the course of 2371 words, Michelle Obama used 171 rhetorical devices. There were three especially prominent: alliteration, epithet, and anaphora, forming 47%, 30%, and 16% of all the devices used in this speech. Besides that, she is the only one of the 5 speakers who, in her speech, employed all the types of rhetorical devices subjected to analysis.

*Table 9 - Rhetorical devices in Michelle Obama's speech*

Rhetorical device	Number	Percentage
Anaphora	28	16%
Epithet	52	30%
Alliteration	81	47%
Antithesis	1	0,6%

Polysyndeton	7	4%
Epistrophe	2	1%
Total number of rhetorical devices	171	100%
Word count	2371	
Total n. of rhet. dev./word count		7%

Similarly to Kamala Harris' speech, Michelle Obama's Democratic National Convention Speech was broadcasted. The speech delivery took place during the period of the COVID-19 pandemic and that could be one of the reasons why no audience were physically present during its presentation. Given this fact, there were no unforeseen external impulses she could have reacted to, resulting in the delivery and the speech itself being very intentional.

She made short, carefully distributed pauses which together formed 18% of the whole speech. Her speech gives the impression of being very dynamic because of variations in the speaker's intonation. At some points, she uses an insistent, high-pitched voice, and in others, her voice shifts to almost a whisper. She also aptly alters the rate of her speaking, which helps to prevent the monotonicity of her speech delivery.

As regards eye contact with the camera, she keeps it over the course of the whole speech. It is necessary to state, that the speech is recorded on two cameras, each providing a different angle, and when the point of view switches, it is evident, that the speaker keeps looking at the main camera still. Therefore, the eye contact does not break, only the point of view is changed by the director of the broadcast. The form



of a speech also allows Michelle Obama to read the speech from a device placed behind the camera and maintain eye contact at the same time. It cannot be told from the video if she utilized this option, but it is important to state that she might have done so.

As for the movement of the speaker, she is sat down and, therefore, does not perform any acts of whole-body movement. She is, however, expressive with headshakes and gestures. She gesticulated during the majority of her speech, 57% to be exact. Evidence of pointing, closed-hand gestures, and open-hand gestures has been noted in the speech. All these types of gestures were realized with one hand and both hands at times as well.

I would also like to make a note of her necklace, which has the letters V-O-T-E evenly placed along its length. It is a smart way of keeping the main message of the speech right in the sight of the audience during the whole time the speech is being delivered.

*Table 10 - Speech delivery techniques in Michelle Obama's speech*

Speech delivery technique	Length of use (seconds)	Percentage
Pauses	202	18%
Eye contact	1104	100%
Gestures	629	57%
Length of speech (seconds)	1104	100%

## 6.4 Kim Reynolds – Republican State of the Union Response, 2022

The governor of Iowa, Kim Reynolds is one of the two speakers who used the least rhetorical devices in their speeches – 4% only. Of the devices employed, the highest representation rate is assigned to epithet and alliteration with both of them reaching the equal percentage of 39%.

*Table 11 - Rhetorical devices in Kim Reynolds' speech*

Rhetorical device	Number	Percentage
Anaphora	7	10%
Epithet	28	39%
Alliteration	28	39%
Antithesis	5	7%
Polysyndeton	0	0%
Epistrophe	4	6%
Total number of rhetorical devices	72	100%
Word count	1917	
Total n. of rhet. dev./word count		4%

Although Kim Reynolds' speech was the second longest in both aspects, word count and number of seconds, she did not employ much of delivery techniques. Her speech was, the same as two of the speeches presented earlier in this thesis,

broadcasted. Therefore, there was no audience she could have interacted with, and that inevitably had an impact on her use of pauses during the presentation. This rhetorical technique forms only 9% of the length of Kim Reynolds' speech. This 9% represents 80 seconds of pauses, comprised of brief, in most cases barely one-second-long pauses.

Despite no possible direct interaction with a physically present audience, she managed to keep eye contact with her virtual audience through the camera during the whole length of her speech delivery, except for one second only. Once again, it is necessary to remind here, of the possibility that she could have read the speech from a reading device behind the camera, thus gaining an advantage of not needing to know the speech by heart and still performing it faultlessly. This option could be supported by examining her intonation, which appeared to be unnatural at times having a falling character at inappropriate placements in a sentence. Speaking of intonation, it generally is not very diverse, as it seems to stay in the central frequencies or fall, but never rise substantially. However, that was not the subject of this analysis.

As regards gestures, this speaker did not use any in her speech, thus becoming the only one of the 5 speakers who did so. Her other movements were not very prominent either, with only subtle headshakes or occasional shifting of weight from one leg to the other. This lack of gesture use, besides other factors, causes her speech to give the impression of being monotonous.

*Table 12 - Speech delivery techniques in Kim Reynolds' speech*

Speech delivery technique	Length of use (seconds)	Percentage
Pauses	80	9%

Eye contact	859	100%
Gestures	0	0%
Length of speech	860	100%

## 6.5 Kristi Noem – Gubernatorial Victory Speech, 2018

In this speech, along with the previously assessed one, the least rhetorical devices were used in relation to the word count: 4%. The most frequently employed rhetorical figure was epithet which forms 43% of all the assessed devices appearing in this speech. The second most occurring is alliteration (33%) and the third is anaphora (17%). The rest of the analysed devices occurred only sporadically, with polysyndeton appearing twice, epistrophe only once, and antithesis not being employed at all.

*Table 13 - Rhetorical devices in Kristi Noem's speech*

Rhetorical device	Number	Percentage
Anaphora	7	17%
Epithet	18	43%
Alliteration	14	33%
Antithesis	0	0%
Polysyndeton	2	5%

Epistrophe	1	2%
Total number of rhetorical devices	42	100%
Word count	1072	
Total n. of rhet. dev./word count		4%

This speech appeared to be the least formal of all the analysed speeches, given the nature of the event it was presented at. Being elected governor of South Dakota, Kristi Noem delivered this speech while being surrounded by her family, and she addressed an audience which, judging by their reactions to her words, was largely comprised of her admirers. On several occasions, she interacted with them directly and, for example, reacted to some of their remarks. She used less formal language than the other speakers whose speeches have been assessed in this thesis (e.g. “*kiddos*”). Even her intonation sounds less intentional and more natural.

She had notes to serve as the basis for delivering the speech, but she looked at them only scarcely. Apart from looking at her notes, she managed to keep eye contact for 98% of the length of her speech. On several occasions, she turned to some of the people standing behind her when she mentioned them in her speech. Considering these people are also part of the audience, such cases were not classified as breaking eye contact. However, it is important to mention because it is connected to another speech delivery technique: the whole-body movement. This is, however, the only form in which this speech delivery technique manifested.

As regards gestures, she did not use them with great frequency or prominence in the speech. Most of the time, her hands were folded on the table, and she only

gestured 10% of her time speaking. The pauses form 19% of Kristi Noem’s speech, which is the second-highest percentage of the speeches subjected to analysis. That could confirm the assumption, that if the audience is physically present during the delivery of the speech, the speaker makes more or longer pauses. In Kristi Noem’s speech, it is evident that she made pauses to let the audience react to what she was saying and applaud her.

*Table 14 - Speech delivery techniques in Kristi Noem's speech*

Speech delivery technique	Length of use (seconds)	Percentage
Pauses	69	19%
Eye contact	361	98%
Gestures	38	10%
Length of speech	367	100%

## 6.6 George H. W. Bush – Inaugural Address, 1989

George H. W. Bush delivered this speech in 1989, after being elected the 41<sup>st</sup> president of the United States of America. Following the US tradition, his inauguration was held at the Capitol Building in Washington D.C., with a large audience being present and, at the same time, it was broadcasted.

As regards the delivery of the speech, it gave off the impression of being carefully prepared and intentional. He had notes that he looked at while speaking and turned the pages over. The pauses appeared frequently but were of shorter character, with their length being usually around one second only. Longer pauses were

caused by people applauding the newly elected president mid-speech. Altogether, the pauses accounted for 36% of the speech which is the highest number recorded among the male speakers. He gave the impression of being very calm. At times his intonation was a little monotonous, but he was able to adjust it according to the topics he spoke about, and overall, his intonation seemed very natural.

The second examined aspect of speech delivery, eye contact, was maintained for 90% of the duration of the speech. In most of the cases, the speaker broke eye contact when looking into his notes. The longest breaking of eye contact occurred when he was reading a prayer. Otherwise, most of the periods of not looking at the audience lasted approximately 1 or 2 seconds. There was even one case when the speaker looked upwards, to the sky, which happened with none of the other speakers. Here, he did so when in his speech he compared freedom to a kite, therefore he used this look upwards to visually support the meaning of his words. He also turned around a few times, but this was not considered as breaking eye contact, as there were members of the audience sitting behind him. From what could have been understood from the video, they were members of the government and he turned to them when he mentioned them in his speech. This, therefore, was not a breaking of eye contact because he still maintained eye contact with his audience, only not the part sitting in front of him. When facing the majority of the audience, the speaker was constantly glancing over the whole audience, not stopping to look in one direction for a longer period of time.

As regards gestures, he used them for 22% of the time of presenting his speech. Some of them seemed intentional, and some were clearly unintentional (e.g. adjusting his glasses, cleaning his nose). He moved his whole body only by shifting weight from one leg to the other.

Table 15 - *Speech delivery techniques in George Bush's speech*

Speech delivery technique	Length of use (seconds)	Percentage
Pauses	439	36%
Eye contact	1102	90%
Gestures	263	22%
Length of speech	1219	100%

## 6.7 William J. Clinton – Inaugural Address, 1993

The 42<sup>nd</sup> president of the United States of America, as the speaker mentioned in the preceding paragraph, presented his inauguration speech at the United States Capitol with great numbers of audience members attending his speech and with cameras recording it.

The pauses recorded in William J. Clinton's speech formed 32% of the whole and were usually short. That gave the impression of the speech presentation being smooth. The only cases when longer pauses appeared were when the speaker gave the audience space for applauding. His intonation was more prominent and varying than in George H. W. Bush's speech, and it seemed natural and corresponded with the urgency of the topics he spoke about.

Studying his ability to maintain eye contact with the audience during the speech, it was discovered that he managed to look in the audience's direction 98% of his speaking time. He had notes to look at while speaking but, unlike his predecessor George H. W. Bush, he turned the pages over without looking and only occasionally



glanced into the papers. This is reflected in the frequency of this speech delivery phenomenon having been counted in his speech, as when compared to George H. W. Bush, William J. Clinton maintained eye contact with the audience 8% more. However, similarly to his predecessor, this president-elect also cared to glance over the whole audience in front of him and even turned to the audience members behind him on one occasion.

Regarding hand gestures, he used this delivery technique for 31% of the time of the speech presentation and these consisted mostly of prominent, intentional gestures. Many of the gestures used were pointing gestures and the speaker frequently used his hand movements to rhythmically support the flow of his speaking.

*Table 16 - Speech delivery techniques in William J. Clinton's speech*

Speech delivery technique	Length of use (seconds)	Percentage
Pauses	270	32%
Eye contact	823	98%
Gestures	259	31%
Length of speech	840	100%

## 6.8 George W. Bush – Inaugural Address, 2001

The Inaugural Address of George W. Bush was held in the same place and with the same conditions regarding audience, as the two speeches examined before.

It consisted of pauses by 35%, which is the second highest number, right after George H. W. Bush. The speech gave of the impression of being more fragmented

than, for example, the speech of William J. Clinton. Also, the audience applauded George W. Bush more frequently, although in short periods. These, therefore, could be the reasons for the recorded percentage of pauses being higher. Regarding intonation, this speech seemed to be the most monotonous of the five studied speeches made by male speakers.

As for maintaining eye contact with the audience, this president-elect looked at his audience for 94% of his speech presentation time. The only reason for him to not look at the audience was to quickly look at the notes he had on the lectern. Like the previously mentioned male speakers, he looked all over the audience and changed the direction of his gaze often. He also briefly turned around to the part of the audience sitting behind him on occasions of addressing particular members of the audience in his speech. Unlike the male speakers mentioned before, George W. Bush occasionally looked directly into the camera. He is also the only one of the male speakers mentioned so far, who maintained eye contact to the very end of his speech. The two preceding speakers said the last words already looking down and gathering their notes from the lectern, while George W. Bush appeared to be more intentional with the way he delivered the ending of his speech.

Another aspect that differentiates him from the other two speakers, but already comes under the phenomenon of gestures, is that he did not applaud his predecessor in the presidential function, William J. Clinton. He only briefly mentioned him in his speech and turned to him but did not clap his hands in President Clinton's honour nor give the audience time to applaud the retiring president. Besides that, he did not move his whole body much during the speech, only to occasionally shift weight from one leg to the other. Overall, George W. Bush used the least gestures of all the studied male speakers, reaching only 1% of the speech length. This could be due to the fact that

most of the time, the camera recorded George W. Bush very closely while presenting his speech, and his gestures were performed very low, under the camera frame. However, even when recorded from a greater distance, his hands were still most of the time or were performing only very low-positioned, hardly noticeable gestures except for only one more substantial gesture occurring. It can, therefore, be assumed that the result of George W. Bush having the lowest percentage of recorded gestures correlates to reality and would not be different even if a better video recording had been available.

*Table 17 - Speech delivery techniques in George W. Bush's speech*

Speech delivery technique	Length of use (seconds)	Percentage
Pauses	305	35%
Eye contact	811	94%
Gestures	11	1%
Length of speech	867	100%

## 6.9 Barack Obama – Inaugural Address, 2009

With Barack Obama, the 44<sup>th</sup> president of the United States of America we can see the presidents became more intentional with the way they deliver their speeches. It is most apparent in the studied aspects of eye contact and gestures.

The percentage of pauses is more or less the same as in the speeches of the preceding presidents-elect, reaching 31% of the length of Barack Obama's speech. The pauses appeared frequently and even though the study shows that they are not

significantly longer than in the speeches of the other male speakers, when listening to the speech it gave the impression as if they were. This might be caused by Barack Obama's intonation, which perhaps signalled the upcoming pause better and therefore the pauses could have been perceived as more prominent. Considering the use of his voice, Barack Obama also noticeably changed the strength of his voice in those parts of his speech that he wanted to emphasize. He changed the speaking pace as well, which made the speech more interesting to listen to. Longer pauses appeared during his presentation when the audience applauded him, which happened several times during the length of the speech and manifested in the study as longer pauses. The audience was much more expressive than during the speeches of the preceding male speakers, and Barack Obama even received a standing ovation from some members of the audience a few times while speaking.

He managed to maintain eye contact for 100% of the time. He did not look into any notes nor did not turn over any papers, so it is possible that he did not even have any notes. He shared eye contact with the whole audience in front of him by regularly changing the direction of his gaze and once looked at the retiring President Bush behind him when he mentioned his name in the speech. He is the only male speaker so far, who keeps looking at his audience during applause, as all the previously examined presidents-elect used this time to look at their notes.

As regards the use of gestures, Barack Obama reached 50%, which is the second-highest percentage of all the male speakers examined. His gestures came across as intentional but not overly dramatic. The gestures varied as he used both hands at once, or only one at a time. At times when he was not doing any gestures, his hands were resting on the edges of the lectern. As for the gestures that do not involve hands, he once turned around to the retiring president and nodded his head in respect at

the mention of President Bush's name. Otherwise, apart from moving his head and arms, he stood still while delivering the speech.

*Table 18 - Speech delivery techniques in Barack Obama's speech*

Speech delivery technique	Length of use (seconds)	Percentage
Pauses	332	31%
Eye contact	1080	100%
Gestures	537	50%
Length of speech	1080	100%

## 6.10 Donald Trump – Inaugural Address, 2017

The speech of Donald Trump was similar to Barack Obama's speech in the recorded figures. His use of pauses was only 1% higher than President Obama's, reaching 32%. Counting these pauses was, however, much harder than with the other speeches, because Donald Trump significantly changed the flow of his speaking by slowing down and emphatically rhythmizing his words, which he also supported by frequent falling intonation. Therefore, a lot of the words were divided by noticeable pauses which are, however, shorter than one second. In this way, he broke the fluency of the speech, and the longer pauses were then harder to notice. The audience present during the delivery of Donald Trump's speech was cheering frequently, which also contributed to the percentage of pauses forming the speech.

Same as President Obama, Donald Trump maintained eye contact with the audience for the whole time of his speech presentation, did not look at any notes

while speaking, and kept looking at his listeners even during the frequent applause. However, there was a notable difference in his ability to divide his attention evenly among all the members of the audience. He always looked in one direction for a certain portion of time, then shifted his gaze into another direction and kept looking only there for several seconds. The shifting did not seem smooth and natural.

As for his gestures, Donald Trump used them the most frequently of all the speakers subjected to the study. To be exact, his use of hand gestures reached 68%. It is also worth mentioning what kind of gestures he used, as they were different from the gestures of the other speakers. He performed the gestures high, at the level of his face. He often used pointing gestures or gesticulated with open hands, with the palms facing the audience. He moved his hands rhythmically in accordance with the flow of his words, to emphasize them. When his hands were calm, he rested them on the edges of the lectern or lowered them along his body. As regards whole-body movement, he always moderately turned his whole body in the direction of his gaze and shifted weight from one leg to another when changing this direction. He also turned around once, when he mentioned the president preceding him and turned to nod at him in respect.

*Table 19 - Speech delivery techniques in Donald Trump's speech*

Speech delivery technique	Length of use (seconds)	Percentage
Pauses	309	32%
Eye contact	974	100%
Gestures	667	68%

Length of speech	974	100%
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## 7 Results

In comparison to the speeches made by male politicians and the results of their research conducted by Vili-Oskari K rkk , it is apparent that female speakers from the field of politics use more rhetorical devices in their speeches than male speakers. However, the difference is not major, as it reaches only 0,4%. Nevertheless, the difference is much more prominent in how frequently each type of rhetorical figure appears in the speeches made by male and female public speakers. Anaphora, which was the most widely used rhetorical figure by male speakers, apparently is not as popular in the speeches presented by female speakers. On average, anaphora formed 29,2% of the devices used in the speeches of men. However, in the speeches made by women, it reaches only 11,6% of employed rhetorical devices. In women's speeches, the position of the most used rhetorical device is taken by Epithet. Here, the difference in frequency of occurrence between male and female speeches is by 17,8%. While the remaining rhetorical devices subjected to analysis did not gain more than 9% with the male speakers, female speakers use one more rhetorical device on this list very frequently. Alliteration, which formed only 8,6% of the rhetorical figures used by men, reached 35,2% in the women's speeches. Being a sound rhetorical device, a conclusion could be drawn from this result, that women pay more attention to the sound aspect of speech; and that they make a bigger effort to make the speech sound plausible. The remaining three rhetorical figures (antithesis, polysyndeton, and epistrophe) appeared in the speeches of men in higher percentage than in the speeches of women, but the difference was no higher than 5,3%.



Table 20 - Occurrence of the given rhetorical devices in the speeches of female speakers

	Hillary Clinton	Kamala Harris	Michelle Obama	Kim Reynolds	Kristi Noem
Anaphora	7%	8%	16%	10%	17%
Epithet	55%	57%	30%	39%	43%
Alliteration	28%	29%	47%	39%	33%
Antithesis	7%	0%	0,6%	7%	0%
Polysyndeton	1%	0%	4%	0%	5%
Epistrophe	1%	6%	1%	6%	2%
Total n. of rhet. dev.	69	51	171	72	42
Word count	1101	659	2371	1917	1072
Total n. of rhet. dev./word count	6%	8%	7%	4%	4%

Table 21 - Occurrence of the given rhetorical devices in the speeches of male speakers

	George Bush	William J. Clinton	George W. Bush	Barack Obama	Donald Trump
Anaphora	28%	28%	26%	31%	33%
Epithet	31%	27%	21%	32%	24%

Alliteration	10%	14%	13%	1%	5%
Antithesis	1%	12%	7%	7%	14%
Polysyndeton	0%	0%	6%	9%	11%
Epistrophe	10%	5%	2%	0%	0%
Total n. of rhet. dev.	106	83	90	137	83
Word count	2320	1598	1592	2395	1458
Total n. of rhet. dev./word count	4,6%	5,2%	5,7%	5,7%	5,7%

Table 22 - Average occurrence of the given rhetorical devices in the speeches of male and female speakers

	Male speakers	Female speakers
Anaphora	29,2%	11,6%
Epithet	27%	44,8%
Alliteration	8,6%	35,2%
Antithesis	8,2%	2,9%
Polysyndeton	5,2%	2%
Epistrophe	3,4%	3,2%

Total n. of rhet. dev.	99,8	81
Word count	1872,6	1424
Total n. of rhet. dev./word count	5,4%	5,8%

In the second part of the analysis, selected speech delivery techniques were assessed. The quantitative analysis has shown, that the one technique all of the speakers used in great amounts is eye contact. On average, this rhetorical technique formed a part as large as 99% of the assessed female speeches and 96,4% of the speeches made by male speakers. It is clear, that the speakers are aware of the powers of this technique, and of the advantages it can bring when it is used in a speech. The percentage was higher in the speeches of contemporary politicians, as the minimum percentage recorded in the speeches of female politicians was 97% while male speakers who presented their speeches before the year 2009 generally scored less (with the exception of William J. Clinton, who maintained eye contact with the audience for 98% of the length of his speech).

Pauses also manifested prominently in the examined speeches. It was shown that, on average, a part as big as 19,2% of the speeches presented by female speakers is comprised of them, and with male speakers the percentage is even higher as pauses formed on average 33,2% of the studied speeches. That is a substantial quantity, considering that pauses mean interruptions of speaking. Silence apparently represents a very important component of a speech and being aware of this, politicians of both genders remember to dedicate significant parts of their speeches to it. From the study, it is also clear that when the audience is present during the time of speech delivery,

the percentage of pauses forming the speech is higher than when the speech is only broadcasted without any audience present. In the speeches of the three female speakers whose speeches were presented without an audience being physically present, Kamala Harris, Michelle Obama, and Kim Reynolds, the lowest percentages of pauses were recorded. All the other speakers had an audience present while delivering their speeches and their percentages of pause occurrence were higher. This could be caused by the fact, that the audience interfered in the speeches by cheering and the speakers always delayed the upcoming part of their speech until the crowd calmed down. The speakers whose speeches were only broadcasted, naturally, did not have to do that.

The percentage of gestures was even more significantly different between the speeches made by men and women. In women’s speeches, gestures were much less common than in men’s. On average, male speakers used gestures during a portion of their speeches twice as big as women did. However, there were substantial differences notable between all of the speakers, regardless of gender.

*Table 23 - Occurrence of the given speech delivery techniques in the speeches of female speakers*

	Hillary Clinton	Kamala Harris	Michelle Obama	Kim Reynolds	Kristi Noem
Pauses	36%	14%	18%	9%	19%
Eye contact	97%	100%	100%	100%	98%
Gestures	13%	2%	57%	0%	10%

Length of speech (seconds)	747	310	1104	860	637
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Table 24 - Occurrence of the given speech delivery techniques in the speeches of male speakers

	George H. W. Bush	William J. Clinton	George W. Bush	Barack Obama	Donald Trump
Pauses	36%	32%	35%	31%	32%
Eye contact	90%	98%	94%	100%	100%
Gestures	22%	31%	1%	50%	68%
Length of speech (seconds)	1219	840	867	1080	974

Table 25 - Average occurrence of the given speech delivery techniques in the speeches of male and female speakers

	Male speakers	Female speakers
Pauses	33,2%	19,2%
Eye contact	96,4%	99%
Gestures	34,4%	16,4%
Length of speech (seconds)	996	731,6

## 8 Discussion

The thesis has been concerned with three research questions. First of them was how frequently the female politicians of the United States of America use the selected rhetorical devices in their speeches presented between the years 2015 and 2022. The rhetorical devices subjected to the research included anaphora, epithet, alliteration, antithesis, polysyndeton, and epistrophe. These devices were chosen on the basis of earlier research brought out by Vili-Oskari Körkkö, which ranks these rhetorical devices to be the six most widely used among male politicians from the United States of America. This choice was necessary to make in relation to the second research question, which will be further described in the upcoming paragraph. On average, the rhetorical devices formed 5,8% of the female US politicians' speeches. By examining the speakers individually, we learn that Kamala Harris was the speaker who dedicated the largest part of her speech to some of the selected rhetorical devices. In contrast, with the percentage lower by 4%, Kim Reynolds' and Kristi Noem's speeches were the poorest in terms of the count of rhetorical devices. As regards the frequency of the use of each of the examined rhetorical devices, epithet registered the highest count. Alliteration and anaphora were also used fairly frequently, as opposed to epistrophe, antithesis, and polysyndeton, with the count of neither of them exceeding 3,2%.

The data obtained with the purpose of answering the first research question were then used as a basis for the answer to the second research question this thesis has focused on. This asked what the differences in the use of rhetorical devices between male and female representatives of US politics are. After a comparison has been made between the findings of Vili-Oskari Körkkö and the data obtained in the first part of

the research realized in this thesis, we learned that the quantity of rhetorical devices used was only moderately higher in the speeches of female speakers. However, major differences were found in the choice and frequency of individual rhetorical devices. Anaphora, which was the most frequently used rhetorical device of the male speakers (reaching 29,2% of all rhetorical devices noted in the speeches), counted only 11,6% of the total number of rhetorical devices used in the speeches of female speakers. Epithet, which was almost as popular as anaphora with the male speakers and reached the count of 27%, experienced the highest percentage of all the selected devices examined in the speeches of female speakers (44,8%). The difference noted in the use of alliteration is also worth mentioning, as male politicians used it only in 8,6% of all the rhetorical devices used while for female politicians it was the second most widely used rhetorical device with 35,2% of the total number. Given the nature of alliteration we could speculate that women might care more about the aesthetic quality of their speeches than men, intentionally making it more pleasant to listen to. In the remaining rhetorical devices, the differences between their use in the female speakers' and male speakers' speeches were not as striking.

The third research question this thesis has dealt with was how common the appearance of selected tools of speech delivery in the speeches of contemporary female politicians and male politicians throughout the history of the United States of America is. These tools of speech delivery included pauses, eye contact, and gestures. Each of these tools was noted in the individual speeches and the following results were reached. On average, pauses formed 19,2% of the five examined speeches made by females. Differences in the frequency of their occurrence in the individual speeches were significant with the highest count reaching 36% of the duration of the speech and the lowest 9%. As for men, their speeches were formed by 33,2% of pauses on average

and the percentages recorded in the individual speeches did not differ as much as they did in the study of women's speeches. As regards eye contact, the differences in its use between individual speakers were only marginal. All of the speakers maintained eye contact with their audience for the majority of the duration of their speeches. To be exact, on average, female speakers managed to keep it for 99% and male speakers for 96,4% of the length of their speeches. However, the results were not similarly homogenous with the use of gestures. One of the female speakers did not use any gestures at all, and two of the assessed male speakers did so for only 1% and 2% of their speaking time. Only one representative of the female US politicians managed to reach 50% of gesticulation time during her speech presentation. With male politicians, on the other hand, two representatives managed to cross this border. The remaining male speakers' percentages were, as well, notably higher than the remaining female speakers', scoring a difference of 22% and 31% to 10% and 13%. Adding all these results together, on average the male speakers used gestures for 34,4% of the length of their speeches while the female speakers gesticulated for 16,4% of their speech presentation times.

## 9 Limitations

While executing the research, several limitations hindered reaching the results. The analysis of rhetorical devices used by the female speakers was easier to carry out since video recordings, as well as transcripts of the speeches, could have been used. In contrast, issuing the analysis of the speech delivery techniques proved to be more difficult, as only videos could have been used. This led to several obstacles.

A limitation which made conducting the research more complicated was the video footage of the assessed speeches. While assessing the speeches of the female



politicians, this limitation did not pose any trouble, because the speeches were presented in recent years and, due to the increased availability of recording devices in contrast to the history, a higher number of recordings of the particular speech presentations were at hand in most cases. The author could also choose which speeches to assess, and she purposefully chose such speeches which had eligible recordings at her disposal. Therefore, the results of the analysis of the speeches made by female US politicians are more precise, because the author was able to see their faces and body movements at all times. With the speeches presented by male US politicians, the case was different. Despite some of the video footage not being ideal for conducting the research, no other recording could have been used. The cause for this was that the males' studied speeches reached further into history (as far back as 1989), and, because of this, not as many video recordings of the speeches were available as there were for the women's speeches. In most cases, only one recording of a particular speech was found. On that account, two rules of the research regarding this obstacle must have been established. First of these was that whenever the speaker is practicing any of the studied speech delivery techniques just before the camera switches to a different shot (e.g. aims at the audience) and after the camera returns to the speaker he continues practicing this technique, the figure will count into the analysis as if he was using this speech delivery technique for the whole length of time he was away from the camera frame. The second rule applies to a case when the speaker is using a particular speech delivery technique right before the camera changes its angle and he is not using the technique after the camera returns to display the speaker again. In such a case, the length of time for which the speaker was out of sight of the camera was divided into halves and counted as if the speaker was using the speech delivery technique for half the time. In this way, the percentage rose the most evenly possible

on both sides of the spectre because it could not have been said for sure, whether he did or did not use the given technique for the entirety of the time. Both these rules have been stated by the author in the Methodology section of this thesis. This limitation posed trouble for the research concerning the use of eye contact and gestures while delivering the speeches. The research regarding the occurrence of pauses was not affected by this obstacle, as visual support was not needed to conduct that part of the analysis.

The results would be more precise if a program of some sort had been used to analyse the recordings of the speeches. They were assessed by the eyesight and hearing of the author, combining the sensory input from the videos with the timestamps. Despite carefully noting down the occurrence of any of the studied rhetorical techniques, only more prominent realizations of the techniques could have been registered. As the author states in the Methodology chapter of this thesis, a limit of one-second minimum was established, and any occurrence of the given speech delivery technique numbering less in time than this limit was not counted. Even though the application of this method inevitably caused imprecision of the results, it corresponds with the abilities of sensual perception of the audience, as the listeners are unlikely to register the most subtle displays of the studied aspects. These were, therefore, considered negligible. This particular limitation manifested most prominently in the analysis of the occurrence of pauses in the speeches. The appearance of the other speech delivery techniques, maintaining eye contact and gesticulating, was less difficult to count, as when they occurred it nearly always lasted one second at minimum.

## 10 Conclusion

The thesis aimed at pointing out the differences in the use of selected rhetorical techniques in the political speeches of men and women. As the results show, US male and female politicians' choice of rhetorical devices for their public speeches is significantly different. While the most frequently found devices in the speeches made by men were anaphora and epithet, in the analysed speeches presented by women epithet was the most frequently used, followed by alliteration. Anaphora, which formed 29,2% of all the rhetorical devices used in men's speeches did not reach even half of that percentage in the women's speeches. Differences in the frequency of use by the representatives of the two genders also appeared in the use of antithesis, polysyndeton, and epistrophe. However, in the speeches of either gender, these rhetorical devices represented the three least frequently used. As regards the speech delivery techniques subjected to study in this thesis, it was found that men used pauses and gestures noticeably more than women in their speeches. On the other hand, the percentages of the third speech delivery technique assessed, eye contact, registered lesser difference in the usage between the speakers of the two genders.

The main results of this research, therefore, are that US female politicians use only a moderately higher number of rhetorical devices in their speeches than US male politicians. On the other hand, the choice of rhetorical devices used by the representatives of each gender differs prominently. The analysis of speech delivery techniques employed by male and female speakers revealed, that while the representatives of both genders cared to maintain eye contact for nearly the entirety of their speeches, they did not use pauses and gestures with the same amount.

Furthermore, both of these speech delivery techniques were significantly more used by male speakers.

The findings of this research could be utilized for a more in-depth comparison between contemporary and historical public speakers, a comparison of several speeches presented by one US female speaker to the results found in this research, or for a comparison of contemporary female speakers from another country to the contemporary US female speakers as provided by this paper. Further analysis could also be realized by including more rhetorical devices in the study and, alternatively, conducting a qualitative analysis of intonation, articulation, and other speech delivery techniques, which were not subjected to study in this thesis.

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