Tara Moses

COMM 1313-SEC013

Berry

January 27, 2016

Think & Act: Ch 15

T2: Language evokes emotion in an audience by appealing to shared experiences and values. For example, when President Obama delivers speeches about tragedies such as the bombing of the 117th Boston Marathon, he uses language designed to make the American people feel safe and reassured (p. 316).

T3: Yes, there are some occasions when negative language is necessary in an epideictic address. Some epideictic speeches commemorate unfortunate events, and in those cases negative language can be used to address how awful the event was (p. 325). However, as the point of an epideictic speech is to bring people together and overcome an awful event, the negative language should be kept short before returning to an uplifting and positive tone.

A1: My high school graduation. Not informative, because the speech mainly highlighted events from the past four years, and we already knew that those things happened.

A eulogy. Not informative, because we already knew about the person’s life. Also, the language used focused more on celebrating the person’s life than giving positive and negative facts about the person. There was nothing

A speech given at an award ceremony. Not persuasive, because there was no topic to persuade people about. She’d already won the award. Not informative, because the speech had more flowery language than the basic facts.