

Research
Based
Curricula



Sociolinguistics: The Study of Language in Society

Key Stage 4

English Language

Resource 3

2019



Resource Three

Overview



Topic	Comparative Reading: Language, Power and Persuasion
GCSE Modules	Evaluation of speakers' styles and comparing texts.
Objectives	<p>By the end of this resource you will:</p> <ul style="list-style-type: none">✓ Have a raised awareness of political devices and rhetoric, and of ways in which they use these strategies to sway the public opinion and get people to vote for them, with the broader aim of reinforcing the idea of the power of language.
Instructions	<ol style="list-style-type: none">1. Read the data source2. Complete the activities3. Explore the further reading
Context	<p>Extract 1: "Following the attack on Pearl Harbour, Hitler declared war on America, engaging the Third Reich in battle with both post-war superpowers and making victory all but impossible."</p> <p>Extract 2: This is an extract of Barack Obama's address at the Democratic National Convention in support of Senator John Kerry, the party's presidential nominee against George W. Bush. Obama was an obscure state senator running for the US Senate. His soaring speech made the case for putting aside partisan differences and bringing Americans together; it also introduced him to the country and meant that he was instantly tipped to become a future president.</p>

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Extract One

<https://www.jewishvirtuallibrary.org/hitler-s-speech-declaring-war-against-the-united-states>



Deputies, Members of the German Reichstag:

Ever since my last peace proposal of July 1940 was rejected, we have realized that this struggle has to be fought out to its last implications. That the Anglo-Saxon-Jewish-Capitalist World finds itself now in one and the same Front with Bolshevism does not surprise us National Socialists: we have always found them in company. We have concluded the struggle successfully inside Germany and have destroyed our adversaries after 16 years struggle for power. When, 23 years ago, I decided to enter political life and to lift this nation out of its decline, I was a nameless, unknown soldier. Many among you know how difficult were the first few years of this struggle. From the time when the Movement I consisted of seven men, until we took over power in January 1933, the path was so miraculous that only Providence itself with its blessing could have made this possible. Today I am at the head of the strongest Army in the world, the most gigantic Air Force and of a proud Navy. Behind and around me stands the Party with which I became great and which has become great through me. The enemies I see before me are the same enemies as 20 years ago, but the path along which I look forward cannot be compared with that on which I look back. The German people recognize the decisive hour of its existence and millions of soldiers do their duty, millions of German peasants and workers, women and girls, produce bread for the home country and arms for the Front. We are allied with strong peoples, who in the same need are faced with the same enemies. The American President and his Plutocratic clique have mocked us as the Have-nots—that is true, but the Have-nots will see to it that they are not robbed of the little they have. You, my fellow party members, know my unalterable determination to carry a fight once begun to its successful conclusion. You know my determination in such a struggle to be deterred by nothing, to break every resistance which must

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be broken. In September 1939 I assured you that neither force nor arms nor time would overcome Germany. I will assure my enemies that neither force of arms nor time nor any internal doubts, can make us waver in the performance of our duty. When we think of the sacrifices of our soldiers, any sacrifice made by the Home Front is completely unimportant. When we think of those who in past centuries have fallen for the Reich, then we realize the greatness of our duty. But anybody who tries to evade this duty has no claim to be regarded in our midst as a fellow German. Just as we were unmercifully hard in our struggle for power we shall be unmercifully hard in the struggle to maintain our nation. At a time when thousands of our best men are dying nobody must expect to live who tries to depreciate the sacrifices made at the Front. Immaterial under what camouflage he tries to disturb this German Front, to undermine the resistance of our people, to weaken the authority of the regime, to sabotage the achievements of the Home Front, he shall die for it! But with the difference that this sacrifice brings the highest honour to the soldier at the Front, whereas the other dies dishonoured and disgraced. Our enemies must not deceive themselves--in the 2,000 years of German history known to us, our people have never been more united than today. The Lord of the Universe has treated us so well in the past years that we bow in gratitude to a providence which has allowed us to be members of such a great nation. We thank Him that we also can be entered with honour into the ever-lasting book of German history!

Extract Two

<https://www.americanrhetoric.com/speeches/convention2004/barackobama2004dnc.htm>

Tonight is a particular honor for me because, let's face it, my presence on this stage is pretty unlikely. My father was a foreign student, born and raised in a small village in Kenya. He grew up herding goats, went to school in a tin-roof shack. His father -- my grandfather -- was a cook, a domestic

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servant to the British. But my grandfather had larger dreams for his son. Through hard work and perseverance my father got a scholarship to study in a magical place, America, that shone as a beacon of freedom and opportunity to so many who had come before. While studying here, my father met my mother. She was born in a town on the other side of the world, in Kansas. Her father worked on oil rigs and farms through most of the Depression. The day after Pearl Harbor my grandfather signed up for duty; joined Patton's army, marched across Europe. Back home, my grandmother raised a baby and went to work on a bomber assembly line. After the war, they studied on the G.I. Bill, bought a house through F.H.A., and later moved west all the way to Hawaii in search of opportunity.

And they, too, had big dreams for their daughter. A common dream, born of two continents. My parents shared not only an improbable love, they shared an abiding faith in the possibilities of this nation. They would give me an African name, Barack, or "blessed," believing that in a tolerant America your name is no barrier to success. They imagined -- They imagined me going to the best schools in the land, even though they weren't rich, because in a generous America you don't have to be rich to achieve your potential. They're both passed away now. And yet, I know that on this night they look down on me with great pride.

They stand here, and I stand here today, grateful for the diversity of my heritage, aware that my parents' dreams live on in my two precious daughters. I stand here knowing that my story is part of the larger American story, that I owe a debt to all of those who came before me, and that, in no other country on earth, is my story even possible.

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Tonight, we gather to affirm the greatness of our Nation -- not because of the height of our skyscrapers, or the power of our military, or the size of our economy. Our pride is based on a very simple premise, summed up in a declaration made over two hundred years ago:

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain inalienable rights, that among these are Life, Liberty and the pursuit of Happiness.

That is the true genius of America, a faith -- a faith in simple dreams, an insistence on small miracles; that we can tuck in our children at night and know that they are fed and clothed and safe from harm; that we can say what we think, write what we think, without hearing a sudden knock on the door; that we can have an idea and start our own business without paying a bribe; that we can participate in the political process without fear of retribution, and that our votes will be counted -- at least most of the time. [...]

Now -- Now let me be clear. Let me be clear. We have real enemies in the world. These enemies must be found. They must be pursued. And they must be defeated. John Kerry knows this. And just as Lieutenant Kerry did not hesitate to risk his life to protect the men who served with him in Vietnam, President Kerry will not hesitate one moment to use our military might to keep America safe and secure. John Kerry believes in America. And he knows that it's not enough for just some of us to prosper -- for alongside our famous individualism, there's another ingredient in the American saga, a belief that we're all connected as one people. If there is a child on the south side of Chicago who can't read, that matters to me, even if it's not my child. If there is a senior citizen somewhere who can't pay for their prescription drugs,

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and having to choose between medicine and the rent, that makes my life poorer, even if it's not my grandparent. If there's an Arab American family being rounded up without benefit of an attorney or due process, that threatens my civil liberties.

It is that fundamental belief -- It is that fundamental belief: I am my brother's keeper. I am my sister's keeper that makes this country work. It's what allows us to pursue our individual dreams and yet still come together as one American family.

E pluribus unum: "Out of many, one." Now even as we speak, there are those who are preparing to divide us -- the spin masters, the negative ad peddlers who embrace the politics of "anything goes." Well, I say to them tonight, there is not a liberal America and a conservative America -- there is the United States of America. There is not a Black America and a White America and Latino America and Asian America -- there's the United States of America. The pundits, the pundits like to slice-and-dice our country into red states and blue states; red states for Republicans, blue states for Democrats. But I've got news for them, too. We worship an awesome God in the blue states, and we don't like federal agents poking around in our libraries in the red states. We coach Little League in the blue states and yes, we've got some gay friends in the red states. There are patriots who opposed the war in Iraq and there are patriots who supported the war in Iraq.

We are one people, all of us pledging allegiance to the stars and stripes, all of us defending the United States of America. In the end -- In the end -- In the end, that's what this election is about. Do we participate in a politics of cynicism or do we participate in a politics of hope? John Kerry calls on us to hope. John Edwards calls on us to hope. Hope -- Hope

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in the face of difficulty. Hope in the face of uncertainty. The audacity of hope! In the end, that is God's greatest gift to us, the bedrock of this nation. A belief in things not seen. A belief that there are better days ahead.

I believe that we can give our middle class relief and provide working families with a road to opportunity. I believe we can provide jobs to the jobless, homes to the homeless, and reclaim young people in cities across America from violence and despair. I believe that we have a righteous wind at our backs and that as we stand on the crossroads of history, we can make the right choices, and meet the challenges that face us. America! Tonight, if you feel the same energy that I do, if you feel the same urgency that I do, if you feel the same passion that I do, if you feel the same hopefulness that I do -- if we do what we must do, then I have no doubt that all across the country, from Florida to Oregon, from Washington to Maine, the people will rise up in November, and John Kerry will be sworn in as President, and John Edwards will be sworn in as Vice President, and this country will reclaim its promise, and out of this long political darkness a brighter day will come.

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Activities



- Activities**
1. Re-read the resources. Highlight and annotate the following devices:
 - Alliteration
 - Facts and Opinions
 - Repetition
 - Rhetorical questions
 - Emotive language
 - Short sentences
 - Lists
 2. Look back at your highlighted and annotated sections. Imagine you listening to these speeches. Choose one section of each speech (around a paragraph long) that you think would have had the biggest impact on you as a listener and draw a box around it.
 3. Why did you choose these sections? Why is it about them that affected the listeners most significantly. How has language been used to make them persuasive?
 4. What emotions does the speaker convey in the first extract? In the 2nd one?
 5. Which one do you find more efficient and why? Which one do you prefer and why? Consider the following devices in your answer: repetition, assonance, alliteration, rhyme and any of the literary devices listed in Q1.
 6. Which other source uses similar devices to get people to adopt certain behaviours? Think about day to day life in our consumerist societies.

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Further Reading



Read the lyrics extracted from the rap song below, and reflect on the devices the artist uses to persuade his audience. What does this evoke in you, and how do these devices relate to the extracts of political speeches you have read above?

Land of the Free – Joey BadA\$\$

Yeah You know sometimes I think they don't truly understand me you know

'Cause they don't

Can't change the world 'less we change ourselves

Die from the sicknesses if we don't seek the health

All eyes be my witness when I speak what's felt Full house on my hands, the cards I was dealt Three K's, Two A's in

AmeriKKKa

I'm just a black spade spawn out the nebula

And everything I do or say today that's worthwhile

Will for sure inspire action in your first child I'll begin my verse now

Sometimes I speak and I feel like it ain't my words

Like I'm just a vessel channeling inside this universe I feel my ancestors arrested inside of melt's like they want me to shoot my chance and change society

But how do I go about it? Tell me where I start?

My destiny rerouted when I chose to follow heart

You told to follow suit, but tell me what it do for you?

Except weigh you down, now you trapped inside the cubicle they built for us

The first step in the change is to take notice

Realize the real games that they tried to show us

300 plus years of them cold shoulders

Yet 300 million of us still got no focus

Sorry America, but I will not be your soldier

Obama just wasn't enough, I just need some more closure

And Donald Trump is not equipped to take this country over

Let's face facts 'cause we know what's the real motives In the land of the free, is for the free loaders

Leave us dead in the street then be your organ donors

They disorganized my people, made us all loners

Still got the last names of our slave owners

In the land of the free, it's for the free loaders

Leave us dead in the street then be your organ donors

They disorganized my people, made us all loners



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