President John F. Kennedy
Speech Analysis

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On April 10, 1962, as the United States was emerging from a recession, the nation’s largest steel companies raised steel prices by 3.5 percent. President John F. Kennedy, who had repeatedly called for stable prices and wages as part of a program of national sacrifice during a period of economic distress, held a news conference on April 11, 1962, which he opened with the following commentary regarding the hike in steel prices. Read Kennedy’s remarks carefully. Then write an essay in which you analyze the rhetorical strategies President Kennedy uses to achieve his purpose. Support your analysis with specific references to the text.
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The Berlin Wall was built in 1961 because too many people were fleeing Soviet-controlled East Berlin to escape to West Berlin. Hundreds of East Germans were shot to death or died trying to escape to freedom.

Streets were torn up, and barricades of paving stones were erected. Tanks gathered at crucial places. Inhabitants of East Berlin and the GDR were no longer allowed to enter West Berlin, amongst them 60,000 commuters who had worked in West Berlin.
AMERICA’S COMMERCE CONCERNS WITH BERLIN

• The Communist notion of capitalism is that it is a market economy, an economy of “free trade, free selling and buying,”

• While the profit of any enterprise is equally shared by all the people in communism, the profit in a capitalist structure belong to the private owner only.

• While the private party controls the resources in capitalism, it is the society that controls the whole means of production in communism.
Vietnam War-Cold War

- Ho Chi Minh started opposing the French occupation of Indochina, which included Laos, Cambodia and Vietnam.
- The United States the CIA, into North Vietnam to assist Ho. Ho requested that the OSS provide him with a copy of the American Constitution and Declaration of Independence. He then wrote a constitution for an independent Vietnam based -- at least in part -- on those documents.
- Ho declared Vietnam independent. Many believed and campaigned for the United States to recognize an independent Vietnam.
- France, though, wanted Indochina back. They threatened to ally themselves with the Soviet Union if their pre-war colonies, including French Indochina, were not returned to them.
Vietnam War-Cold War

• U.S. abandoned Ho Chi Minh in 1946.
• In 1954, Viet Minh beat the French, an isolated post in North Vietnam, and forced the French to leave the country.
• By then, geo-political events had turned against a now fully Communist Ho Chi Minh. And, under the dictates of the Cold War domino theory, which stated that if one nation in a region fell to Communism, then all nations would eventually fall, the United States became the primary supporter of the new Kingdom of South Vietnam, which quickly became the Republic of South Vietnam.
• America’s aim, then, was to support the South Vietnam government against Communist aggression in the context of a global ideological war between the United States and the Soviet Union.
JFK Context

• America was in 2 wars simultaneously, which was a drain on the economy of America.
• We were in both wars because America feared the goal of Communism was to spread to capitalist states and that the only way to stop it was to “contain” it within its present borders.
• The theory came about which stated that if one state in a region were to fall to Communism, then the surrounding states would inevitably fall as well.
• These concepts were to dominate and guide US foreign policy for much of the Cold War. (Berlin and Vietnam)
On April 10, 1962, as the United States was emerging from a recession, the nation’s largest steel companies raised steel prices by 3.5 percent. President John F. Kennedy, who had repeatedly called for stable prices and wages as part of a program of national sacrifice during a period of economic distress, held a news conference on April 11, 1962, which he opened with the following commentary regarding the hike in steel prices. Read Kennedy’s remarks carefully. Then write an essay in which you analyze the rhetorical strategies President Kennedy uses to achieve his purpose. Support your analysis with specific references to the text.
READ WITH PROMPT IN MIND

• What do you know about President John F. Kennedy that may be significant to our understanding of his purpose?
• What were some of the major events that were going on in America in the late 1950’s and early 1960’s?
• What was Kennedy trying to do in this speech? How did he want his words to affect his audiences (steel executives and the American people at large)?
• How can you see, in the text and in the information provided about its delivery, how Kennedy wanted his audience to think or act after hearing his speech?
| S | What is the **subject** of the piece?  
   | What are the general topics/and/or/ideas contained in the text? |
|---|---|
| O | What is the occasion?  
   | What are the time, place, and setting of the piece? |
| A | Who is the audience?  
   | To whom is the piece directed? |
| P | What is the purpose?  
   | What is the purpose or reason this piece was written? |
| S | Who is the speaker?  
   | Who is the voice that tells the story? |
| T | What is the tone of the piece?  
   | What is the attitude or emotional characteristics present in the piece? |
8 Effective

1. **Reading for** comprehension of Kennedy’s rhetorical **Purpose**;
2. **Identifying** features of the text that illustrated elements of **rhetorical strategies**;
3. **Explaining** these strategies in the context of the speech;
4. **Explaining the logic** by which the selected strategies **work (or fail to work)** to advance Kennedy’s rhetorical purpose.
Create an Introduction Paragraph  
(Use “JFK” Speech)

**FORMAT:**

1. Speaker, Occasion, and Subject
   - (Writer’s credentials), (writer’s first and last name), in his/her (type of text), (title of text), (strong verb – see list at end of this handout) (writer’s subject).

2. Purpose
   - (Writer’s last name)’s purpose is to (what the writer does in the text).

3. Audience
   - He/she adopts a[n] (adjective describing the attitude/feeling conveyed by the writer) tone in order to (verb phrase describing what the writer wants readers to do/think) in his/her (intended audience) and then focus on one or two other rhetorical devices.

**EXAMPLE:**
Novelist (Writer’s credentials) , Amy Tan (writer’s first and last name), , in her narrative essay (type of text), “Fish Cheeks (title of text),” recounts (strong verb) an embarrassing Christmas Eve dinner when she was 14 years old (writer’s subject). Tan’s purpose is to convey the idea that, at fourteen, she wasn’t able to recognize the love her mother had for her or the sacrifices she made. She adopts a sentimental tone (adjective describing the attitude/feeling conveyed by the writer) in order to appeal to similar feelings and experiences in her adult readers. to (verb phrase describing what the writer wants readers to do/think-Manipulation)
Create Your Body Paragraphs (Use “JFK” Speech)

**FORMAT:**

1. The first sentence identifies which rhetorical strategy you are discussing and how it relates to purpose. This is your topic sentence.

2. The second sentence conveys the writer’s support for the assertion made in the topic sentence by providing specific textual evidence.

3. The third sentence explains how the rhetorical strategies you discussed in the previous sentences help the writer achieve his purpose by using an *in order to* statement.

4. The fourth sentence is a transition into the next piece of textual evidence:

5. The fifth sentence introduces and identifies the next piece of textual evidence.

6. The sixth/seventh sentence(s) explain how the rhetorical strategies you discussed in the previous sentences help the writer achieve his purpose by using an *in order to* statement.

7. The final sentence ties all of the analysis back to the purpose/thesis:

**EXAMPLE:**

In his speech regarding the *Challenger* tragedy, Reagan employs pathos in order to both comfort the nation and memorialize the astronauts. (1) He appeals to the mournful emotions of the audience by admitting that he and Nancy are “pained to the core”, that today is rightfully a “day for mourning and remembering”, and that the accident is “truly a national loss” (2). He joins in this time of mourning *in order to* unify the nation and humbly admit that “we share this pain with all of the people of our country” (3). Another way that Reagan appeals to the emotions of the audience is through his praise of the astronauts. (4) He describes them as “daring and brave” and asserts that they “honored us by the manner in which they lived their lives” (5). Reagan praises the astronauts in order to comfort the nation and assure them that this “national loss”, while tragic, will be forever remembered, and that the astronauts were “pioneers” who met a challenge “with joy”. (6) Through Reagan’s skillful employment of pathos, he effectively achieves his purpose of comforting the nation and memorializing the fallen astronauts. (7)
Conclusion

• In the conclusion, you must restate your thesis,
• refer back to the points made above,
• and end with a reflection of your own thoughts on the effectiveness of the speech.
• This reflection should be new information not previously mentioned in the paper. Even though it is your own thoughts, make sure not to use the word “I”. You still need to stay in the third person.
STYLE

• Development (finding the argument, including understanding how a writer’s or speaker’s ethos, pathos, and logos work with a particular audience in a particular situation)

• Arrangement (understanding how the organization of a written or spoken text influences how audiences receive it)

• Delivery (how the message is sent and received)