**SPEEC-1100**

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**Listen review about Bill Clinton's Convention Speech**

As we know, Bill Clinton is generally considered the best communicator in the Democratic Party since John F. Kennedy. In his every speech, Clinton always tries to present his views eloquently, logically and convincingly. Therefore, his presentations are absolutely immaculate. So did this address. This speech received the audience’ respond every minute. Audiences’ warm emotion proved that it was a fantastic address! After I watched this live show, of course, I agreed with Clinton’s opinion because he was good at captivating the audience. The reasons why this speech impressed me were Clinton showed his credibility to the audience, his address was logical and he used emotion in it.

In the beginning, Clinton established his credibility so that the audiences knew they could trust what he was saying. Firstly, Clinton dressed formally that made him appear impressive. Secondly, Clinton’s opening remarks let the audience felt that he was credibly. When Clinton entered into the studio, he stood on the stage, waving his hands to the populace cheers. Especially, after someone cried his name over and over again, Clinton did not begin to speech yet and still tried to respond the enthusiasm. The emotion in the room made the hairs on the back of my neck stand up! Of course, everyone would believe that Clinton was your side. Third, Clinton showed the supreme confidence to the audience. Although he prepared the paper on the desk, he memorized speech to read having to read it. At the same time, Clinton kept good eye contact with the audience to show his confidence. Fourth, Clinton shared a campaign story about his wife, Hillary and this story about his personal experience let the audience realized that Clinton had gone through the process personally and they could see that he knew what he was speaking about. Fifth, Clinton gave a lot of evidence, specifically, some data that supported what he was saying. For instance, when Clinton talked about the failure of W. Bush’s government, he listed many numbers, “…*from over 22 million new jobs to just 5 million; from increasing working families' incomes to nearly $7,500 a year to a decline of more than $2,000 a year…”* these details enhanced Clinton’s credibility. Sixth, in order to want his statements taken the right way, Clinton used the common and simple words which tailored toward the intended audience, the common people. Meantime, he spoke in the right pace, not too quickly and repeated some important words. Only understood the speech’s meaning, Clinton could establish his credibility to his audience.

Another advantage of Clinton’s speech was logical argument. At the beginning, Bill Clinton gave the main point of the speech was that he showed to support Barack Obama to be next American President. There was no doubt that the main point was obvious because the whole speech, such as the following sub-points all focused on it. In the first sub-point, Clinton pointed out Barack Obama was the right man to solve the troubles which American faced. In this sub-point, Clinton indicated that America was “*in trouble on two fronts,*” not only at home, but also in the world. Then Clinton said that Obama had a *“remarkable ability to inspire people, to raise our hopes and rally us to high purpose.”* Finally, Clinton thought Obama was the right man to be a president and described the bright future if Obama were the president. The second sub-point was that Clinton used opposites to list the failure of the Republican Government in last decade. Clinton provided many details including data to prove that America needed a new choice that is a Democratic president. Finally, Clinton summarized his conclusion and came to the main point that “*Barack Obama will lead us away from the division and fear of the last eight years back to unity and hope*.” The structure of the address was logically organized.

Good address needed not only logical structure, but also orator’s emotion. In fact, Clinton did a good job in it. In this speech, Clinton tried to show he had true empathy for the people he was talking about. He showed emotion, and this allowed him to connect with people and attract their interest. For example, Clinton mentioned about the benefit of Obama’s Medicaid reform scheme. He did not talk about the detail of this scheme but he described the precarious situation without the health care. *“I will never forget the parents of children with autism and other serious conditions who told me on the campaign trail that they couldn't afford health care and couldn't qualify their children for Medicaid unless they quit work and starved or got a divorce*.” In the other hand, Clinton liked to use humor style to express his opinion. This speech accompanied applause and laugh. Maybe jokes would impress the audience most. For instance, Clinton described the hot campaign and he said, *“It increased global warming.*” Of course he smiled too. Actually, Clinton always kept good and interactive with his audience in his speech. He asked question and the audience answered. And when he said to the important information, he would emphasize and said these words one by one slowly with some nonverbal gestures. All these things what he did were to let the audience understand what he said. Because he used emotion, the audience followed up.

Finally, I want to say something about Clinton’s nonverbal gestures. In his speech, he used a lot of nonverbal gestures, such as turning his head to look at the all audience, waving or raising his hands, pointing his left second figure or shanking his left fist when he mentioned some important parts. And these gestures proved his power of presence. His body language, smile and confident hand shake exuded charisma.

In conclusion, Clinton used ethos, pathos and logos to draw in the audience. His simple, direct and powerful words touched everyone who listened to his address. I did not think there were any parts of the speech that seemed unnecessary. Except some audience’s applause, no noise interfered with the speech. Whatever your personal views on Clinton are ... his personal warmth, ability to connect with an audience and presentation skills are outstanding. And this speech is excellent.