

## **Synopsis of the study**

### **Statement of the Problem:**

Being the sole super power, the American political speech attracts not only the Americans but people all over the world. The last American presidential candidacy campaign was an extraordinary and unique one as America might experience either its first female president; Hillary Clinton, or first black president; Barack Obama. During that campaign, Obama's sky rocketing popularity was paramount.

This study will explore the most dominant persuasive strategies within Obama's presidential candidacy speeches from a linguistic perspective. It will focus on his metaphorical language through which Obama's stance, ideology and political myth will be unveiled. Metaphor analysis, according to Charteris-Black, shouldn't be explored and analyzed in isolation but with combination with other rhetorical strategies in order not to identify that there is a conscious and deliberate persuasive strategy at work. The interaction between these rhetorical strategies will reveal the three main appeals of persuasion; ethos, pathos and logos.

### **Aim of the Study:**

This study aims at exploring and examining the metaphorical language in some of Barack Obama's candidacy speeches during the year 2008.

The analysis of the most dominant conceptual metaphors underlying Obama's speeches, according to Charteris-Black's critical metaphor analysis, will help in revealing the underlying political ideologies and myths

in Obama's speeches as well as shedding light on the other persuasive tools which double the effectiveness of Obama's speeches.

In fact, studying Obama's rhetoric is of great importance as he gives the whole world an outstanding and unique model of a successful rhetorician who manages to become the head of the sole super power in this era mainly through his persuasive and effective speeches.

**Method of Analysis:**The analysis of data falls into three main parts: Syntactic analysis of the data, metaphor analysis and classical appeals of persuasion (ethos, pathos, logos) analysis .

The Syntactic Analysis of metaphor is not included in Charteris-Black (2005) method of analysis but it may help in providing more comprehensive perspective of metaphors and may shed light on the different syntactic forms a metaphor can have.

The Aristotelian Approach to the data is based on Halmari (2005) comparative study of the two former U.S. presidents Reagan and Clinton.