Bubeck English 1310 In-class 16: Appeals to Ethos in Reagan & Obama Page 1 of 2  
For both Obama’s and Reagan’s speeches, find and quote as much evidence as you can for appeals to ethos. For each evidence you quote, write a signal phrase that specifies the type of ethos appeal it is {e.g., Reagan shows goodwill when he says, “Blah blah blah blah blah” (635).} Construct two topic sentences, each of which claims, “Reagan appeals to ethos” or “Obama appeals to ethos.” Under each topic sentence, fill out a bullet-point analysis using the following prompts:

Create a Reagan/ethos topic sentence here:

Reagan adequality used ethos to argue that every country should have the right of freedom

Inherent Authority (the rhetor’s authority—reputation, celebrity, or trust is in the minds of the audience before the rhetoric begins): state evidence for inherent authority, followed by another bullet-point giving a short/phrase reasoning as to why it is this type of authority.

* Reagan is on his second presidency term; people know him and his ideals from his first term

Invented Authority (the rhetor must establish or borrow authority and trust with the audience through their rhetoric or referencing another authority): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the evidence is this type of authority.

* “President John F. Kennedy visited Berlin, speaking to the people of this city and the world at the city hall. Well, since then two other presidents have come, each in his turn, to Berlin.” (634)
  + Germans have seen past presidents and what they can do to help them rebuild from WW2, Reagan has the respect and effort of past presidents to help him gain inherent authority because his position brings trust to those In Berlin

Moral Authority (rhetoric that reasons based upon what is truth—what is right, ethical,  
honorable, or beautiful): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the evidence is this type of authority.

* Reagan argued that freedom is a right for all humans to have, not just a western ideal
  + “Freedom leads to prosperity. Freedom replaces the ancient hatreds among the nations with comity and peace. Freedom is the victor.” (635)
* Reagan reasons that until the berlin wall stands, freedom in Europe cannot be achieved, the wall is a symbol of oppression
  + “If you seek peace, if you see prosperity for the Soviet Union and Eastern Europe, if you seek liberalization… Mr. Gorbachev, tear down this wall.” (635)

Goodwill (rhetor cares for the audience, is compassionate, cares about or promotes others and the audience, is even-handed and unbiased, or shows humor—able to laugh with others and at life): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the quote is evidence of goodwill.

* Reagan shows that he is here because he cares for berlin and will not allow the city to fall
  + “I come here today because wherever I go, whatever I do ‘Ich hab noch einen koffer in Berlin.’ [I still have a suitcase in Berlin.]” (634)
* Reagan tells the world that the wall does not just affect the Germans, but will affect all mankind
  + “As long as this gate is close, as long as this scar of a wall is permitted to stand, it is not the German question alone that remains open, but the question of freedom for all mankind.” (634)
* Reagan shares that the Soviets are lessening their restrictions and forming similar policies for the west, shows that he has no hatred towards the soviets and in the end wishes for peace and prosperity to all countries
  + “We welcome change and openness; for we believe that freedom and security go together, that the advance of human liberty can only strengthen the cause of world peace” (635)

Common Ground: (rhetor relates to the audience—claims membership or allegiance to an audience {“I’m one of you”}, is humanizing, shows humility, is self-deprecating {able to laugh at self-}, shows common wisdom—good sense, good judgement, practicality): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the quote is evidence of common ground.

* Reagan shows that he is part of Berlin
  + “I come here today because wherever I go, whatever I do ‘Ich hab noch einen koffer in Berlin.’ [I still have a suitcase in Berlin.]” (634)

– Self-Presentation: (rhetor’s style identifies with the audience—choice of wording, vocabulary {lingo and terminology}; relating to audience through style of presentation {including appearance}; how does the rhetor try to be relevant to the audience?): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the quote is evidence of self-presentation.

* Reagan starts his speech by stating that he is here not to rain over Berlin, but instead came to bring support and hope to the Berliners
  + “I come here today because wherever I go, whatever I do ‘Ich hab noch einen koffer in Berlin.’ [I still have a suitcase in Berlin.]” (634)
* Reagan clearly states the reason for his speech, almost like a command to the Soviets
  + “Mr. Gorbachev, tear down this wall” (635)
* “East and West do not mistrust each other because we are armed; we are armed because we mistrust each other.” (636)
* “We welcome change and openness; for we believe that freedom and security go together, that the advance of human liberty can only strengthen the cause of world peace” (635)
  + This explains that his goal is peace, but he must have weapons (security) to gain/argue for that peace

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• Create an Obama/ethos topic sentence here:  
– Inherent Authority (the rhetor’s authority—reputation, celebrity, or trust is in the minds of the audience before the rhetoric begins): state evidence for inherent authority, followed by another bullet-point giving a short/phrase reasoning as to why it is this type of authority.

* Obama is a part of the black community in America, he has white and black family members (17)
* Being U.S. Senator gave him credibility and respected image

– Invented Authority (the rhetor must establish or borrow authority and trust with the audience through their rhetoric or referencing another authority): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the evidence is this type of authority.

* Using his position as a senator and presidential candidate to show how he handles issues brought up about him, such as Reverend Wright (18)

Moral Authority (rhetoric that reasons based upon what is truth—what is right, ethical, honorable, or beautiful): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the evidence is this type of authority.

* Obama argues that America foundation was incomplete and now it is our turn to make this nation better than it already is
  + “The document they produced was eventually signed but ultimately unfinished. It was stained by this nation’s original sin of slavery… and to leave any future resolution to future generations (17)
* The constitution points America in the right and justifiable future
  + “The answer to the slavery question was already embedded within our constitution- a constitution that had at its very core the ideal of qual citizenship under the law; a constitution that promised its people liberty, and justice, and a union that could be and should be perfected over time.” (17)

– Goodwill (rhetor cares for the audience, is compassionate, cares about or promotes others and the audience, is even-handed and unbiased, or shows humor—able to laugh with others and at life): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the quote is evidence of goodwill.

* No matter the race, Obama will shield all, Obama wants America to become more unified
  + Obama disagreed with Reverend Wright, but instead of blocking contact with him decided to state why he is wrong and what this nation needs right now
  + Obama know people make mistakes or are ignorant of what they say and will not hate someone based on one bad interaction
  + Obama truly wants race questions/thoughts to be abolished and the only way to do that is to not take the side of non-while men, both sides can be racist towards each other, not just whites
    - “Reverend Wright’s comments were not only wrong but divisive, divisive at a time we need unity; racially charged at a time when we need to come together to solve the set of monumental problems” (18)
    - “That isn’t all that I know of the man” (18)
  + Obama gives America hope that these challenges were facing will not be permanent and if we truly wish it we can change the future of America
  + “But what we know---what we have seen---is that America can change. That is the true genius of this nation” (21)

– Common Ground: (rhetor relates to the audience—claims membership or allegiance to an audience {“I’m one of you”}, is humanizing, shows humility, is self-deprecating {able to laugh at self}, shows common wisdom—good sense, good judgement, practicality): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the quote is evidence of common ground.

* Obama shares his family history/ his childhood, shows that he has lived and is part of this country’s history
  + “I’ve gone to the best schools in America and lived in one of the world’s poorest nations. I am married to a black America who carries within her the blood of slaves and slaveowners---an inheritance we pass on to our two precious daughters
* “Just as black anger often proved counterproductive, so have these white resentments distracted attention from the real culprits of the middle-class squeeze… this is where we are right now. It’s a racial stalemate we’ve been stuck in for years.
  + Obama is showing that all races, mainly black and white both produce results that kept the divide between races real and all Americas, including him, are at fault for allowing this to continue for years

– Self-Presentation: (rhetor’s style identifies with the audience—choice of wording, vocabulary {lingo and terminology}; relating to audience through style of presentation {including appearance}; how does the rhetor try to be relevant to the audience?): quote/cite several examples of evidence, each followed by another bullet-point giving a short/phrase reasoning as to why the quote is evidence of self-presentation.

* Obama want to move America into a better future, so he must focus of fixed past issues to allow future presidents to fix the issues now
* Obama uses his life or other people’s stories to show the issue him and America is facing and what his goal for America is
* Does not single any group out, instead but the blame on all