

Stump Speech: Openings

	What information do they include? Bullet points	Rhetorical appeals used & example (ethos, pathos, logos)	Body language?
President Obama (2008) Text version	-Hello _____ -Talked about change, moving forward -Accomplishments -Used repetition to highlighting info -Thanking people for their help -Mentioned wife by first name	"This is where our moment for change begins, right here!" (pathos, an emotional connection) "We've doubled the amount of clean energy...house prices are on the rise...millions of jobs...Bin Laden is dead..." (logos)	-Smiles -Points with hands -Claps with people -Nods head -Good posture -Head up; looking at audience
Ted Cruz Text Version	-Determination of his parents -Using a rags-to-riches approach for storytelling -If you don't agree with something, then you can fight against it.	"A man who had jet black hair and drank too much..." (pathos) "That's when my dad gave his life to Jesus Christ." (pathos)	-Uses his hands -Walks around in circle -Facial expressions vary -Points at the people and ground -Looks up
Bernie Sanders (start at 09:10) Text of Super Tuesday Speech	-things that he thinks people care about -took jabs at the opposition -	"The majority of the american people are different" (logos) "In case you haven't noticed, there's a lot of people here, There are more people at this rally than at any other presidential campaign rally" (logos)	-used his hands a lot -changed his eye contact a lot -he pointed a lot
Donald Trump Text version	-how many wins he's gotten - money -what we should do - his goals for the future	"We're going to make america great again" (pathos) "The middle class is the best class, people have forgotten the middle class" (pathos)	-uses his arms -minimal smiling - makes faces
Hillary Clinton Text version	-she thanked a lot of people -talked about who got her to run	"A strong south makes a strong america" (logos) "Thanks to everybody in South Carolina and the south. I have a	-she nodded her head a lot - very monotone - she turned her

	-saying her thanks to a lot of the other states -shoutout to another local politic -	personal affection” (pathos)	body to different parts of the audience - There was lots of argument - She was actually holding the mic. And being a part of the stage -
John Kasich Text Version	-he talked about his family - his inspiration -war -family anecdote	“Uncle Steve was not a church going man...I love my Uncle George” (pathos) “My Uncle Steve told god that if he got him off of that island then he would go to church every Sunday” (pathos)	-eye contact -hand movement -turned to wife and family -made eye contact -shifted weight a lot (bored?) -thumbs up (to George)s