Rhetorical Strategies in Barack Obama’s Cairo Speech: A Critical Discourse Analysis

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Abstract:

This discourse analytical study aims at analyzing the rhetorical strategies employed by Barack Obama in his Cairo speech. It applies Zheng’s (2000) approach to the analysis of the political discourse of that speech. The author aims to answer two questions: a) What are the rhetorical strategies that Barack Obama used in his Cairo speech? and b) Is Zheng’s (2000) model sufficient for analyzing political discourse? The article is divided into five sections. The first section offers a theoretical background on critical discourse analysis. Section (2) introduces the model that will be applied. Section (3) exposes the study aim and technique. Section (4) applies the rhetorical framework to the selected speech. The last section summarizes the main findings of the study.

Keywords:


Published In:

Issues in Political Discourse Analysis, 4 (1), 73-92