Emma Watson: **Gender equality is your issue too**

**Date:**Saturday, 20 September 2014

*Speech by UN Women Goodwill Ambassador Emma Watson at a special event for the HeForShe campaign, United Nations Headquarters, New York, 20 September 2014*

**Today we are launching a campaign called “**[**HeForShe**](https://www.heforshe.org/)**.”**

**I am reaching out to you because I need your help. We want to end gender inequality—and to do that we need everyone to be involved.**

**This is the first campaign of its kind at the UN: we want to try and galvanize as many men and boys as possible to be advocates for gender equality. And we don’t just want to talk about it, but make sure it is tangible.**

**I was appointed six months ago and the more I have spoken about feminism the more I have realized that fighting for women’s rights has too often become synonymous with man-hating. If there is one thing I know for certain, it is that this has to stop.**

Who is speaker?..........................................................................................................

What is her role?.................................................................................................................

Who is the Audience for this speech?................................................................................

What is the purpose of the speech?...................................................................................

In what way has she named the problems at the start of her speech?...........................

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**For the record, feminism by definition is: “The belief that men and women should have equal rights and opportunities. It is the theory of the political, economic and social equality of the sexes.”**

Why does she define Feminism here……………………………………………………………. …… ……………………………………………………………………………………………………………………..

**I started questioning gender-based assumptions when at eight I was confused at being called “bossy,” because I wanted to direct the plays we would put on for our parents—but the boys were not.**

**When at 14 I started being sexualized by certain elements of the press.**

**When at 15 my girlfriends started dropping out of their sports teams because they didn’t want to appear “muscly.”**

**When at 18 my male friends were unable to express their feelings.**

**I decided I was a feminist and this seemed uncomplicated to me.**

What is the purpose of her personal anecdote………………………………………………………..

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The text from the underlined when to the end of the segment is all one thought. Describe the intended impact on the audience

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**But my recent research has shown me that feminism has become an unpopular word.**

**Apparently I am among the ranks of women whose expressions are seen as too strong, too aggressive, isolating, anti-men and, unattractive.**

**Why is the word such an uncomfortable one?**

What is the intended impact of “Apparently”…………………………………………………………..

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What is the impact of “too strong, too aggressive, isolating, anti-men and, unattractive.”

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**I am from Britain and think it is right that as a woman I am paid the same as my male counterparts. I think it is right that I should be able to make decisions about my own body. I think it is right that women be involved on my behalf in the policies and decision-making of my country. I think it is right that socially I am afforded the same respect as men. But sadly I can say that there is no one country in the world where all women can expect to receive these rights.**

How is hypophoria being used here……………………………………………………………………..

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**No country in the world can yet say they have achieved gender equality.**

What is the effect of this single line……………………………………………………………………………………

**These rights I consider to be human rights but I am one of the lucky ones. My life is a sheer privilege because my parents didn’t love me less because I was born a daughter. My school did not limit me because I was a girl. My mentors didn’t assume I would go less far because I might give birth to a child one day. These influencers were the gender equality ambassadors that made me who I am today. They may not know it, but they are the inadvertent feminists who are changing the world today. And we need more of those.**

**And if you still hate the word—it is not the word that is important but the idea and the ambition behind it. Because not all women have been afforded the same rights that I have. In fact, statistically, very few have been.**

The point about sheer privilege implies ………………………………………………………………

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The point about her teachers………………………………………………………………………………

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Who is the audience for the last 3 lines……………………………………………………………………………

**In 1995, Hilary Clinton made a famous speech in Beijing about women’s rights. Sadly many of the things she wanted to change are still a reality today.**

**But what stood out for me the most was that only 30 per cent of her audience were male. How can we affect change in the world when only half of it is invited or feel welcome to participate in the conversation?**

Why does Watson think that the problem of gender equality has not been solved?

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**Men—I would like to take this opportunity to extend your formal invitation. Gender equality is your issue too.**

What is the intended impact of this?............................................................................

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**Because to date, I’ve seen my father’s role as a parent being valued less by society despite my needing his presence as a child as much as my mother’s.**

**I’ve seen young men suffering from mental illness unable to ask for help for fear it would make them look less “macho”—in fact in the UK suicide is the biggest killer of men between 20-49 years of age; eclipsing road accidents, cancer and coronary heart disease. I’ve seen men made fragile and insecure by a distorted sense of what constitutes male success. Men don’t have the benefits of equality either.**

What is the impact on the men in the audience………………………………………………………

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We don’t often talk about men being imprisoned by gender stereotypes but I can see that that they are and that when they are free, things will change for women as a natural consequence.

**If men don’t have to** be aggressive in order to be accepted women won’t feel compelled to be submissive. **If men don’t have to** control, women won’t have to be controlled.

**Both men and women** should feel free to be sensitive. **Both men and women** should feel free to be strong… It is time that we all perceive gender on a spectrum not as two opposing sets of ideals.

What is the intended effect of the repeated words?.....................................................

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**If we stop defining each other by what we are not and start defining ourselves by what we are—we can all be freer and this is what HeForShe is about. It’s about freedom.**

**I want men to take up this mantle. So their daughters, sisters and mothers can be free from prejudice but also so that their sons have permission to be vulnerable and human too—reclaim those parts of themselves they abandoned and in doing so be a more true and complete version of themselves.**

How will men benefit for He For She?…………………………………………………………………….

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Why is this a powerful point…………………………………………………………………………………

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**You might be thinking who is this Harry Potter girl? And what is she doing up on stage at the UN. It’s a good question and trust me, I have been asking myself the same thing. I don’t know if I am qualified to be here. All I know is that I care about this problem. And I want to make it better.**

**And having seen what I’ve seen—and given the chance—I feel it is my duty to say something. English Statesman Edmund Burke said: “All that is needed for the forces of evil to triumph is for enough good men and women to do nothing.”**

**In my nervousness for this speech and in my moments of doubt I’ve told myself firmly—if not me, who, if not now, when. If you have similar doubts when opportunities are presented to you I hope those words might be helpful.**

She answers predicted criticism of her qualifications to speak to the UN. Why does she do this?......................................................................................................................

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She outlines her motivation…………………………………………………………………………………

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**Because the reality is that if we do nothing it will take 75 years, or for me to be nearly a hundred before women can expect to be paid the same as men for the same work. 15.5 million girls will be married in the next 16 years as children. And at current rates it won’t be until 2086 before all rural African girls will be able to receive a secondary education.**

Because the reality is…Evaluate the impact of the statistics……………………………………..

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**If you believe in equality, you might be one of those inadvertent feminists I spoke of earlier.**

**And for this I applaud you.**

**We are struggling for a uniting word but the good news is we have a uniting movement. It is called HeForShe. I am inviting you to step forward, to be seen to speak up, to be the "he" for "she". And to ask yourself if not me, who? If not now, when?**

What is her final message?...........................................................................................

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Who are the audiences for it?.......................................................................................

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Thank you.

**To see a video of Emma delivering her speech,**[**visit HeForShe.org**](http://youtu.be/Q0Dg226G2Z8)

**Analysis**

Here is a short summary of our analysis of the “HeForShe Speech” by Emma Watson.

Emma Watson’ speech revolves around the **topics**of gender inequality and gender roles. More specifically, it is about how stereotypical gender roles contribute to creating and preserving gender inequality.

ETHOS As a **speaker**, Emma Watson comes across as credible and reliable and sends her message across by building a trust relationship with the audience. This trust is built as Watson admits both her strengths (which are her strong principles about gender equality and her personal experiences) and her weakness (she does not a lot of have experience as a UN Goodwill Ambassador).

Watson engages **the audience** -formed by all those attending the UN Women conference or seeing it televised and online— through a number of **language techniques and rhetorical devices**.

1. She uses short sentences to capture the audience’s attention in the beginning.
2. She uses numerous repetitions and enumerations to make her ideas stick with the receivers and to add emphasis.
3. She engages the audience by using all three **forms of appeal**: ethos, pathos, and logos. This means that she makes the audience have emotional reactions, draw logical conclusions, and trust her and themselves as capable of affecting change and promoting gender equality.
4. Personal anecdotes trust is built as Watson admits both her strengths (which are her strong principles about gender equality and her personal experiences)
5. and her weakness (she does not a lot of have experience as a UN Goodwill Ambassador).

AUDIENCE: The speech is also specifically addressed to boys and men as it is the opening speech at the launch of the UN campaign HeForShe, aimed at engaging men and boys in advocating women’s rights.

PURPOSE:

1. Watson’s **intention** is to clarify what feminism and gender equality mean
2. to raise awareness about the negative consequences of gender inequality,
3. The **circumstances** of the speech imply that much of the speaker’s intention is to inspire the target audience to take action and promote gender equality in accordance with the UN campaign.
4. to make the audience understand why taking action is necessary.

**Some tips for writing speeches**

1. Name the problem and call it what it is
2. Make comparisons to throw your argument into high relief
3. Speak from personal experience: Use anecdotes
4. Use metaphors
5. Ask rhetorical questions
6. **Repeat** yourself. If you **repeat** yourself, the audience will remember what you say. So, **repeat** words, phrases, themes, key words as if they were a musical refrain

Also, use the following

**Allusions:** Direct or indirect references to people, events, art or literature that speaker thinks are important for the speech and that audience will know well.

**Analogy:** Comparison in which one event or idea is used to contrast or support another

**Antithesis:** a contrast between things, people or situations

**Direct address**. The speaker addresses the audience directly by name or group name. This makes the audience feel involved and encourages them to reflect on the speaker’s arguments.

**Repetition and tricolon**: Tricolon is the rule of three.