Often, to acquire more viewership, the press will engage in ‘yellow journalism’, the act of sensationalizing news stories. This distorts the truth in order to make the story more interesting and entertaining. In her speech to journalists at the Women’s National Press Club, journalist and politician Clare Boothe Luce will criticize just that. To prepare her audience for this message, Luce employs a truthful tone and lots of foreshadowing in the introduction of her speech.

To begin, Luce appeals to her audience’s ego. She is respectful when she says that she is “happy and flattered to be a guest of honor” at the occasion, indicating how important the occasion is and how prestigious the audience is. By acknowledging this, the audience feels more receptive to Luce, increasing the likelihood that they will accept what she says next, which we know to be critical. By the next sentence, Luce has already begun developing her criticisms of the press. She claims she is “less happy than you might think and more challenged than you could know” to her audience. This serves to both challenge the press’ knowledge and emphasize the difficulty of what she is about to do. Luce foreshadows her criticism of the press by conceding that she was invited to “throw rocks” at her journalist audience. This metaphor is used because Luce is there to criticize and hurt her audience. Luce once again emphasizes the importance of what she is about to do by referring to it as “of great national significance.” This evokes a feeling of acceptance in her audience because they, as journalists, are dedicated to serving their country and the public. Luce uses this exaggeration to make her audience more receptive and understanding of what she is about to say.

Luce continues to foreshadow her criticisms of the press later in the speech, when she draws a parallel between herself and banquet speakers who criticize the weaknesses and expose the sins of their listeners. It is clear Luce believes the press to have serious weaknesses and sins, which she plans to expose. Luce attempts to further prepare her audience with the sarcastic understatement that a speaker who criticizes their listeners does not “evoke an

enthusiastic - no less a friendly response." This technique of sarcastic understatement serves to disarm the audience with humor. Perhaps Luce is also attempting to employ reverse psychology by telling the audience they won't be friendly in hopes that this will persuading them to be more accepting. Lastly, Luce concludes this part of her introduction with an allusion to Billy Grahams and the Bishop Sheens. She concedes that "the delicate art of giving her audience hell" would be better left to them rather than her. This subtle self-deprecation serves to endear the audience to Luce as she is being modest and admitting the difficulty of what she is about to do.

Luce proceeds to delve into her characterization of good journalism. With her use of parallel structure and anaphora of "it is the effort to…", Luce evokes a powerful message about the purpose of the press in order to encourage her audience to tell the truth in their line of work. She develops good journalism as the "effort to achieve illuminating candor… in every smaller aspect of life." Her use of powerful diction appeals to the journalists' dreams and goals of their profession: to pursue the truth. Luce's reminder to her audience of the purpose of their profession serves to make them more accepting of her criticisms of sensationalization and more ready to return to this pursuit of truth.

In her last two paragraphs, Luce concludes the introduction of her speech with more use of a truthful tone. She concedes that she will criticize the press in her speech, but asks them to accept her criticisms and act on them. She ends her introduction with contradicting statements to inspire her audience to reflect on their actions as journalists. She says, "... the U.S. daily press today is not inspiringly good; it is just far and away the best press in the world." Luce is telling the truth to her audience and calling it the way it is. She is not trying to sugar-coat her criticisms anymore, but is practicing the candor she preached journalists should pursue. She is trying to inspire the journalists to be a good press, but also encourages them by saying that they are already the best.

In the introduction of her speech, journalist and politician Clare Boothe Luce uses a variety of strategies including employment of a truthful tone and foreshadowing, to set up her criticisms of yellow journalism and inspire her audience to pursue the truth.