Presentation Analysis Critique

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**Date:** July 25 2016

**Presentation Title:** First lady Michelle Obama’s full speech at the 2016 Democratic National Convention (PBS NewsHour, 2016).

**Presenter:** Michelle Obama

**Section 1: Beginning, Introduction**

**Initial attention:** Michelle Obama is considered as one of the most influential people in the world. Her last speech at the Democratic National Convention is one of her remarkable speeches. She grabbed the attention of her listeners in the beginning and effectively presented her thoughts.

**Thesis statement, topic clarity:** Her speech was about the elections and a farewell to her supporters as her husband’s eight years as the President were over. Her speech was full of clarity. She gave clear statements expressing her thoughts and remained specific.

**Relevance to audience:** The room was full of educators, celebrities, leaders, as well as common people when she delivered her last speech. Her speech was delivered not for some specific group of people, but for the whole nation.

**Section 2: Support, Body, Middle**

**Accurate, vivid supporting details:** It is difficult to arouse emotions in long speeches; therefore, Obama delivered a short speech to make her listeners emotional. One of the best rhetoric tools is the story telling that connects the speaker to listeners and Obama effectively used this technique.

**Use of language:** Michelle Obama made use of emotional language to convey her message and reflect upon the memorable eight years in the White House. She used aspirational language to rebuke Donald Trump and his view about America.

**Use of pauses, word choice, and voice speed:** Her word choice was appropriate and appealing. She made use of anaphora i.e. she repeated certain words to emphasize on her point. Her pauses and breaks in the speech were also applied timely which made it easy to hear and understand.

**Section 3: End, Conclusion, Closing**

**Strength of conclusion:** Her speech had a strong ending. She created feelings of passion in her listeners and made them emotional. At the end, she hoped that she made them proud by her work and services.

**Signal of closure, transition, and warning:** She ended her speech on an emotional end and it made millions of people emotional.

**Summary of objectives, main points:** She made her speech effective by supporting the dreams of kids in the nation. She pointed out the family values and preserving freedom in her speech. Elections was the main objective of her speech.

**Details of Presentation:**

**Relaxed and comfortable start:** She started her speech in a calm way with a smile on her face and addressing to people as she was talking to each of them individually.

**Initial eye contact:** Her eye contact with the listeners was accurate.

**Any tics, habits, manifestations of nervousness (body language or voice):** Her body language was filled with confidence and she made frequent eye contacts with the public.

**If visual aids are used: effectiveness, handling, etc.:** It does not look like she was using any external help to deliver her speech, even though it is almost 15 minutes long.

**Conclusion:** Michele Obama frequently pauses for impact throughout the speech and in the end, the manner in which she culminates her speech certainly brings the house down.

**Evaluation of the whole:**

**Effectiveness of speech:** The speech was rather effective considering how she was cheered on by the crowd and how spirit of the people that surrounded her was boosted

**Audience handling and response**: One of the most amazing ability of Michelle Obama is her ability to engage with her audience and respond to them without losing a beat.

**Two strengths**: The two strengths of her speech revolve around the fact that she can engage with her audience and make all of her life relatable to the masses. She knows how to motivate people and how to channel their emotions in a positive manner.

**Two things that can be improved:** She could add a bit of diversity to her speech. Most of her examples revolve around black people which is slightly limiting.

**Suggestions**: The speech is filled with amazing content. However, it could have been a little better if she could have come up with better examples.

# References

PBS NewsHour. (2016). *Watch first lady Michelle Obama’s full speech at the 2016 Democratic National Convention*. Retrieved from https://www.youtube.com/watch?v=4ZNWYqDU948