

Emma Watson Speech

<https://www.youtube.com/watch?v=gkjW9PZBRfk>

<https://www.youtube.com/watch?v=2C4c7VR8X7I>

Orator's background:

Watson was born on April 15, 1990, in Paris, France to British parents. At age five, she moved to Oxfordshire, England. At age nine, she was cast as Hermione Granger in the "Harry Potter" movie series. She graduated from Brown University in 2014 with a degree in English literature. Watson has often been cited as a role model, though she shies away from the term, stating that "it puts the fear of god into [her]". Her impact on teenage girls' view of women's rights has been referred to as the "Emma Watson effect", with respondents from a National Citizen Service survey stating that her work in activism had inspired them to label themselves feminists.

Context:

Watson has always been an outspoken feminist. She has promoted education for girls, traveling to Bangladesh and Zambia to do so. In July 2014, she was appointed a UN Women Goodwill ambassador. Also in September, Watson made her first country visit as a UN Women Goodwill ambassador to Uruguay where she gave a speech highlighting the need for women's political participation. Watson also assisted in the establishment of nationwide industry guidelines on bullying and harassment, implemented by the British Film Institute and British Academy of Film and Television Arts. She donated £1 million to Time's Up UK in February 2018 and later helped set up the organization's Justice and Equality Fund in October, which donated to women's groups across the country.

Purpose, call to action, audience:

To advocate for gender equality, she wants to prove that "feminism is not a stick with which to beat other women" but is instead about freedom, liberation and equality. Her remarks served as a call to action on this worldwide feminism issue, with a focus on young women in particular, but they also implied and spoke to people of all ages.

How do the features highlighted shape the delivery & support the message?

<https://www.youtube.com/watch?v=gkjW9PZBRfk>

Context:

On September 23, 2014, U.N. women Emma Watson gave an impactful speech regarding gender equality and how to counter it. In the process, she launches a new campaign called HeForShe. The purpose of this speech is to mobilize as many men and boys as possible to advocate for gender equality and to free people from these gender stereotypes.

Structure of speech

Watson starts her speech by listing the people in the audience starting from the one with the most power. It directs the audience to believe that they have the ability to alter and overcome this global issue. She then talks about her anecdotes about her privilege and compares it to other women, this comparison highlights the rarity of feminism. Towards the end of the speech, Watson constantly refer to the audience and herself simultaneously representing both genders to further support her message.

Look at the language used (vocabulary setting the tone, use of pronouns)

Watson refers to herself as "I" to explain her anecdotes and to portray herself as a representative of these unjustified women. "All I know is that I care about this problem and I want to make it better." It strengthens the message and made the speech more personal and relatable for her audience. She also refers to herself as "we" in order to demonstrate that this concept is not exclusive to her but rather to everyone on the planet, signifying that she and other like-minded individuals are not alone in their sufferings. "You" as a pronoun encourage the audience that they have power to change this global problem, that they should be involved in the process of overcoming this issue. The vocabulary used throughout the speech are blunt and straightforward setting a depressing atmosphere. Her use of juxtaposed vocabulary draws attention to the contrast between gender inequality and the dark truths about it.

Rhetorical feature

This speech includes quite a few rhetorical features

Anecdotes, to convince the audience that she was worthy to be there (use ethos), to explain her past experiences regarding gender inequality "When I was eight. I was confused being called "bossy".

Because, I wanted to direct the plays that we would put on for our parents. But the boys were not."

Repetition, to link one problem to another "And the more I've spoken about feminism, the more I have realized that fighting for women's rights" and "we want...we want" to deliver her message in a concise way

Rhetorical Questions: "How can we affect change in the world when only half of it is invited? Or feel welcomed to participate in a conversation?" increases the impact of the message and opens the minds of the audience, allows them to look at this problem from another perspective/mindset

Antithesis : "If men don't have to be aggressive in order to be accepted, women won't feel compelled to be submissive." shows the aftermath of gender inequality and tries to represent all the genders "I want men to take up this mantle, so that their daughters, sisters, and mothers can be free from prejudice. But also so that their sons have permission to be vulnerable and human too."

Paralanguage (eye contact, face and body gestures, volume, emphasis, pauses, etc)**The way the speech is delivered...**

Watson's eye contact is strong, she observes the whole audience and her facial expression is serious and confident; she holds a confident stance and did not make any vigorous hand gestures as she wants the audience to focus on her message rather than her body movements, it creates a calm and confident stance. She emphasized her rhetorical question multiple times throughout the speech to let the audience know about the importance of her campaign

She had short pauses to let the audience keep up with her speech and message

Her volume was loud and stable; she did not stutter nor did she corrected herself



Look for examples of Logos, Pathos, and Ethos being used

Logos, used statistics and specific timelines

“In 1997, Hillary Clinton made a famous speech in Beijing about women's rights. Sadly many of the things that she wanted to change are still true today.”

“In fact, in the UK suicide is the biggest killer of men between twenty to forty-nine eclipsing road accidents, cancer, and coronary heart disease.”

Pathos: Personal anecdotes to make people empathize with her perspectives

“When at fourteen, I started to be sexualized by certain elements of the media.”

Tried to represent everyone “Both men and women should feel free to be sensitive.”

Used “you” as a pronoun to refer the audience (feels directed to them personally)

Ethos: Her position in power is relevant “the UN Women's Global Goodwill Ambassador”

She is passionate about it and had done some things to counter this issue

“As part of her humanitarian efforts she has visited Bangladesh, Zambia. Recently returned as we just heard from Uruguay on her first mission with UN women.”

Signature moves (common features & purpose)

Watson’s usage of pronouns, we, you, I are used in these 3 speeches, for example “but we know that if you change students experiences so they have different expectations of the world around them expectations of equality”, “All I know is that I care about this problem and I want to make it better,” and “the choices that you made to do that too.” Her approach of accentuating a message is similar, involving repetition (“I am willing to....I am willing to”), such as anaphora. She always thank and address (“Your excellencies”) her audience (“thank you....thank you...thank you”). The purpose of her speech circles around gender inequality and feminism but she always tried to represent both genders and everyone else. Her strong eye contact and optimistic but straightforward tone are prominent paralanguage elements in her speaking. In the two speeches, she did not use any hand gestures, however in the last speech, she did small gestures to increase the impact of her message.

