

# Rhetoric and American politics

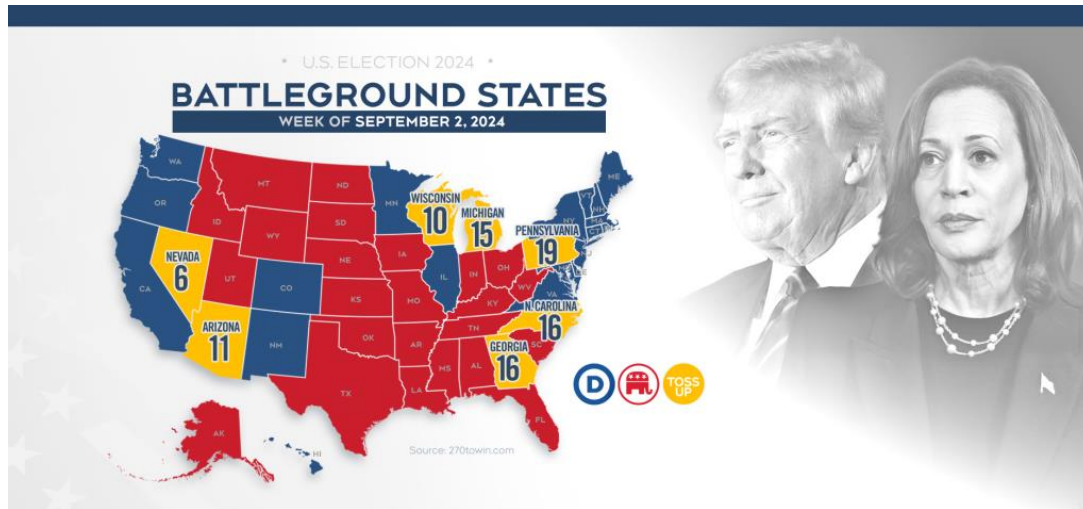
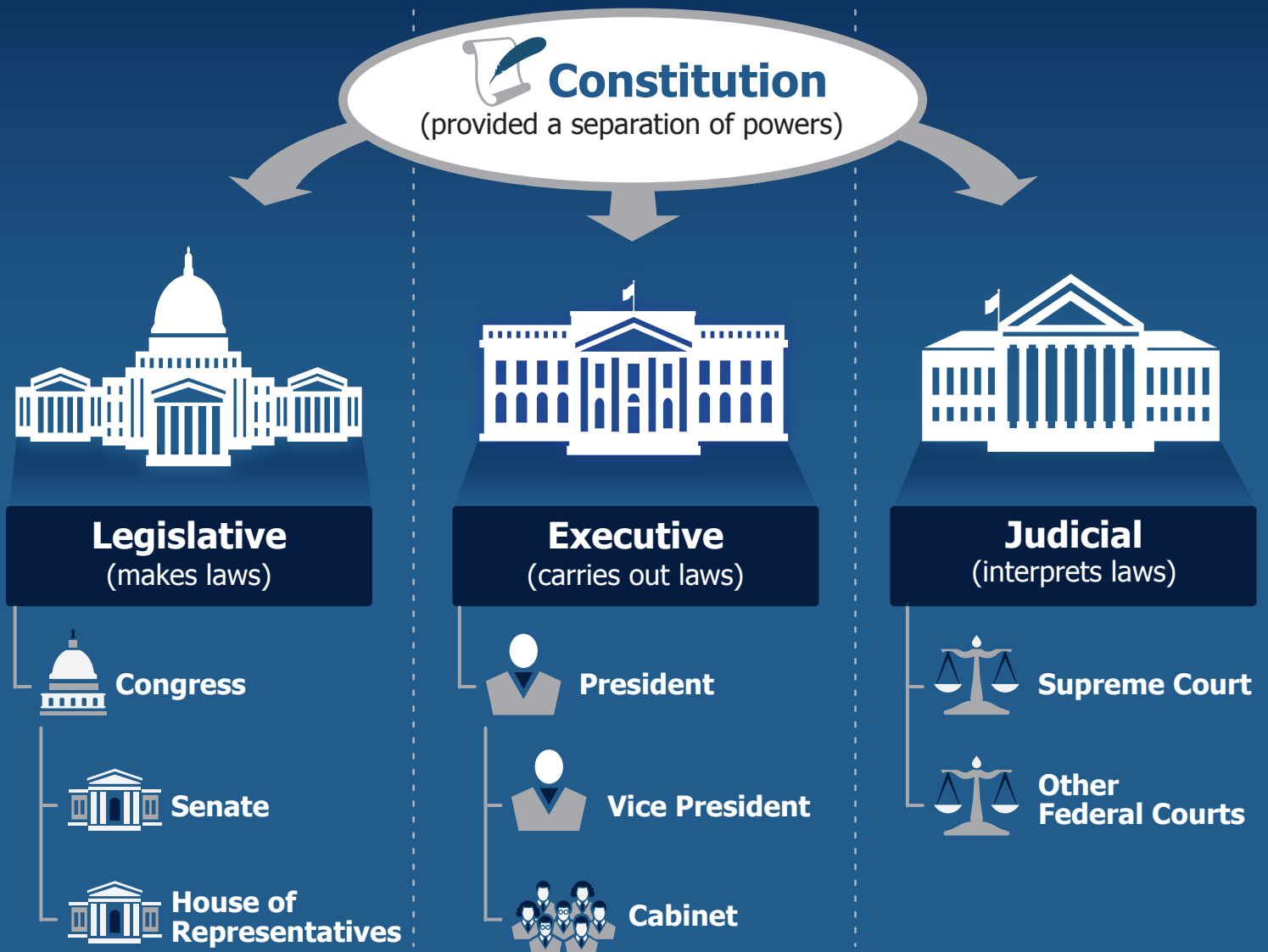


Illustration from: <https://www.ctvnews.ca/world/what-is-the-u-s-electoral-college-america-s-path-to-the-presidency-explained-1.7044425>

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# 3 BRANCHES *of* U.S. GOVERNMENT



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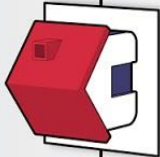
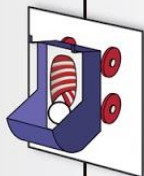
# HOW TO BECOME PRESIDENT OF THE UNITED STATES

**U.S. CONSTITUTION'S  
REQUIREMENTS FOR  
A PRESIDENTIAL  
CANDIDATE**

☒ NATURAL BORN  
CITIZEN

☒ MINIMUM AGE  
35 YEARS

☒ U.S. RESIDENT  
14 YEARS

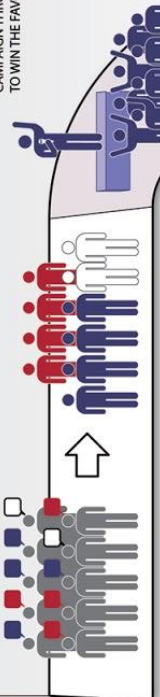


## STEP 1 PRIMARIES AND CAUCUSES

THERE ARE MANY PEOPLE WANT TO BE  
PRESIDENT, EACH WITH THEIR OWN IDEAS  
ABOUT HOW GOVERNMENT SHOULD WORK

PEOPLE WITH SIMILAR IDEAS BELONG TO  
THE SAME POLITICAL PARTY. THIS IS WHERE  
PRIMARIES AND CAUCUSES COME IN

CANDIDATES FROM EACH POLITICAL PARTY  
CAMPAIGN THROUGHOUT THE COUNTRY  
TO WIN THE FAVOR OF THEIR PARTY MEMBERS



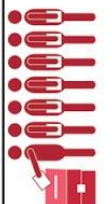
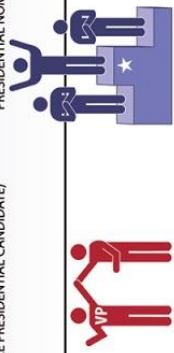
## NATIONAL CONVENTIONS STEP 2

AT EACH CONVENTION, THE PRESIDENTIAL  
CANDIDATE CHOOSES A RUNNING MATE  
(VICE PRESIDENTIAL CANDIDATE)

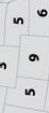
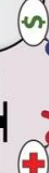
**IN A PRIMARY**  
PARTY MEMBERS VOTE FOR THE  
BEST CANDIDATE THAT WILL REPRESENT  
THEM IN THE GENERAL ELECTION

**IN A CAUCUS**  
PARTY MEMBERS SELECT THE BEST  
CANDIDATE THROUGH A SERIES OF  
DISCUSSIONS AND VOTES

THE PRESIDENTIAL CANDIDATES CAMPAIGN  
THROUGHOUT THE COUNTRY TO WIN THE  
SUPPORT OF THE GENERAL POPULATION



## ...AND APPROVE THIS MESSAGE



## STEP 3 GENERAL ELECTION

PEOPLE IN EVERY STATE ACROSS THE  
COUNTRY VOTE FOR ONE PRESIDENT  
AND VICE PRESIDENT

**IN THE ELECTORAL COLLEGE SYSTEM,**  
EACH STATE GETS A CERTAIN NUMBER OF ELECTORS  
BASED ON ITS REPRESENTATION IN CONGRESS

## STEP 4 ELECTORAL COLLEGE

EACH ELECTOR CASTS ONE VOTE FOLLOWING  
THE GENERAL ELECTION, AND THE CANDIDATE  
WHO GETS MORE THAN HALF (270) WINS



SOURCES:  
<http://answers.usa.gov>  
<http://www.kids.gov/president/>  
<http://www.archives.gov/federal-register/electoral-college/about.html>



# Win the White House: Issue Guide

	<b>Retirement Security</b> All Americans have the right to a secure and healthy retirement. Medicare and Social Security need to be protected for future generations.		<b>Job Creation</b> Let's put America back to work. We need policies that help businesses grow and keep high-paying jobs in the US.
	<b>LGBTQ+ Rights</b> We support equality and freedom from discrimination for LGBTQ+ people in all areas including housing, employment, and healthcare.		<b>Ending the Opioid Crisis</b> America is facing a public health emergency that we must combat through all lawful means. Ending opioid drug abuse must be a top priority.
	<b>Address Climate Change</b> We must address climate change, protect our natural resources, and ensuring the quality of our air, water, and land both now and for the future.		<b>Peace Through Strength</b> Our military needs to be prioritized to remain modern, agile, and adaptable for future threats.
	<b>Equal Access to Healthcare</b> All Americans have the right to be able to access and afford healthcare. The government has a critical role in supporting a healthier America.		<b>Lower Taxes</b> We should lower taxes so citizens can keep more of what they earn and choose to save, spend, or invest as they see fit.
	<b>Care for Poor and Needy</b> We believe that no one in this country should live in poverty or go hungry. The government should use assistance programs to help.		<b>Expand Competition in Health Care</b> We believe in a health care system based on genuine competition of insurance and health care providers, patient choice, and high-quality care.
	<b>Campaign Finance</b> We must end the hidden control that rich people and companies have over our democracy. More transparency in campaign funding is critical.		<b>Fight Terrorism Abroad</b> Terrorist threats to America require strengthening our military, as well as pursuing non-military options.
	<b>Voting Rights</b> All citizens should be able to vote in accessible and fair elections. Laws should support and encourage voter turnout, not suppress it.		<b>Prevent Election Fraud</b> To protect the integrity of our elections, we support requiring proof of citizenship when registering to vote and photo ID for voting.
	<b>Immigration Reform</b> Building a wall isn't a good idea. We must reform our immigration system to make it fairer and faster, while maintaining our national security.		<b>Securing the Border</b> The humanitarian and national security crisis on our southern border requires immediate and significant action.
	<b>Federal Funding for Education</b> The federal government has a responsibility to help children get the best public K-12 education and to support affordable college options for all.		<b>School Choice</b> A greater portion of education funding should go directly to families so they can choose the best public or private schools for their children.
	<b>Preventing Gun Violence</b> Sensible action, like restricting the purchase of some firearms, must be taken to address gun violence in our communities. (MS, HS)		<b>Gun Rights</b> Law-abiding citizens should not be restricted from gun ownership by the federal government. The second amendment must be protected. (MS, HS)
	<b>Pollution Standards</b> The government should take clear and bold steps to limit pollution. We need to address the impact of pollution on our people and our environment.		<b>Business Innovation</b> The government should not restrict the growth of American business through unfair taxes or over-regulation.
	<b>Women's Reproductive Rights</b> All women should have access to quality reproductive health care services, including safe and legal abortion. (HS only)		<b>Protection of Unborn Lives</b> Babies are innocent human beings from the moment of conception. They have a fundamental right to life, which must be protected. (HS)
	<b>Global Cooperation</b> 21st Century challenges require participation in organizations like the United Nations and NATO to make the world a safer place.		<b>Global Independence</b> The United States should maintain its independence and values as it participates in international relations.
	<b>Cleaner Energy</b> Renewable energies boost the economy through high paying jobs, fight climate change, and reduce foreign oil reliance.		<b>Limited Government</b> The government needs to spend less and limit its role in Americans' daily lives.



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# Excerpts from *American History*

## 1. Discovery to Colonization (-1700)

For more than a century after Columbus discovered the New World, Native Americans were scarcely disturbed by Europeans in the area that is now the United States. The Spanish conquered South America and Mexico, but only sent out a few expeditions to explore Florida, the Mississippi Valley, and what is now known as Texas. Until 1600 the English and the French did not challenge Spain in the New World. The tribes of Native Americans in North America only confronted a European invasion after Spain became weaker. Then, rather suddenly from the native point of view, strange white tribes appeared speaking French, English, Dutch, and even a few speaking Swedish, and settled along the Atlantic coastline.



Christopher Columbus

Source: Gyldendals Billedarkiv

### 1.3 The Colonies

In both the North and the South the family was an extremely important institution, and it was unusual (and quite difficult, practically speaking) to live alone. Moreover, political rights were more widely diffused than in the old country. In Massachusetts 55 percent of all the adult males could vote, because they owned enough property to qualify. In Britain at most a third of the men in a community might qualify, and often the percentage was far smaller. Moreover, colonial towns were so remote from London that they had to make important, practical decisions without waiting for months for royal approval. Americans learned to make decisions in town meetings, where all male citizens had some voice in the matter, and there was no formal aristocracy that was accustomed to local rule. The colonists also put a high value on education, especially in the North, where Harvard was founded already in 1636, followed by the rest of what later became known as the Ivy League universities. Literacy was thought essential to being a good Christian, for it enabled people to read the Bible. Learning was also necessary in order to have competent lawyers, judges, and clergy. Numeracy was prized for its practical uses in navigation, surveying<sup>1</sup>, keeping accounts, and trade. In contrast, the Puritans banned theaters and did not encourage the writing or reading of fiction. The English novel scarcely existed before the eighteenth century, and its development was further retarded<sup>2</sup> in the North American colonies. The colonists printed many sermons, and one of the first bestsellers was

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<sup>1</sup> landmåling, kortlægge sb/vb

<sup>2</sup> hæmme, forsinke vb

a pious<sup>3</sup> poem about the end of the world, Michael Wigglesworth's "The Day of Doom." However, there were very few novels, and none of any merit, before the American Revolution.

As the English expanded, the Native Americans often died from the unfamiliar diseases that had come from Europe. At times more than half a tribe died in a single epidemic. Many of those who remained retreated to the West. New England had perhaps 125,000 Native Americans in 1600, on the eve of the British arrival. A century later there were less than 10,000. The English not only overpowered the original inhabitants by force of arms and sheer numbers, they also transformed the ecological system. Relentlessly cutting down trees and fencing the land, the colonists drove wildlife away. Moreover, they paid Native Americans to hunt animals with valuable pelts<sup>4</sup>, notably the beaver, drastically reducing their numbers as well. By 1675, amid escalating tensions, the original inhabitants formed a military alliance and fought the colonists, destroying twelve towns and killing 600 people. In the following year, the Puritans retaliated<sup>5</sup> with a scorched<sup>6</sup> earth attack on native food supplies, killing 3000. Those who survived were sold into slavery. Even the non-combatant<sup>7</sup> "praying Indians" who had converted to Christianity were treated badly. Six of their ten "praying Indian towns" were abolished<sup>8</sup>, and efforts to convert other Natives were halted. Precisely a century before the American Revolution, the white claims to New England were sealed in blood.



Map of the United States of America

Source: Colourbox.com

Just south of New England were quite different colonies. The Dutch settled New Amsterdam on Manhattan, and built up a string of settlements 160 miles inland along the Hudson River. Where New England was initially settled almost entirely by the English, the Dutch encouraged a variety of immigrants, including French-speaking Walloons. A small Jewish contingent also arrived. The Bronx was named after a Faroese immigrant. In contrast to New England, which was overwhelmingly English and strongly marked by religion, New Amsterdam was more diverse and secular<sup>9</sup>. The Dutch profited from the fur trade and

<sup>3</sup> from, religiøs, gudfrygtig *adj*

<sup>4</sup> skind *sb*

<sup>5</sup> gengælde, besvare, slå igen *vb*

<sup>6</sup> afbrænde, afsvede *vb*

<sup>7</sup> nonkombattant, ikke aktiv krigsdeltagende *adj*

<sup>8</sup> nedlægge, ophæve, droppe *vb*

<sup>9</sup> Verdslig (ikke-religiøs), *adj*

therefore cultivated friendly relations with Native Americans. Pelts from hundreds of miles inland came down the Hudson for shipment to Europe. The Dutch also created large estates along the Hudson River, and well after the British seized control of New Amsterdam and renamed it New York in 1664, Dutch remained the predominant<sup>10</sup> European language 200 kilometers inland, as far as Schenectady and Rotterdam. If New England was homogeneous, the Dutch established a prototype of multiculturalism that never entirely died out.

South of New York lay Pennsylvania. It was originally a land grant from the King of England made in order to settle a large debt to the British Quaker, William Penn. While a good many Quakers settled there, especially near their principal city of Philadelphia, other protestant sects were also permitted to immigrate, many of them Germans from central Europe. A smaller number of Swedish settlers also arrived, bringing with them a log building tradition that inspired the American log cabin. Because the Quakers were pacifists, they strove to avoid conflicts through negotiations with Native Americans. Quakers were also among the earliest abolitionists<sup>11</sup>, and as a result there were few slaves in early Pennsylvania.

In contrast, immediately south of Philadelphia were Delaware and Maryland, which developed into plantation societies, with many black slaves, especially in the tidewater areas. Catholics settled Maryland and their leader gave his name to its largest city, Baltimore, which dominated the extensive Chesapeake Bay, with its excellent crabs, oysters<sup>12</sup>, and clams<sup>13</sup>. The remaining Southern colonies of Virginia, North Carolina, and South Carolina were all slave states too, with almost entirely agricultural economies. Cotton was not yet an important crop, and tobacco, sugar, and rice were their main exports.

Taken as a group, these colonies were hardly homogeneous. Culturally, they were a mixture of English, French, German, and Dutch, as well as the unwilling enslaved immigrants brought from Africa. Protestants dominated New England; Catholics controlled Maryland; Quakers ruled Pennsylvania; and Scots Presbyterians were spreading in the inland valleys. In opposition to all of these religions, the King supported the Church of England everywhere. There seemed little reason to think that such a motley<sup>14</sup> collection of peoples and religions would one day be forged together into a single identity. Indeed, three great powers were rivals for control of North America in 1700. Spain controlled Florida and Mexico, and it was expanding northwards into California, Texas, and New Mexico. In Canada, France predominated, and its missionaries and fur traders could be found in the Great Lakes area and even in the Mississippi Valley. Moreover, the French were adept<sup>15</sup> at making alliances with Native Americans, whom they did not displace nearly so much as the British. Rather, they sought trade with the tribes they encountered, and intermarried with them more readily. By comparison, the British hugged<sup>16</sup> the Atlantic coastline, and few colonists lived more than 150 kilometers from the sea.

All of these North American colonies in 1700 were primarily rural. Except for Mexico, their cities were small and pre-industrial, and they chiefly served as trading centers. Most manufactured goods still came from Europe. The most important English city was Boston, followed by Philadelphia, New York, Baltimore, and Charleston. But these were scarcely cities in today's terms. In 1700 Boston had less than 11,000 inhabitants. From the British point of view, the sugar producing Caribbean colonies were more profitable, and the Spanish colonies were the center of New World commerce. In 1700 British North America had no gold or silver mines and no great cities. No one at the time would have imagined it as the seed from which a powerful nation would grow. The British colonies on the mainland in North America were a backwater

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<sup>10</sup> fremherskende *adj*

<sup>11</sup> person som støtter slaveriets afskaffelse *sb*

<sup>12</sup> østers *sb*

<sup>13</sup> musling *sb*

<sup>14</sup> spraglet, broget *adj*

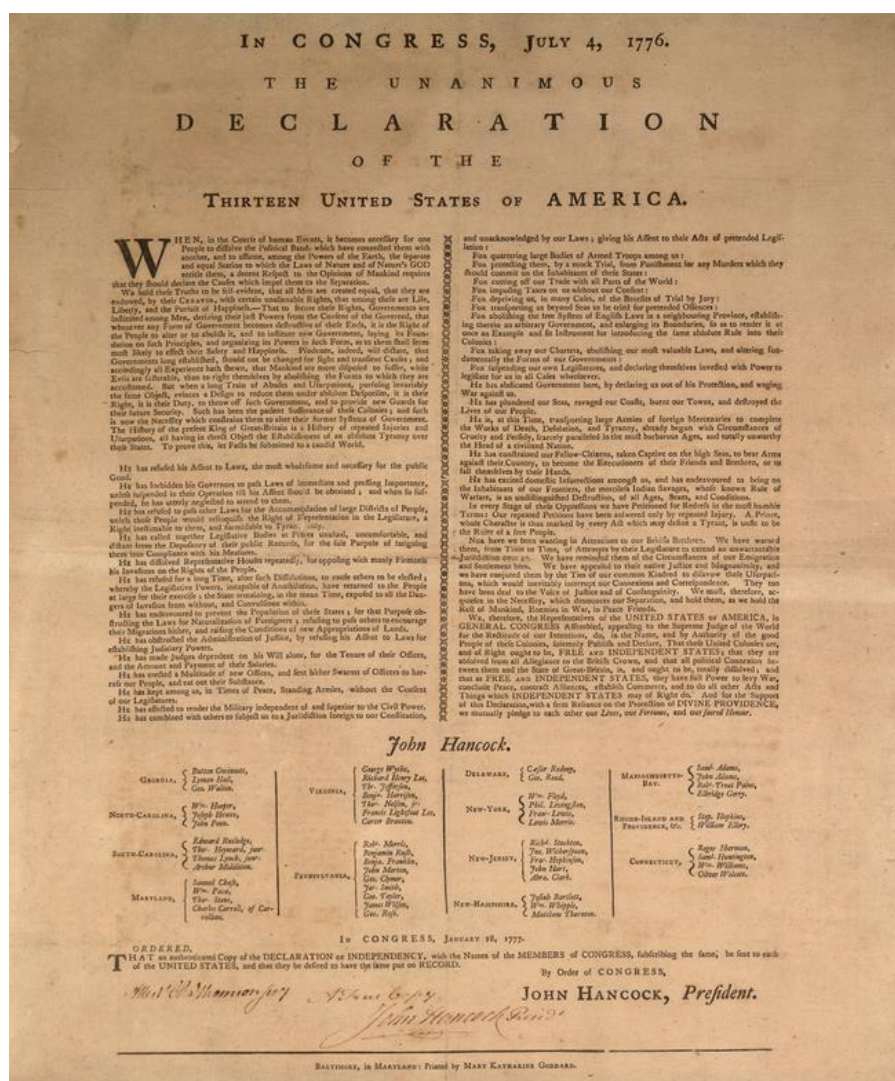
<sup>15</sup> ferm, dygtig *adj*

<sup>16</sup> holde sig tæt til land, følge kysten tæt *vb*

compared to the rich islands of the Caribbean. Moreover, North America seemed likely to become a battleground where European powers fought for supremacy.

## 2.3 Coming of the American Revolution

Curiously, both the religious and pragmatic aspects of the American character were needed to spark the Revolution. A rational pragmatism informed the arguments for revolution, including those used in the *Declaration of Independence*. It spoke of "self evident truths" based on philosophical reflection, as opposed to Biblical or traditional truth. The Declaration asserted that all men were equal and that they had inalienable rights. It attacked the common European idea that Kings ruled by "divine right" and declared that because men alone create governments they therefore also have the right to abolish them.



Signers' copy of the Declaration of Independence. Printed in 1777, Baltimore, Maryland.

Source: Library of Congress. Rare Book and Special Collections Division, Washington, D.C.

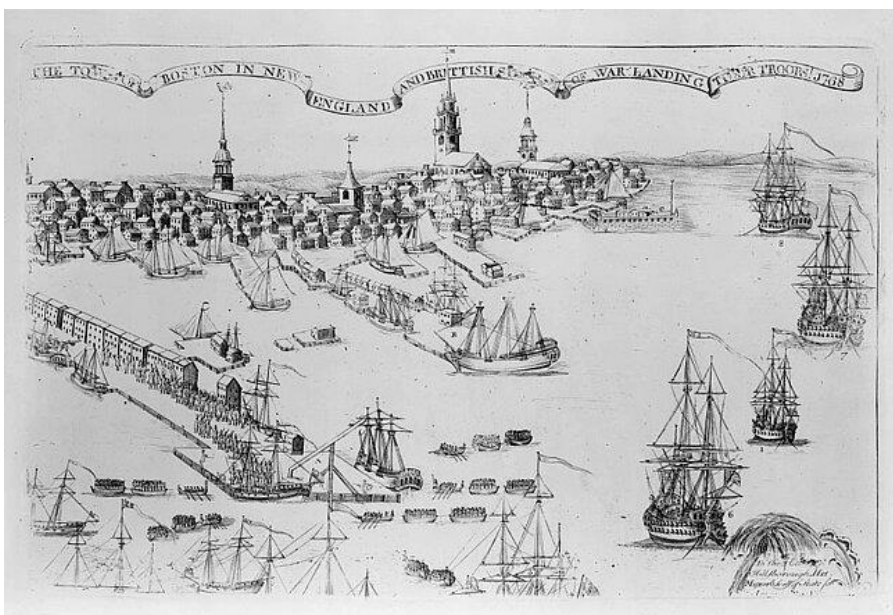
In such thinking, God does not play a part in history, and the universe is constructed according to natural laws. This was the world of Isaac Newton, who discovered the law of gravity, or Franklin who discovered that lightning was nothing more than electricity. Both showed that Nature was not arbitrary but orderly. These ideas harmonized with the political philosophy of John Locke, who had argued that governments originally were formed not by force but by free people who made a contract to protect themselves and their



property. Americans read Locke to mean that power originated in the people, not in the state, and this seemed to be confirmed by their own experience of settling new lands and forming local governments in order to establish the rule of law. Logically, governments existed to serve the people who formed them, and they only wielded power with the "consent of the governed." If a government became a tyranny, then it was "the Right of the People to alter or to abolish it, and to institute new Government."

Yet rational arguments alone seldom will rouse a people to revolt. Religion gave a passionate edge to the American Revolution. During the Great Awakening many came to see the discovery and settlement of the New World in religious terms. The colonists who had left Europe were compared to the tribes of Israel who had escaped from Egypt. The New World, like Israel, was the "promised land" that God had provided as a refuge. Some Americans argued that in world history the center of civilization moved from east to west, from the Middle East to Greece to Rome and then Western Europe. "Westward the course of empire takes its way," Bishop Berkeley declared, and many Americans embraced this idea during the late eighteenth century and after. Furthermore, revivalist religion reinforced the idea of social equality. It was a powerful solvent, creating a strong feeling of unity among believers, all of whom were equal in the eyes of God. Around this time, too, colonial newspapers begin to use the term "Americans" to describe the colonials.

Even as Americans began to feel that they were different from the English, King George III and Parliament were asserting more control over them. The several million Americans had not a single elected representative in Parliament. They had to take orders from Royal Governors sent over from London. These gentlemen at times knew little or nothing about the geography, the history, or the practical problems of the regions they were sent to govern. The colonists wanted the same right to choose their officials as Englishmen enjoyed at home, and they complained about "taxation without representation." The taxes in question were imposed to help pay for the expensive war that had lasted from 1756 until 1763, and included stamp duties and a special tax on tea. The tax on tea became a symbolic issue. The British were determined to assert their right to tax the Americans, who were equally determined not to pay it. They responded with the "Boston Tea Party." Men dressed as Native Americans boarded the British ships in the Boston Harbor and threw their cargo of tea overboard, staining the water brown. It was an act of defiance, and combined with other resistance angered the British, who sent troops to occupy the city.



Colonial Boston, 1770

Source: Library of Congress. Prints and Photographs Division, Washington, D.C

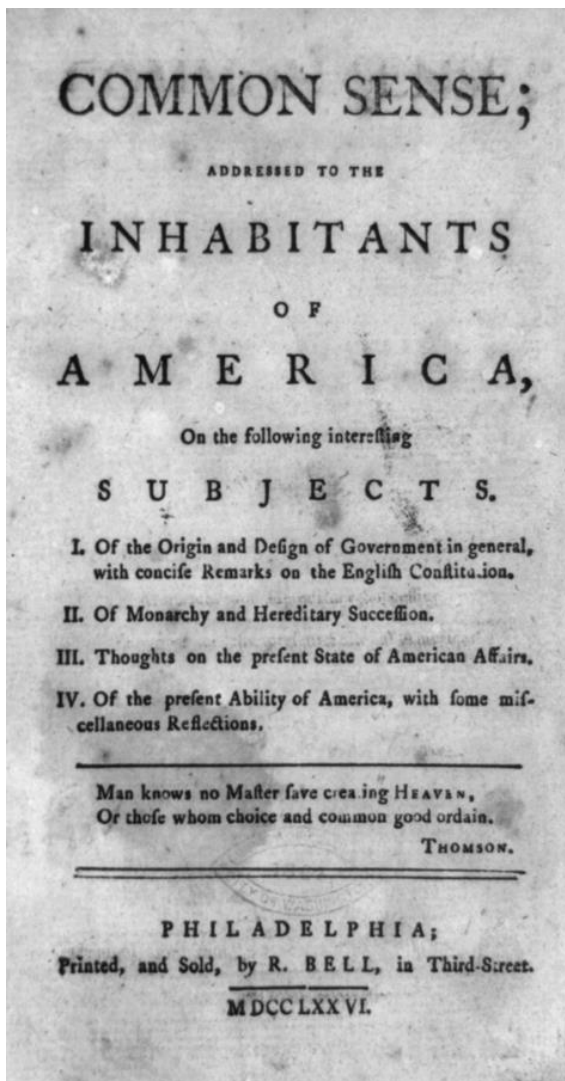
Occupation angered the colonists further, seeming to prove that the British wanted to deny their rights. Americans began to collect and store arms, and then organized themselves into militia. When in April 1775 the British decided to march troops inland to seize one of these weapon depots, the colonials gathered and confronted them at a small bridge in Concord, Massachusetts. Both sides fired, and the British retreated, while Americans continued to snipe at them from behind trees and fences. Armed resistance had begun, and as the other colonies heard the news, they decided to gather representatives in Philadelphia. When they met the following summer of 1776, tensions with Britain had increased further, and after several days of discussions they wrote the *Declaration of Independence*.



Declaration of Independence in Congress, at the Independence Hall, Philadelphia, July 4th, 1776.

Bridgeman Art Library/ Location Unknown/Photo. Boltin Picture Library Photo

When Thomas Paine urged support of the American Revolution, he employed both the logic of the Enlightenment and the passionate language of religion. Paine realized that Americans tended to believe in a world that was sharply divided between the fallen and the saved. They saw themselves as the victims of tyrant George III, who was trying to deny their fundamental rights. Paine wrote in *Common Sense*, "I am as confident as I am that God governs the world that America will never be happy till she gets clear of foreign domination." He described King George as a criminal, and concluded, "I cannot see on what grounds the king of Britain can look up to heaven for help." *Common Sense* was widely read in the colonies, and even read aloud around soldiers' campfires. Paine's vigorous prose and striking images made him a permanent part of the American canon, and millions of people still recognize some of his expressions, such as a "sunshine patriot," a person whose nationalism lasts only as long as things are going well.



Title page from Thomas Paine's *Common Sense*. 1776.

Source: Rare Book and Special Collections Division, Library of Congress.

The American Revolution was so successful that its leading opponents, who remained Loyalists to the King, departed for Canada or Britain. The revolutionaries confiscated their property and sold it to help pay for the new government's debts. No party ever arose that longed for a return to British rule or called for creation of an American monarchy. Because it swept aside opposition, most Americans today scarcely realize how great a change it made. The Declaration of Independence said that "all men are created equal," and in fact the new nation abolished the monarchy and all aristocratic titles, prohibited the establishment of a state religion, and outlawed the common European practice of primogeniture (i.e. leaving most or all of an estate to the eldest son.) No one in the new nation had an inherited title, and large estates were divided equally among the heirs. Moreover, citizens of the United States had greater freedom of speech than anywhere in Europe. Citizens were all guaranteed the right to a trial by jury, and they could not be held in jail without charges being brought against them. By comparison, today even some of the most liberal European states such as Denmark or Sweden still have a titled aristocracy and a state religion, and in Scandinavia it is easier than in the United States to arrest and hold a person for an extended period without charging them with a crime. To be sure, the Revolution was primarily by and for the middle class, and the white middle-class at that. But the principles of life, liberty, and equality were written into the fundamental law of the nation, and later woman and minorities would claim these rights.

### **3. Creating a New Nation (1776-1815)**

It required two wars to establish the independence and viability of the United States, starting with that for independence (1776-1783) and ending with a second war against the British between 1812 and 1815. Only after that time did Parliament fully accept American independence. During this entire period the "Founding Fathers" who led the revolution and created its new form of government continued to provide leadership. They not only served as presidents from 1789 until 1825, but held state and local offices as well. By the time these leaders had passed away, the United States was well established. The following generation would focus not on wars with Europe but on westward expansion and on developing an industrial system for the nation.

#### **3.1 The Revolution**

In 1776 the American colonies declared their independence from Britain, but they had to fight for years to attain it. In part the Americans won because North America is so large. British war plans called for dividing the New England colonies from the rest, using armies from Canada and New York City. But the distances were great and the region too large to be controlled. The British also assumed European-style warfare, in which victory went to an army that conquered the major cities and seaports. But more than 90% of all Americans lived in the countryside or small towns, and they did not surrender when New York, Boston, and Philadelphia were occupied. They soon discovered that they were more likely to win victories when the British marched inland into unfamiliar terrain. One of the turning points in the war was the Battle of Saratoga in October 1777, when the Americans captured most of General Burgoyne's army and forced him to surrender. Significantly, he was almost 200 miles north of New York and he had had logistical and supply problems.

This victory convinced the French that the Americans had a chance to win, and soon led to an alliance. The revolutionaries could not have done it alone. French support was essential to the eventual victory over one of the most powerful nations in the world in 1776. France was Britain's most important rival, and it had every interest in seeing the American colonies escape from London's control. The French provided money, diplomatic support, military advisers, and most important of all, its navy. As the war dragged on for another four years, the British could not focus on North America to the same degree, because they were also at war with France just across the English Channel. In the end, the French fleet was essential to the victory at Yorktown, where it blockaded the English army's possible rescue or retreat. The British general had no choice but to surrender.

Many French intellectuals liked the idea of the American Revolution, which looked very much like a project of their Enlightenment. The American Declaration of Independence claimed its justification in philosophical ideals. It declared that "all men are created equal" and that they had inherent natural rights that preexisted government. The chief reason for government, the Americans asserted, was to secure personal rights, and if a government proved an enemy of liberty, then the citizens had the right, indeed they had the duty, to overthrow it. In 1789, France had a revolution of its own, but despite a brave and bloody beginning it was not as successful in ending the monarchy or eliminating its aristocracy. Its leading general, Napoleon, crowned himself their emperor. After Napoleon, the French returned to monarchical rule.

#### **3.3 The Constitution**

The idea of writing a constitution was itself new. The British government had various laws, legal precedents, and customs, but no central, defining document, and yet it managed to govern. Even today, Britain does not have a written constitution. Many other nations also relied on custom and precedent. Denmark did not write its constitution until the middle of the nineteenth century. There were no precedents for the Americans to follow when they met in Philadelphia. Yet they succeeded in creating a new form of representative democracy, laid out in a document that is less than 5000 words long,



much shorter than later constitutions. The American Constitution has lasted without major modification for more than 230 years, and the United States has become one of the oldest continuously functioning governments in the world. One reason it has lasted so well is that the Founding Fathers did not go into too much detail, outlining a form of government without trying to dictate more than the broad structure. They also made it possible to amend the Constitution, although in practice there have not been a great many amendments.



Part of the first page of the American Constitution

Source: National Archives and Records Administration

Once the Constitution was written it could only become law if the State legislatures ratified it. Some did so almost immediately, but others needed to be convinced. A lively debate emerged in the newspapers, and three men played a decisive role in explaining how the new government would work and what advantages it had. They were James Madison, John Jay, and Alexander Hamilton, and the essays they wrote were soon collected into *The Federalist Papers*. It is still in print today, and is cited to explain what the Founders intended. This work convinced the wavering states, notably New York, to join the new union, but not before it was agreed that ten amendments would immediately be added to the Constitution, each of which specified rights that citizens would have in the new government. These included the right to bear arms, to freedom of assembly, to free speech, to a trial by jury, and to freedom of religion. Together, these ten amendments are called "The Bill of Rights."

(...)

Source: David Nye, *American History*, Systime, 2024. <https://ushistory.systime.dk/?id=122>

## Style of language / style of writing

Analysis of “style of language” or “style of writing” is always present in the analytical essay for the English A levels written exam (and sometimes present in English B levels). You have to decide what to focus on for each particular text, but these categories can help you consider what is most important and interesting about it.

Remember that style of language/style of writing is also relevant for the oral exam (where you also have to analyze text(s)).

Informal style is characterized by:	Formal style of language is characterized by:
<ul style="list-style-type: none"><li>• Less varied vocabulary.</li><li>• Use of fillers and repetitions.</li><li>• Alternate and incorrect spelling and grammar.</li><li>• Contractions (such as <i>I'll</i>, <i>you'd</i>, <i>ain't</i>, <i>won't</i>).</li><li>• First person use (the use of <i>we</i> and <i>I</i>).</li><li>• Personal tone.</li></ul> <p>Example of informal style:</p> <ul style="list-style-type: none"><li>• Well, students usually try to use correct grammar and punctuation, you know.</li></ul>	<ul style="list-style-type: none"><li>• Correct grammar.</li><li>• Varied vocabulary.</li><li>• Use of subordinate clauses.</li><li>• Varied sentence structure.</li><li>• Few repetitions.</li><li>• Third person use.</li><li>• Neutral tone.</li></ul> <p>Example of formal style:</p> <ul style="list-style-type: none"><li>• Students are expected to use grammar and punctuation correctly.</li></ul>

### Nyttige vendinger til stillejet

- 1) *The language in the text is characterized by...*
- 2) *The text is mainly written in an informal style/formal style.*
- 3) *The vocabulary is dominated by words with positive connotations.*
- 4) *The vocabulary describing (...) is comprised of words with...*
- 5) *The vocabulary consists of words semantically related to...*
- 6) *The text contains many antonyms which create contrasting identities.*

<https://app.minlaering.dk/bog/25/kapitel/10784/sektion/12414>

## Areas to consider when analyzing style of language/style of writing:

- **Level of formality** (formal/informal style - depends on many factors)
- **Different types of Englishes**
  - Standard language (*I don't know how to get a girl*)
    - refers to the English you will hear on the radio and in the news. It is also the most commonly used form of English you will find in English literature.
  - Dialect (*I don't know how to get a lass*)
    - Dialects are the types of variations in a language you find regionally and are therefore geographically limited. It can be a way to pronounce a word or maybe a word that is only used in that particular area
  - Sociolect (*I don't know how to gets no girls*)
    - is a term used when the language is heavily influenced by e.g. social class and educational level. In England sociolect has for centuries been a way to determine whether one belonged to the working class, the middle class or the upper class.
  - Ethnolect (*I ent have no gun // I ent have no knife // but mugging de Queen's English // is the story of my life* – John Agard)
    - is a term used to describe how a language is spoken by a certain ethnic group. As English is spoken by many different ethnic groups, there are many variations of English ethnolects such as British Black English, Black American English, Hinglish (Indian English), Caribbean English and Spanglish (English spoken by people of Hispanic descent mostly coming from Mexico).
- **Sentence structure:** simple or complex (see under Spoken/Written language)
- **Spelling**
  - Standard (*want to*) or non-standard (*wanna*)?
- **Vocabulary**
  - Colloquial language (*hverdagssprog*) or nuanced?
  - Technical? Academic? Slang?
  - Modern? Archaic? (“old-fashioned”)
  - Fillers (*you know, I guess, like*)?
  - Are particular word classes prominent?
    - Adjectives and adverbs: add color to a text and pass on attitudes. If there are many of these the text can seem more vivid and dynamic. Descriptive style.
    - Nouns: long, difficult words make a text more difficult to understand than a text with short and easy nouns. Many nouns in a text make the text static (not eventful or “action-packed”)
    - Verbs: help make a text more action-oriented and many verbs in a text make the text more dynamic. Often narrative style.

- **Semantic field:**
  - Are many words (regardless of word class) related to the same area, for example, travelling, love, loneliness, depression, nature?
- **Grammar:**
  - Standard (*he does*) or non-standard (*he do*)?
- **Layout:**
  - *Use of the cursive*, USE OF CAPITAL LETTERS, use of underlining?
- **Punctuation:**
  - Missing punctuation (periods, commas)?
  - Use of parentheses ( ), use of exclamation points !, use of question marks?
- **Tone** – how does the language convey an attitude towards a topic? See also [this long list of words](#) to describe tone (or use the document “Tone and mood”). Examples:
  - aggressive, arrogant, cheerful, desperate, humorous, ironic, light, matter-of-fact, optimistic, pessimistic, serious ...?
- **Mood** – how the reader feels while reading the text, atmosphere. See also [this long list of words](#) to describe mood (or use the document “Tone and mood”). Examples:
  - Loving, peaceful, hostile, hopeless, warm, relaxed, tense, sombre, ominous .... ?
- **Rhetorical tools** (see “Devices for speech analysis” for more examples)
  - Imagery?
    - symbols (*a rose* (to symbolize love), *a cross* (to symbolize faith))
    - metaphors (*love is a rose* – something equals something else)
    - simile (*you are like/as a rose* - comparison)
    - personification (*love kidnapped me* – giving human qualities to something)
    - hyperbole (*this is the only thing that matters in the world* – exaggeration)
    - litotes/understatement (*Winning the lottery wasn't too bad*)
  - Repetition? (called anaphora if it is the first word(s) in a sentence that is/are repeated)
  - Alliteration? (watch with wild wonder at the wide window)
  - Contrast? (*It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness* – Dickens)
  - Rhetorical questions? (*Why me?* – to make the reader engaged and think)
  - Logos, ethos and pathos? (appealing to the audience's logical thinking, appealing to have faith in the sender, appealing to the audience's emotions)



## Spoken and written language

Spoken language	Written language
Loose composition	Structured composition
Use of many words	Economical use of words
Spontaneous, esoteric	Coherent, prepared and precise
Use of repetitions	Limited use of repetition
Sentences	
Use of shorter sentences	Use of longer sentences
Use of simple sentence structure	Use of complicated sentence structure
Use of short main clauses	Use of many long main clauses
Use of short subordinate clauses	Use of several and more elaborate subordinate clauses
Use of split sentences ( <i>Peter, he is stupid</i> )	Limited use of split sentences
Use of incorrect/abrupted sentences where subject or verb is missing	Limited use of incorrect/abrupted sentences
Use of afterthoughts ( <i>ehh</i> ), corrections of oneself and repetitions	Limited use of afterthoughts ( <i>ehh</i> ), corrections of oneself and repetitions
Words	
Extended use of slang, adjectives ( <i>great, just</i> ) swearwords, dialect	Absence of slang, adjectives ( <i>great, just</i> ) swearwords, dialect
Use of simple words	Use of many complex words
Use of concrete words	Use of abstract words, academic words and foreign words
Use of <u>fillers</u> – words and expressions regulating the conversation ( <i>you know, no way, you don't say, right?, uhmm</i> ) and contractions ( <i>you'll, won't, ain't</i> )	No use of fillers
Use of <i>and</i> and <i>but</i>	Limited use of <i>and</i> and <i>but</i>

Based, in part, on *The English Handbook*: <https://theenglishhandbook.systime.dk/index.php?id=156&L=0>

## TYPES OF WRITING STYLES

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There are four main types of writing: expository, descriptive, persuasive, and narrative. Each of these writing styles is used for a specific purpose. **A single text may include more than one writing style.**

### EXPOSITORY

Expository writing is one of the most common types of writing. When an author writes in an expository style, all they are trying to do is **explain a concept**, imparting information from themselves to a wider audience. Expository writing **does not include the author's opinions, but focuses on accepted facts** about a topic, including statistics or other evidence.

#### Examples of Expository Writing

- Textbooks
- How-to articles
- Recipes
- News stories (not editorials or Op-Eds)
- Business, technical, or scientific writing

### DESCRIPTIVE

Descriptive writing is **often found in fiction, though it can make an appearance in nonfiction as well (for example, memoirs, first-hand accounts of events, or travel guides)**. When an author writes in a descriptive style, they are **painting a picture in words** of a person, place, or thing for their audience. The author might employ **metaphor or other literary devices in order to describe the author's impressions via their five senses (what they hear, see, smell, taste, or touch)**. But the author is **not trying to convince** the audience of anything or explain the scene – merely describe things as they are.

#### Examples of Descriptive Writing

- Poetry
- Journal/diary writing
- Descriptions of Nature
- Fictional novels or plays

## PERSUASIVE

Persuasive writing is the main style of writing you will use in academic papers. When an author writes in a persuasive style, they are **trying to convince the audience of a position or belief**. Persuasive writing contains the author's opinions and biases, as well as **justifications and reasons given by the author as evidence** of the correctness of their position. Any "argumentative" essay you write in school should be in the persuasive style of writing.

### Examples of Persuasive Writing

- Cover letters
- Op-Eds and Editorial newspaper articles
- Reviews of items
- Letters of complaint
- Advertisements
- Letters of recommendation
- [Speeches]

## NARRATIVE

Narrative writing is used in almost every longer piece of writing, whether fiction or nonfiction. When an author writes in a narrative style, they are not just trying to impart information, they are trying to **construct and communicate a story, complete with characters, conflict, and settings**.

### Examples of Narrative Writing

- Oral histories
- Novels [...]
- Poetry (especially epic sagas or [narrative] poems)
- Short Stories
- Anecdotes

(Mildly edited by SN, based on: <https://openoregon.pressbooks.pub/aboutwriting/chapter/types-of-writing-styles/> )

# Devices for speech analysis (and other types of analysis)

## Linguistic devices

Term	In Danish	Meaning	Example
Metaphors	Metaforer	Visual language used to express certain qualities of a thing or person by <b>equating</b> it with another.	"What light through yonder window breaks? It is the east, and <b>Juliet is the sun.</b> " (Shakespeare, "Romeo and Juliet" Act 2, scene 2)
Simile	Sammenligning	Visual language used to express certain qualities of a thing or person by <b>comparing</b> it with another. Contains words such as "like" or "as".	"So shine bright tonight, you and I, we're beautiful <b>like diamonds in the sky.</b> " (Rihanna, "Diamonds")
Neologism /coining a phrase	Neologisme	Introducing new words or phrases that have not been accepted into the mainstream yet. It can also refer to using old words in new ways, changing their meaning.	In 2016, neologisms included: "Trumponomics" and "Trumpertantrum". Other words that have been neologisms in earlier years include "Brexit", "noob", and "chillax".
Personification	Besjæling /personifikation	Assigning personality, soul, thought or feeling to an otherwise unfeeling object. Or assigning agency to an otherwise inanimate object	" <b>The hills are alive</b> with the sound of music / With songs <b>they have sung</b> for a thousand years." (Julie Andrews: "The Sound of Music")
Alliteration	Allitteration Bogstavrim (af bestemt type)	Using a number of words beginning with – or containing – the same consonant or vocal sound, in order to create a connection between those adjacent words.	"I have a dream that my four little children will one day live in a nation where they will not be judged by the <b>color</b> of their skin, but by the <b>content</b> of their <b>character.</b> " (Martin Luther King, "I have a Dream")
Assonance	Assonans	A similar type of "rhyme" using only vocals.	"She <b>looked</b> at the <b>book</b> that he <b>took.</b> "



## Stylistic devices

Term	In Danish	Meaning	Example
Irony	Ironi	Expressing your opinion by stating the opposite.	(While it's raining cats and dogs): "Such lovely weather."
Sarcasm	Sarkasme	Using irony to mock or put someone down, conveying contempt for the person.	"I didn't attend the funeral, but I sent a nice letter saying I approved of it." (Mark Twain)
Pleonasm	Pleonasme	Using more words than necessary to say what you want.	"Let me tell you this, when social workers offer you, <b>free, gratis</b> and <b>for nothing</b> [...] it is useless to recoil." (Samuel Beckett, "Molloy")
Hyperbole	Hyperbel	Using exaggeration to the extremes. Hyperboles are not supposed to be taken too literally.	Simba: "I'm so hungry I could <b>eat a whole zebra!</b> " Timon: "Uh, we're fresh out of zebra!" (The Lion King) In this example, Timon understands Simba's hyperbole literally!
Litotes	Litote	The opposite of "hyperbole" – an understatement.	- In Jutland, during a storm: "It's a bit windy today."  - "Not bad at all!" (Meaning "Very good!")
Euphemism	Eufemisme	When something seems too harsh to say it directly, you use a euphemism to make it less blunt, direct or harsh.	Boss firing an employee: "I'm going to have to let you go."  Also used in real estate – when a house is "cozy", that might be a euphemism for "very small".
Idiom	Talemåder	Using a turn of phrase to convey what you mean to say.	When someone has died, they might have "kicked the bucket" or "bit the dust".

## Rhetorical devices

Term	In Danish	Meaning	Example
Group label	Gruppeord	Speaking of many people as one group – grouping people while speaking.	Trump: “I have many friends who are; Black, Women, Hispanic, Muslim, Disabled.”
Metonymy /Name-calling	Metonymi	A word or a phrase that is used as a stand-in for another word or person.	“ <b>The White House</b> will be announcing their decision around noon today.”
Anaphora	Anafor	Using the same words or phrases at the beginning of a sentence or clause.	“ <b>I have a dream ...</b> ” and “ <b>Let freedom ring ...</b> ” in Martin Luther King Jr’s speech.
Epiphora	Epifor	Using the same words or phrases at the end of a sentence or clause.	“[...] that this nation, under God, shall have a new birth of freedom. And that government of <b>the people</b> , by <b>the people</b> , for <b>the people</b> , shall not perish from the earth.” (Abraham Lincoln, 1863)
Symploce	Symploke	Combining anaphora and epiphora:  Using the same word(s) at the end and the beginning of a sentence or clause.	"You don't want the truth because deep down in places you don't talk about at parties, <b>you want me on that wall -- you need me on that wall.</b> " (Jack Nicholson, “A Few Good Men”)
Epanastrophe or anadiplosis	Epanastrofe	Using the end of one clause to create the beginning of the next clause.	"When I <b>give</b> , I <b>give</b> myself." (Walt Whitman, "Song of Myself")
Redundancy	Redundans	Repeating the same point, presenting it slightly differently each time.	“A burning fire”, “a black darkness”.
Contrast /antithesis	Antitese	Presenting two ideas, persons, situations or things as opposites or contrasts, for example evil vs. good.	“That's <b>one small step for [a] man</b> ; <b>one giant leap for mankind.</b> ” (Neil Armstrong)
Oxymoron	Oxymoron	Using two apparently contrasting words or phrases together.	- “The cake was <b>disgustingly delicious.</b> ”

			- "I can resist anything, except temptation." (Oscar Wilde)
Chiasmus	Kiasme	A play on words in which you reverse the order of words in two clauses to create an artistic effect.	- "Never let a fool kiss you or a kiss fool you." - "One should eat to live, not live to eat." - Cicero
Rhetorical question	Retorisk spørgsmål	Asking a question not to get an answer, but to make a point.	- "What's love got to do with it?" (Tina Turner) - "Can anyone look at our reduced standing in the world today and say, 'Let's have four more years of this'?" (Ronald Reagan, 1980)

## Forms of appeal (oratorical devices)

Term	In Danish	Meaning	Examples
Logos (logic)	Logos	Appealing to the audience's sense of reason or logic to persuade them.	- Rational arguments based on cause and effect  - Use of facts, statistics, or arguments from outside sources to convince the audience  - A clear, logical structure, possibly supported by a clear, well-arranged layout  - "All men are mortal. Socrates is a man. Therefore, Socrates is mortal." (Aristotle)
Pathos	Patos	Appealing to the audience's feelings and emotions (for example love, fear, solidarity, etc.) to persuade them.	- Appealing to the audience's sense of humor or appealing to the audience's sense of fear (or other emotions)  - Use of adjectives and imagery

			<ul style="list-style-type: none"> <li>- Use of personal stories and experiences</li> <li>- Facts and statistics that also affect us emotionally</li> <li>- "There is a cancer growing in our nation"</li> </ul>
Ethos	Etos	Appealing to the audience's sense of trust in the speaker, in order to persuade them. Referring to credibility, ethics, and character.	<ul style="list-style-type: none"> <li>- Emphasis on sender's position, experience, and/or status</li> <li>- The three virtues of ethos:               <ol style="list-style-type: none"> <li>1. Wisdom (cleverness, knowledge of the topic)</li> <li>2. Display of good moral character (passion about the topic; emphasis on shared moral values with the receiver)</li> <li>3. Display of goodwill towards the receiver (shows that their opinion or wellbeing matter; a willingness to listen; empathy).</li> </ol> </li> <li>- Borrowed ethos: use of outside sources or experts on a given topic</li> <li>- "I have taught children every day for 25 years, I know what the education system needs."</li> <li>- "He is a forensics and ballistics expert for the federal government – if anyone's qualified to determine the murder weapon, it's him."</li> </ul>



## Template for Rhetorical Analysis:

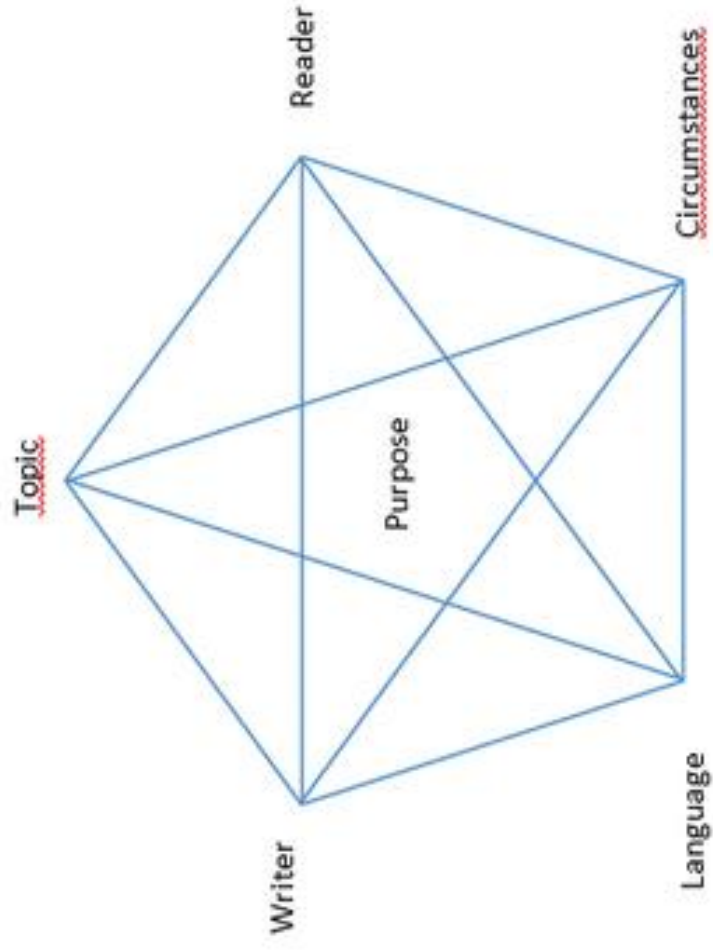
**Rhetoric: Rhetoric is the art of effective and persuasive speaking or writing**

The goals of the speaker/writer, according to Cicero:

- **Docere:** prove your thesis to the audience
- **Delectare:** delight the audience
- **Movere:** emotionally move the audience

Source: Cicero's work, *Orator* (46 B. C.)

**Method: Cicero's Rhetorical Pentagram:**



<b>Relevant aspects:</b> <i>What type of text is it?</i>	<b>How to go about the analysis of the text:</b>	<b>Your findings:</b>	<b>Textual evidence</b>
	1. Is it a speech, news article, opinion piece(læserbrev), blog post etc.  2. If it is a speech, establish whether the text has the characteristics of a: <ul style="list-style-type: none"> <li>a. deliberative speech (political – x convincing y about z)</li> <li>b. judicial speech (focused on establishing guilt and innocence)</li> <li>c. Epideictic speech (ceremonial, e.g., party =entertainment, or funeral = commemoration)</li> </ul>	1.   2.	
	1. Find keywords (Start with any headings present and search for recurring words)  2. How is the topic relevant?  3. Is it a controversial topic?	1.  2.  3.	
	1. What is the writer/speaker's background? (education, occupation, sex, age, political or religious point of view etc.)  2. How does the writer establish his/her ethos (credibility and expertise? Is it pre-established (flawless reputation /important positions/titles etc.)?  3. Based on the text, do you think the audience would assign a high or low degree of ethos to the speaker?  4. Are there any attempts to win the goodwill of the audience (eunoia)? Examples could include: The use of humor, or an appeal to something the audience takes pride in, or that the speaker	1.  2.  3.  4.	
<b>Topic:</b>			
<b>Writer/speaker:</b>			

<p><i>Audience/Reader:</i></p>	includes her-/himself as a part of the group addressed.		
	1. Who is the intended/explicit audience?	1.	
	2. Is there an implicit audience?	2.	
	3. What is the intended reader's background, political point of view, occupation?	3.	
	1. What occasion has caused the writer to produce this text?	1.	
	2. In what way(s) has this situation influenced the text (language, choice of audience, venue etc)?	2.	
	1. Is the register (stilleje) of the text formal or informal? Does the text feature technical/abstract/complex or colloquial vocabulary (talesprog), is the sentence structure complex or simple/are the sentences long or short, does the grammar follow the rules of standard English?	1.	
	2. How would you categorize the tone of the text? Is it optimistic, pessimistic, aggressive, neutral etc.?	2.	
	3. How does the speaker/writer appeal to logos? E.g., common sense, historical evidence, facts, data, sound (gyldige) arguments.	3.	
	4. How does the speaker/writer appeal to pathos? E.g., choice of words and their connotations, using examples of heroic action or overcoming a crisis, negatively framing an opponent etc.	4.	
		5.	

*Audience/Reader:*

*Circumstances:*

*Language:*

5. What other rhetorical devices does the speaker/writer make use of? Hyperbole (overdrive), irony, repetition, tricolon (treddede strukturer) antithesis (opstilling af kontrast), imagery, metaphors, similes etc.?		
1. Why has the speaker/writer performed/written the text? (to change public opinion, to provoke, to provide nuance, to avoid legal persecution etc.?)	1.	
2. Does the speaker/writer succeed in fulfilling her/his intentions?	2.	

Purpose:

If you need in-depth guidance about how to analyze non-fiction texts, go to: <https://minlaering.dk/bog/25-do-it-write-20-stx-hf/349-analyse-af-ikke-fiktive-tekster>

# “The Gettysburg Address” by Abraham Lincoln

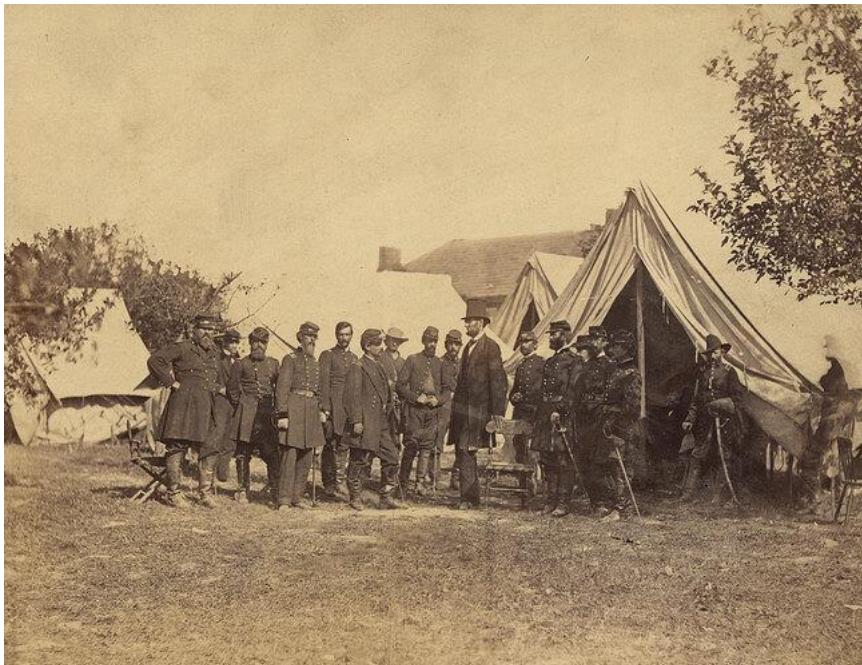
## Introduction

Abraham Lincoln was president of the United States of America from 1861 until his death in 1865. Prior to both his presidency and the Civil War (1861-1865), he gave a speech in 1858 in which he famously argued that:

A house divided against itself cannot stand. I believe this government cannot endure permanently half slave and half free. I do not expect the Union to be dissolved – I do not expect the house to fall – but I do expect it will cease to be divided. It will become all one thing or all the other. Either the opponents of slavery will arrest the further spread of it, and place it where the public mind shall rest in the belief that it is in the course of ultimate extinction; or its advocates will push it forward, till it shall become lawful in all the States, old as well as new – North as well as South.

The Civil War (1861-1865) was essentially fought between North and South over the question of slavery, and during the war almost 700,000 people lost their lives on the battlefield, making the Civil War the deadliest war in American history. In 1861, the Southern states (South Carolina, Mississippi, Florida, Alabama, Georgia, Louisiana, Texas) withdrew from the Union and were later joined by Virginia, Arkansas, Tennessee, and North Carolina, forming the Confederate States of America. The secession of the Southern states from the Union kickstarted the Civil War. The Union eventually won the war, and slavery was abolished in all American states.

The Gettysburg Address was held by Abraham Lincoln at the dedication of the Gettysburg National Cemetery in November 1863. The Battle of Gettysburg (July 1863) was the deadliest battle in the Civil War with more than 50,000 casualties (dead, wounded, etc.).



President Abraham Lincoln and his generals after the Battle of Antietam September, 1862, the first great battle of the American Civil War (1861-1865).

Photo: National Archives



## Pre-reading

### The Civil War

Watch the video "[Debunking the myth of the Lost Cause](#)" (2021) by TED-Ed (4:42 min).

1. What facts do you learn about the Civil War (years, numbers, etc.)?
2. What causes and arguments are presented by Mississippi, South Carolina, and the Vice President of the Confederacy?
3. What did some Southerners argue after the end of the Civil War?
4. What does "revisionist history" mean? You may have to look it up.
5. What is the Lost Cause? According to this view, what did the Southerners fight for?
6. What role did the United Daughters of the Confederacy play? How?

### Text: The Gettysburg Address

Four score and seven years ago our fathers brought forth, on this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But in a larger sense, we cannot dedicate – we cannot consecrate – we cannot hallow – this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember, what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us – that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion – that we here highly resolve that these dead shall not have died in vain – that this nation, under God, shall have a new birth of freedom – and that government of the people, by the people, for the people, shall not perish from the earth.

(1863)

## Comprehension

### What does it mean?

1. How many years is "four score and seven"?
2. What event does "four score and seven years ago" refer to?
3. To what "proposition" was the USA dedicated?

4. According to Lincoln, what is the Civil War about? What are they fighting for? To what cause did the soldiers give their lives?
5. According to Lincoln, who had already “dedicated, consecrated, and hallowed” the ground? How?
6. What does Lincoln believe is now the task of the living?
7. What does the “new birth of freedom” refer to? What was the first “birth”? Why is there a need for a “new” one?
8. What does it mean that the government is “of the people, by the people, for the people”?

### **Style of language**

1. Lincoln uses a number of contrasts in his speech. Find as many examples as possible and comment on the choice of words as well as the effect.
2. Find examples of words and phrases that are repeated throughout the speech. Why do you think these particular words are repeated? What is the effect?
3. The use of repetition is a classic rhetorical strategy and can be divided into different kinds of devices. Find as many examples as you can of the following: alliteration, anaphora, assonance, tricolon, epiphora.
4. In addition to repetition, Lincoln also makes use of allusion, antithesis, euphemism, rhyme, and metaphor. Find examples of as many of these devices as possible.
5. Which rhetorical device(s) do you think is/are the most powerful in Lincoln’s speech? Why?

### **Structure and intention**

1. Why does Lincoln open his speech with a reference to 1776? What point is he trying to make?
2. The speech is divided into three sections, which are structured around a simple principle: past, present, and future. According to Lincoln, what is the past, present, and future situation? What is the effect of this structure?
3. Why do you think the last paragraph is the longest of the three?
4. How does Lincoln create a connection between the first and final paragraphs?
5. Lincoln’s address is very short compared to most other political speeches. The speech preceding his at Gettysburg was two hours long! What is the effect of such a short speech?
6. The speech was held at Gettysburg, yet Lincoln doesn’t mention Gettysburg by name. What other words does he use? What may be the reason for this?
7. The speech was held at the dedication of a national war cemetery, but what seems to be his actual intention with the speech? Who is the audience? Use evidence from the text to support your answer.

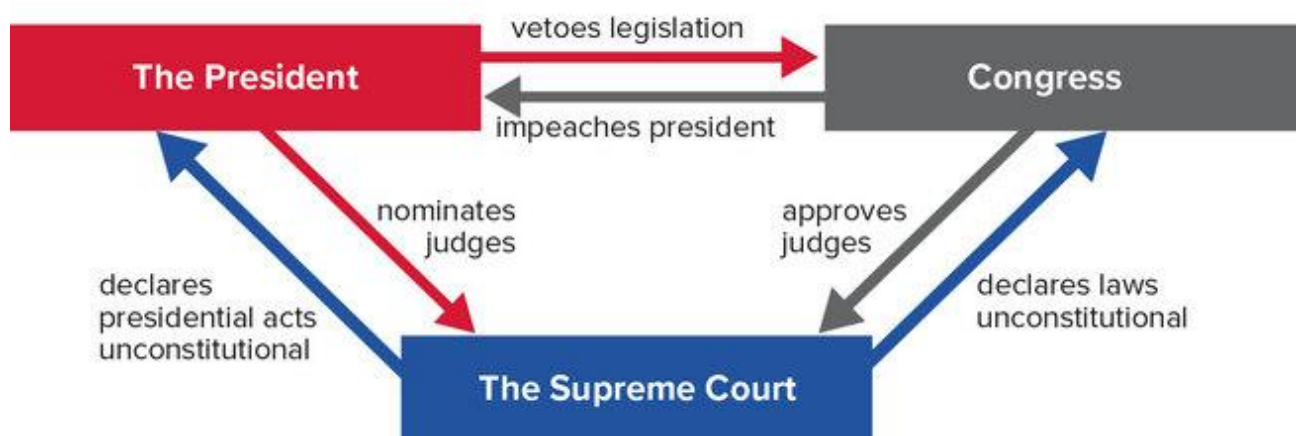
Source: Dorte Hjort Jensen, *Liberty, Guns & Babies*, Systime, 2024.  
<https://libertygunsandbabies.ibog.forlagetcolumbus.dk/?id=144>

# Excerpts from *Election Year*

## 1.5. Checks and Balances

The term **checks and balances** is an expression of how Congress, the President, and the Supreme Court respectively have the opportunity to limit each other's power. They can all keep each other in check so none of the institutions have too much power. Americans are skeptical towards too powerful a state as they believe that the individual is strong, rational, and capable of taking the best care of his or her own life. This means that the role of the state should be limited.

In Congress bills are passed by a simple majority in both chambers (the Senate and the House of Representatives). The President then either approves and signs the bill into law or **vetoes** the bill. If the President vetoes a bill, it is sent back to Congress which must then approve the bill by a majority of 2/3 in both chambers if it is to be passed. Congress can thereby overrule the veto of the President with a so-called **super-majority**. As an example of this, Trump vetoed the emergency financing to fight Covid in 2020 as he did not approve of the bill. Congress, however, overruled his veto and the bill was passed. When a law is passed in Congress and approved by the President, it is still up to the Supreme Court to finally guarantee that it is not unconstitutional. All three political institutions therefore play a role in the passing of a bill, and they balance each other so one single institution does not gain too much power. The institutions also keep each other in check with regard to good behavior. Congress can file an impeachment case against the President, and the Supreme Court can declare the acts of the President "unpresidential" if he or she acts against the Constitution. Congress also controls the budget, and the President cannot spend any money without approval from Congress.



**Figure 1.5. Checks and Balances**

However, the three institutions of power are also tied together to a degree which often makes it difficult to do politics in America. Apart from the so-called checks and balances, it is also often the case that Democrats and Republicans hold the majority in Congress and the House of Representatives respectively. This means it can be difficult to pass laws since laws have to be passed in both chambers. It is called **gridlock** when the political majorities in the two chambers complicate the decision-making, or when the President represents another party than the one which holds the majority in Congress.

## 1.6. Elections in America

In the United States there is an election every 2 years – either a **midterm election** or a **presidential election**. The word “midterm” indicates that it is an election held when the President is midway through her or his term. At midterm elections, 1/3 of the **senators** and all members of the House of Representatives are up for election.

The politicians in the House of Representatives are therefore almost constantly running an election campaign. Hence, they pay close attention to what is going on in their local district where they hope to be re-elected. Contrary to the House, the Senate runs at a steadier pace, as the senators are there for a period of 6 years. These politicians tend to focus more on long term challenges and solutions for the entire country.

The vote for the Presidency is every 4 years. A president can only be re-elected once, thus serving as president for a maximum of 8 years.

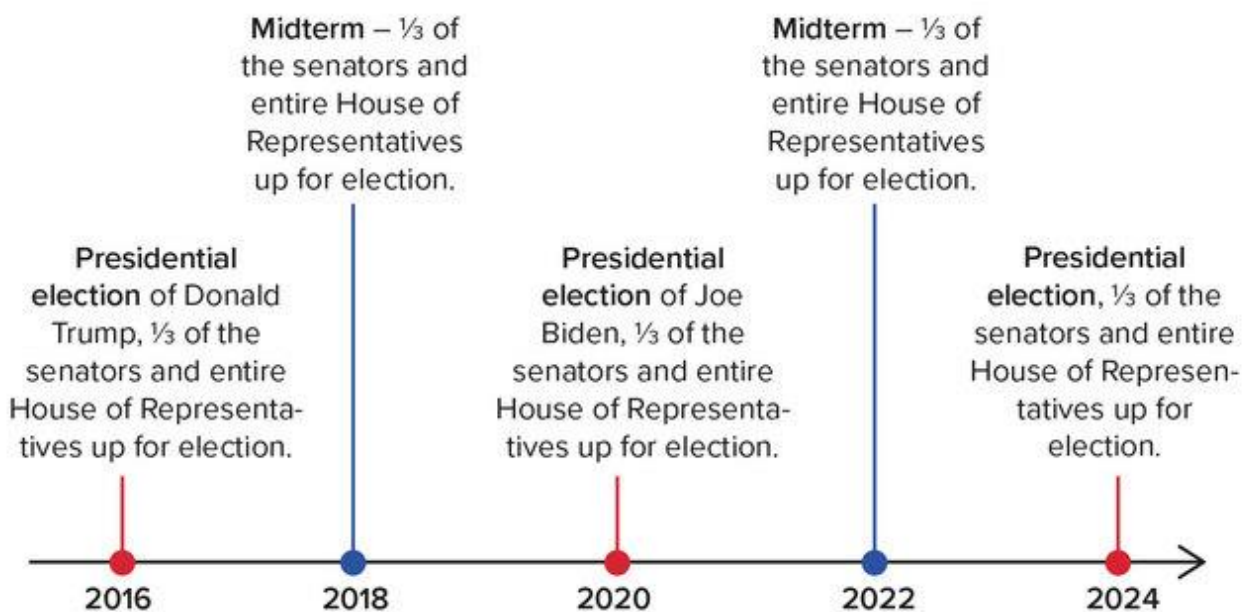
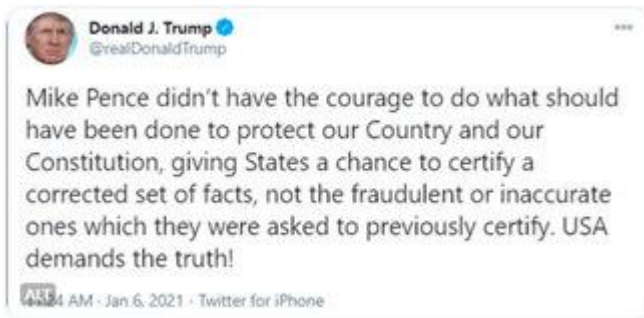


Figure 1.6. Election in the US

## 2.1. The Attack on Congress and American Democracy

The attack on Congress on Jan. 6th, 2021, shook the American population as well as the rest of the world. The attack is considered an assault on democracy in the US, and it was the culmination of a long process that started on election day, November 3rd, 2020, when Democrat Joe Biden was elected the 46th President. Joe Biden received 51.3 % of the votes and 306 electors, while Donald Trump received 46.9 % of the votes and 232 electors.

Trump would not admit defeat, but put forth accusations about fraud and faulty elections. In the weeks following the election, he tried hard to get a recount of the votes with the aim of changing the result. Trump exerted particularly great pressure on Georgia's Secretary of State, Brad Raffensperger, whom he called on January 2nd, 2021, to convince him to find the votes that Trump needed to win the 16 electors of Georgia. Trump failed, and in 2024 he and 18 other people faced charges of conspiracy to defraud the United States, witness tampering, conspiracy against the rights of citizens, and an attempt to obstruct an official proceeding.



Trump would not abandon his self-proclaimed victory. A **stop-the-steal** demonstration against the final affirmation of Joe Biden as the winner of the election was arranged in Washington on January 6th, and in one of his tweets, Trump encouraged his supporters to join the protest. Then Trump delivered a speech to his supporters in which he said, “And we fight. We fight like hell. And if you don’t fight like hell, you’re not going to have a country anymore.”

Immediately after the speech, the protestors marched towards Congress and forced their way into the building using violence against guards and police. The dissidents were trying to stop or delay the final approval of Biden, and because they used force, these events are now seen as a violent attack on the core of American democracy. During the attack, five people died, 138 were injured, and more than 1000 people were charged with involvement in the events, among these Donald Trump. Seven hours after the attack on Congress began, the election of Joe Biden was finalized when Congress affirmed his victory.



Security forces respond with tear gas after the US President Donald Trump’s supporters stormed the US Capitol as lawmakers were set to sign off on President-elect Joe Biden’s electoral victory January 6th, 2021.

Photo: Probal Rashid / LightRocket / Getty Images.



## 2.2. The Public's Reaction to the 2020 Election and Attack on Congress

The reactions to the attack on Congress and the accusations of election fraud show a great polarization in American public opinion. In the days following January 6th, a majority of Democrats thought that Trump carried much of the responsibility for the events, while almost half of Republicans believed that he could not be held responsible.

In the aftermath of the events, it has become evident that the country must deal with what happened, but it has turned out to be an issue that the two parties and their voters find difficult to agree on. In 2021, a majority of Republicans thought too much focus was placed on the attack on Congress, but most Democrats thought too little or a suitable amount of attention was devoted to the events. Many Democrats focus on finding and prosecuting those who broke into Congress, while Republicans tend to focus on how an investigation of the events on January 6th will not be fairly conducted. In 2023 only 31 % of Republicans say Biden's election was legitimate.

## 2.3. Proud Boys and Oath Keepers

The Proud Boys is an extreme right-wing group, which was formed before the election of Trump in 2016, and they have been strong supporters of his **MAGA** (Make America Great Again) campaign and candidacy ever since. Proud Boys call themselves Western chauvinists. They are highly misogynistic, Islamophobic, transphobic, immigrant-hostile and believe in white supremacy. They believe that there is a need to fight for men's right to be proud, and that this struggle can be pursued with any means necessary. The Proud Boys were very active on social media during the 2020 presidential election, but today they have been "de-platformed" from all of Meta's platforms such as Instagram and Facebook.



Members of the Proud Boys march towards Freedom Plaza during a protest on December 12th, 2020 in Washington, DC. Thousands of protesters refuse to accept that President-elect Joe Biden won the election.

Photo: Photo: Stephanie Keith / Stringer / Getty Images.

The Oath Keepers is another extreme right-wing and violent group who support Trump. The group is made up of former soldiers and policemen who believe that the current situation demands they protect the American Constitution any way they can.

Men from both the Proud Boys and Oath Keepers have been charged with being the driving force behind and participating in the attack on Congress. Several members of the Proud Boys received long prison sentences, and their leader, Enrique Tarrio, was sentenced to 22 years in prison for having played a central role in the attack. Also, the president of the Oath Keepers was sentenced to 18 years in prison for the attack on Congress.

Trump's stand on the two groups has by no means been unambiguous. During a presidential debate in 2020, he said, "Proud Boys, stand back and stand by" but at the same time he also said that he did not know much about them. However, recently, Trump featured in the song "Justice for All" by the J6 Prison Choir, which is a choir made up of men who have been imprisoned in connection with the attack on Congress.

## 2.10. The Impact of Trump Rhetorics

In order to understand the effect that Trump has on American democracy, one must look at the way he addresses the nation and his rhetorical style. Trump is, in many ways, different from most other politicians, among other things because of his abilities as a public speaker. Trump applies a set of rhetorical tools that are not typically used in presidential speeches. He succeeds in exciting his followers, as well as alienating and ridiculing his opponents with a handful of effective rhetorical tools which you will find in the list below.

### Uniting and exciting supporters

Using ***ad populum*** is to conclude or argue one's case based on the opinion of a majority, meaning that the speaker argues that because a certain opinion or attitude is held by a majority, it must be right. No matter how impossible or illogical the claim might be, Trump taps into the many concerns of his supporters and presents them as valid truths. Trump often combines this strategy with praise of his supporters as the smartest, best, most loyal, hardest working, most Republican people, and so he underscores the fact that the opinion of the great Republican voters must be correct.

***Paralipsis*** is a rhetorical tool that involves a speaker saying "not to mention ..." as a means of drawing attention to how they will not talk about a certain point. In a way, the speaker is allowed to direct criticism, but at the same time not obligated to explain further. When using paralipsis, one implies that this is important, but that everyone knows this, so the speaker does not have to go into it. An example could be if Trump were to say "I'm not saying Biden is a criminal. I'm not saying that" where you get the sense that this is exactly what he is saying. It is a way to steer clear of being held accountable for slandering the opposition or saying something that could be misunderstood.

***American exceptionalism*** is an age-old idea that America is somehow more special and amazing than any other country, and that America has succeeded in becoming the best place in the world. This is the belief of many Americans, not just Trump and the Republicans. However, in Trump's version of American exceptionalism, he is the hero that will restore America to former believed greatness. His slogan and promise to "Make America Great Again" spring from this idea.



Republican presidential candidate and former U.S. President Donald Trump speaks during a campaign event at Big League Dreams Las Vegas on January 27th, 2024 in Las Vegas, Nevada.

Photo: David Becker / Stringer / Getty Images.

### **Alienating and ridiculing opponents**

**Ad hominem** means to direct argumentation or criticism at a person, as opposed to their opinion or political position. Just as Trump enjoys mentioning his supporters' many positive qualities, he also employs ad hominem when he ridicules and mocks his opponent. Trump has a way of targeting the person instead of their political standpoints, and in doing so he sidesteps political issues as well as criticism directed at himself. He excels at name-calling, which he applies to both Democrats as well as Republicans. Some examples are Sleepy Creepy Joe, Nervous Nancy, Cheatin' Obama, Crazy Bernie, Ron DeSanctimonious and Birdbrain for Nikki Haley.

Along with name-calling, Trump has a way of objectifying people, and in doing so he makes his opponents appear less human. Think of it as "thingification" of people. This is **reification**. In Trump's infamous "grab 'em by the p\*\*\*y" episode, he rounds off by describing a woman with "Oh, it looks good." By describing the woman in question, Arianne Zucker, with the pronoun "it", he removes her human qualities, and it becomes easier to disregard or ridicule her. He has been known to do the same with minorities, especially Muslims. He assigns entire groups of people characteristics that make them worth less than his voters, and sometimes he goes as far as to make them seem sub-human.



If a speaker uses the rhetorical tool **ad baculum**, they declare a threat or the possibility of force when arguing their case. Trump is known to use threats of how something bad will happen to those who oppose him – both Democrats and Republicans. At his rallies he has often called for protestors to be removed by saying "Get 'em out," and by saying it this way he implies that it is okay to use force. Below you will see an

example of how he uses social media to intimidate other politicians such as the group of far-right Republicans known as the Freedom Caucus.

Furthermore, when using reification, ad hominem, and ad baculum, Trump loads his language with many derogatory terms. He typically uses them to enforce the attacks on opponents making the objectification more negative, the ad hominem crueler and the ad baculum more severe.

One low, but effective, trick in any political debate is putting forth claims on behalf of your opponent, as in “So what you’re saying is ...” and then produce outrageous statements that your opponent has never made, but your audience will remember it as if they had. Trump employs this tactic, which is called a **strawman**, very much.

## DEVICE, DEFINITION AND EXAMPLE

Below you will find a list of the rhetorical tools that you have just read about. Match each rhetorical tool with the right definition and example.

First, connect the rhetorical device with the right definition.

1. Appealing to the superiority of the audience
2. Saying you won’t mention certain things, and yet do so when saying “I’m not going to talk about it”
3. Attacking the person instead of the political claim
4. Bullying by using threats of force or terrorizing
5. Offensive, hurtful, and negative choice of words
6. Over-simplifying, distorting people’s opinions or arguments into something they have never said

Ad baculum
Ad hominem
Ad populum
Derogatory terms
Paralipsis
Strawman

Match each example with the right rhetorical tool.

- a. “So I promised that I wouldn’t say, so I said it to myself, I promised I wouldn’t say that she is responsible for the failure of the company. That she laid off tens of thousands of people and she got viciously fired. I said I will not say it.”
- b. “Crooked Hillary is the worst (and biggest) loser of all times. She just can’t stop, which is good for the Republican party. Hillary, get on with your life, and give it another try in three years.”
- c. “If you go with what Hillary is saying, in the ninth month, you can take the baby and rip the baby out of the womb of the mother just prior to the birth of the baby.”
- d. “You know, just as well as I, that this was going to happen. You knew it, I knew, we knew we would win.”
- e. “I’m telling you, if they don’t do as we want, then who knows what will happen. We can’t be responsible if anything happens to those who won’t comply.”
- f. “Such a nasty woman.”

## 2.11. President Trump's Speech at the January 6th Ellipse Rally

### PRE-READING

1. In groups, discuss what you expect of a political speech. Draw on your experience from other speeches you have heard or read, Danish or English, and if you like, you can run through the following points:
  - a) level of formality in the language
  - b) use of rhetorical tools – metaphors, anaphora etc.
  - c) tone – serious, forthcoming, kind, angry
  - d) modes of appeal – logos, pathos, ethos
  - e) argumentation – claim, grounds, warrant
2. In groups, discuss whether you know any examples of speeches having an influence on people to a degree where they changed their behavior either in the moment or longer term. Also, consider what is needed for a speech to be effective.
3. Using [Cicero's pentagram](#) (the rhetorical pentagram) and a search machine, research the following to get a better understanding of the context of the speech:
  - a) Circumstances: What had happened in the presidential election 2020 during the two months leading up to the speech. Start from November 3rd.
  - b) Audience: Who listened to Donald Trump's speech given at the Ellipse close to the White House?

As you read the speech, think about the following:

- c) Topic: What are some of Trump's key points?
- d) Language: Choice of words, tone, and any rhetorical devices you recognize.



**Text: President Trump's Speech at the January 6th Ellipse Rally**

**1** Well, thank you very much. This is incredible.

**2** Media will not show the magnitude of this crowd. Even I, when I turned on today, I looked, and I saw thousands of people here. But you don't see hundreds of thousands of people behind you because they don't want to show that.

**3** We have hundreds of thousands of people here and I just want them to be recognized by the fake news media. Turn your cameras, please, and show what's really happening out here because these people are not going to take it any longer. They're not going to take it any longer. Go ahead. Turn your cameras, please. Would you show? They came from all over the world, actually, but they came from all over our country. [...]

**4** We beat them four years ago. We surprised them. We took them by surprise and this year they rigged an election. They rigged it like they've never rigged an election before. And by the way, last night they didn't do a bad job either if you notice.

**5** I'm honest. And I just, again, I want to thank you. It's just a great honor to have this kind of crowd and to be before you and hundreds of thousands of American patriots who are committed to the honesty of our elections and the integrity of our glorious republic.

**6** All of us here today do not want to see our election victory stolen by emboldened radical-left Democrats, which is what they're doing. And stolen by the fake news media. That's what they've done and what they're doing. We will never give up, we will never concede. It doesn't happen. You don't concede when there's theft involved.



US President Donald J. Trump delivers remarks to supporters gathered to protest Congress upcoming certification of Joe Biden as the next president on the Ellipse in Washington, DC, USA, January 6th, 2021.

Photo: Brendan Smialowski/AFP/Ritzau Scanpix.

**7** Our country has had enough. We will not take it anymore and that's what this is all about. And to use a favorite term that all of you people really came up with: We will stop the steal. Today I will lay out just some of the evidence proving that we won this election and we won it by a landslide. This was not a close election.



**8** You know, I say, sometimes jokingly, but there's no joke about it: I've been in two elections. I won them both and the second one, I won much bigger than the first. OK. Almost 75 million people voted for our campaign, the most of any incumbent president by far in the history of our country, 12 million more people than four years ago.

**9** And I was told by the real pollsters – we do have real pollsters – they know that we were going to do well and we were going to win. What I was told, if I went from 63 million, which we had four years ago, to 66 million, there was no chance of losing. Well, we didn't go to 66, we went to 75 million, and they say we lost. We didn't lose.

**10** And by the way, does anybody believe that Joe had 80 million votes? Does anybody believe that? He had 80 million computer votes. It's a disgrace. There's never been anything like that. You could take third-world countries. Just take a look. Take third-world countries. Their elections are more honest than what we've been going through in this country. It's a disgrace. It's a disgrace.

**11** Even when you look at last night. They're all running around like chickens with their heads cut off with boxes. Nobody knows what the hell is going on. There's never been anything like this. We will not let them silence your voices. We're not going to let it happen, not going to let it happen. [...]

**12** Many of you have traveled from all across the nation to be here, and I want to thank you for the extraordinary love. That's what it is. There's never been a movement like this, ever, ever. For the extraordinary love for this amazing country, and this amazing movement, thank you.

**13** By the way, this goes all the way back past the Washington Monument. You believe this? Look at this. [...] I wish they'd flip those cameras and look behind you. That is the most amazing sight. When they make a mistake, you get to see it on television. Amazing. Amazing. All the way back.

**14** And don't worry, we will not take the name off the Washington Monument. We will not cancel culture. You know they wanted to get rid of the Jefferson Memorial. Either take it down or just put somebody else in there. I don't think that's going to happen. It damn well better not. Although, with this administration, if this happens, it could happen. You'll see some really bad things happen.

**15** They'll knock out Lincoln too, by the way. They've been taking his statue down. But then we signed a little law. You hurt our monuments, you hurt our heroes, you go to jail for 10 years, and everything stopped. You notice that? It stopped. It all stopped. [...]

**16** We're gathered together in the heart of our nation's capital for one very, very basic and simple reason: To save our democracy. You know most candidates on election evening and, of course, this thing goes on so long. They still don't have any idea what the votes are. We still have congressional seats under review. They have no idea. They've totally lost control. They've used the pandemic as a way of defrauding the people in a proper election.[...]

**17** For years, Democrats have gotten away with election fraud and weak Republicans. And that's what they are. There's so many weak Republicans. And we have great ones. Jim Jordan and some of these guys, they're out there fighting. The House guys are fighting. But it's, it's incredible.

**18** Many of the Republicans, I helped them get in, I helped them get elected. I helped Mitch get elected. I helped. I could name 24 of them, let's say, I won't bore you with it. And then all of a sudden you have something like this. It's like, "Oh gee, maybe I'll talk to the president sometime later." No, it's amazing.

**19** They're weak Republicans, they're pathetic Republicans and that's what happens.

**20** If this happened to the Democrats, there'd be hell all over the country going on. There'd be hell all over the country. But just remember this: You're stronger, you're smarter, you've got more going than anybody.

And they try and demean everybody having to do with us. And you're the real people, you're the people that built this nation. You're not the people that tore down our nation.

**21** The weak Republicans, and that's it. I really believe it. I think I'm going to use the term, the weak Republicans. You've got a lot of them. And you got a lot of great ones. But you got a lot of weak ones. They've turned a blind eye, even as Democrats enacted policies that chipped away our jobs, weakened our military, threw open our borders and put America last.

**22** Did you see the other day where Joe Biden said, I want to get rid of the America First policy? What's that all about? Get rid of. How do you say I want to get rid of America First? Even if you're going to do it, don't talk about it, right? Unbelievable what we have to go through. What we have to go through.

**23** And you have to get your people to fight. And if they don't fight, we have to primary the hell out of the ones that don't fight. You primary them. We're going to. We're going to let you know who they are. I can already tell you, frankly.

**24** But this year, using the pretext of the China virus and the scam of mail-in ballots, Democrats attempted the most brazen and outrageous election theft and there's never been anything like this. So pure theft in American history. Everybody knows it.

**25** That election, our election was over at 10 o'clock in the evening. We're leading Pennsylvania, Michigan, Georgia, by hundreds of thousands of votes. And then late in the evening, or early in the morning, boom, these explosions of bull\*\*\*\*. And all of a sudden. All of a sudden it started to happen. [...]

**26** But we look at the facts and our election was so corrupt that in the history of this country we've never seen anything like it. You can go all the way back. You know, America is blessed with elections. All over the world they talk about our elections. You know what the world says about us now? They said, we don't have free and fair elections.

**27** And you know what else? We don't have a free and fair press. Our media is not free, it's not fair. It suppresses thought, it suppresses speech and it's become the enemy of the people. It's become the enemy of the people. It's the biggest problem we have in this country.

**28** No third-world countries would even attempt to do what we caught them doing. And you'll hear about that in just a few minutes.

**29** Republicans are, Republicans are constantly fighting like a boxer with his hands tied behind his back. It's like a boxer. And we want to be so nice. We want to be so respectful of everybody, including bad people. And we're going to have to fight much harder. [...]

**30** Now, it is up to Congress to confront this egregious assault on our democracy. And after this, we're going to walk down, and I'll be there with you, we're going to walk down, we're going to walk down. Anyone you want, but I think right here, we're going to walk down to the Capitol, and we're going to cheer on our brave senators and congressmen and women, and we're probably not going to be cheering so much for some of them.

**31** Because you'll never take back our country with weakness. You have to show strength and you have to be strong. We have come to demand that Congress do the right thing and only count the electors who have been lawfully slated, lawfully slated.

**32** I know that everyone here will soon be marching over to the Capitol building to peacefully and patriotically make your voices heard. [...]

**33** So we've taken care of things, we've done things like nobody's ever thought possible. And that's part of the reason that many people don't like us, because we've done too much.

**34** But we've done it quickly and we were going to sit home and watch a big victory and everybody had us down for a victory. It was going to be great and now we're out here fighting. I said to somebody, I was going to take a few days and relax after our big electoral victory. 10 o'clock it was over. But I was going to take a few days. [...]

**35** Today, for the sake of our democracy, for the sake of our Constitution, and for the sake of our children, we lay out the case for the entire world to hear. You want to hear it?  
[...]

**36** Together, we will drain the Washington swamp and we will clean up the corruption in our nation's capital. We have done a big job on it, but you think it's easy. It's a dirty business. It's a dirty business. You have a lot of bad people out there. Despite everything we've been through, looking out all over this country and seeing fantastic crowds. Although this, I think, is our all-time record. I think you have 250,000 people. 250,000.

**37** Looking out at all the amazing patriots here today, I have never been more confident in our nation's future. Well, I have to say, we have to be a little bit careful. That's a nice statement, but we have to be a little careful with that statement. [...]

**38** And we fight. We fight like hell. And if you don't fight like hell, you're not going to have a country anymore. Our exciting adventures and boldest endeavors have not yet begun. My fellow Americans, for our movement, for our children, and for our beloved country.

**39** And I say this despite all that's happened. The best is yet to come.

**40** So we're going to, we're going to walk down Pennsylvania Avenue. I love Pennsylvania Avenue. And we're going to the Capitol, and we're going to try and give.

**41** The Democrats are hopeless — they never vote for anything. Not even one vote. But we're going to try and give our Republicans, the weak ones because the strong ones won't need any of our help. We're going to try and give them the kind of pride and boldness that they need to take back our country.

**42** So let's walk down Pennsylvania Avenue.

**43** I want to thank you all. God bless you and God Bless America.

**44** Thank you all for being here. This is incredible. Thank you very much. Thank you.

## ANALYSIS

1. One of Donald Trump's preferred rhetorical devices is American exceptionalism.
  - a) Find examples of this in the text.
  - b) Describe the identity that Trump wishes to promote in the examples you found.
  - c) Comment on the effect of this type of rhetoric.
2. When Trump says the following, "So we've taken care of things, we've done things like nobody's (...)" (section 33), what effect might it have on his audience?  
Discuss how this rhetorical approach might enhance polarization in American society.
3. Trump has been accused of instigating the violent acts on January 6th, 2021.
  - a) Look for ways in which Trump employs ad baculum to incite physical violence.
  - b) Find the simile that Trump uses to describe Republicans.
  - c) Discuss how the simile both pushes people to believe they have a violent role to play, but at the same time lets Trump off the hook when it comes to promoting brutality.
4. Trump is known to exaggerate and distort the actions and purpose of his opponents.
  - a) Determine which rhetorical trick he employs in the quotes below:
    - "You know they wanted to get rid of the Jefferson Memorial." (section 14)
    - "They'll knock out Lincoln too, by the way. They've been taking his statue down. But then (...)" (section 15)
  - b) When using this particular rhetorical device, Trump uses the verbs "will knock out" and "have been taking down". What does the modal auxiliary and the progressive tense suggest?
  - c) Would it have a different effect if Trump said, "They might knock out Lincoln" and "They have made plans to take down"?
  - d) The term "populist" has been used to describe Trump. Discuss how the mentioning of removing statues from public spaces might be considered a populist move.
5. Trump has been known to speak about his opponents – both Democrats and Republicans – in degrading ways.
  - a) Find examples of Trump directing a condescending, and not so much political, criticism at opponents from his own party.
  - b) When Trump not only attacks his political opponents, but also the members of his own party, how might that affect American society in general?
6. Trump also lashes out at the Democrats.
  - a) Find examples and determine what rhetorical device he uses to do this.
  - b) Discuss how this strengthens Trump's own image.
7. Trump uses the pronoun "they" quite often.

- a) Look at examples throughout the speech and discuss whether it is clear who “they” are.
  - b) What is the effect of using the word “they”?
  - c) He also uses the pronouns “we” and “us” a lot. Find examples (including “let’s”) and discuss how it might have contributed to the events that followed the speech.
8. Trump does use a few “ordinary” rhetorical devices.
- a) Which ones does he apply in the quotes below, and what is the effect of each one?
    - “stop the steal”
    - “we won it by a landslide”
  - b) The latter is a common trope in describing certain elections. Explain what image it paints and the effect of it.
9. Comment on the phrase “take back our country”. How many ways can an audience understand “take back”?
10. The perhaps most controversial and debated statement Donald Trump made on January 6th, 2021, is the following, towards the end of the speech:
- “And we fight. We fight like hell. And if you don’t fight like hell, you’re not going to have a country anymore.” (section 38)
- Consider the fact that the audience was well under the influence of all of Trumps’ rhetorical tricks and tools, and discuss the following:
- a) Which rhetorical tool does he use here? Both regular and “Trump style”.
  - b) Trump’s use of pronouns: What is implied in the “we”?
  - c) What emotion is Trump attempting to incite in the audience?
11. In the pre-reading, you began working with Cicero’s pentagram to analyze the speech. To finalize your analysis of the speech, discuss and determine what Trump’s intention with the speech was.

## POST-READING

1. Return to your notes from the pre-reading discussion on what to expect from a political speech. Does Donald Trump meet those expectations? Why/why not?
2. Can rhetorics move people to action? Discuss which elements of Trump’s speech might have set the events of January 6th in motion.

### CHAPTER 3: SOME, MEDIA AND AI – WHO CONTROLS THE PUBLIC DEBATE?

The election of Donald Trump as President in 2016 brought with it an unparalleled focus on the use of social media in American politics. Trump's victory may partly be attributed to the use of collecting data from users of social media, which made it possible for him and his campaign to target commercials and posts on social media such as Twitter (now X), YouTube, and last, but not least, Facebook. After the attack on Congress, Trump was excluded from Twitter, Facebook, and Instagram. Trump was deplatformed from Twitter because the company was afraid that Trump would use the platform to incite violence. Subsequently, Trump created his own media called Truth Social where he can reach his supporters and get his messages out to the public.



Photo: Shutterstock / Ascannio.

Targeted use of social media has become the norm for all political parties and candidates. Today, no politician can win an election without a SoMe strategy. We have yet to see and understand the full extent of the influence that social media has on American politics and its democracy, and it is a sphere that is developing at the speed of light. The ability to control the course of the news and attract attention on SoMe is decisive if you want to win elections in American politics today.

All politicians are active on social media but, according to the Pew Research Center, out of all the presidential candidates, Trump was mentioned most on Twitter in 2020 and 2021, way ahead of President Joe Biden.

Another study from Pew shows that “Trump” was the word Democratic politicians used most in 2020 when posting online: The name occurred more than 33,000 times. Contrary to this, the word “Biden” was not in the top 10 list of words used most often by Republican politicians in 2020. This shows how skilled Trump and his campaign staff are at creating activity and reactions – in other words, attention – on social media.

The Democratic strategy has been to use influencers on YouTube, Instagram, and TikTok in their campaigns. They all focus on left-wing topics such as pro-choice, immigration, and climate and encourage people to vote.

#### 3.1. The Impact of Algorithms on Political Public Opinion

When we click, like, and post on social media, we leave **digital footprints**, which make it possible for the companies in the tech industry such as Apple, Meta (Facebook, Instagram, WhatsApp), Snapchat, and TikTok to get to know us and thus predict our needs, wants, attitudes, and behavior. Social media is based



on **algorithms** that are designed to catch our attention and keep us interested as long as possible. Tech companies make money from keeping us attracted to their platform because it gives them the opportunity to sell targeted ads. Admittedly, social media does not cost us anything as it is free, but we pay with our attention and data, which can then be sold to the highest bidder. Thus, the actual product that tech companies produce are users.

The battle for our attention is called **the economy of paying attention** because we pay for access to the various SoMe apps with our attention, interest, and time. Our attention is a resource that has become increasingly scarce, so when we focus our attention in one place – e.g. by responding to a post or watching reels from a politician – then, naturally, this takes away attention that could be paid to other politicians and activities. This means that politicians and SoMe platforms both aim to keep our attention. One result of this is that a small number of people get a disproportionate amount of attention on SoMe. It causes a distortion of the political agenda in favor of politicians and other participants, who can generate activity and attention online.

Big artists like Taylor Swift, for example, who is the fourth most followed person on social media with a stunning 279 million followers on Instagram, get a disproportionate amount of attention. Actors, musicians, or sports people, who initially became famous because of what they were good at, are now expected to also have a political voice. You can no longer “just” be a good singer or actor. Today, you have to represent a “brand” on social media, which means that famous people stage themselves in a much broader context. Therefore, they must have an opinion about most things, ranging from climate change to racial issues or abortion. Celebrities continually interact with their followers on social media to keep their attention, as seen, for example, in the case of Taylor Swift and her Swifties. This means that because of social media, it is no longer just politicians who are important to the political debate and agenda in America.

Another aspect of SoMe is that every time we use social media platforms and place digital footprints, the algorithms behind the social media apps are refined, which means that the algorithms become better and better at giving us the content we want to see. This sounds like a positive thing because it means more of the ads and content we want to see, and not unwanted sneakers and bad cat videos.

However, algorithms for social media have proven to have many negative side effects – effects which have a marked influence on political debate and democracy in the US. For example, when we as users are only met with content based on our former choices and interests – our clicks – then the “reality” we are introduced to becomes a uniform stream of like-minded opinions and interests, and we are never faced with opposite standpoints and perspectives. We risk ending up in an echo chamber where our own opinions and values are constantly confirmed; this is known as **persuasive echoes**. Thus, the algorithms indirectly affect our political knowledge and view of the world. This will often lead to people actively seeking information that matches their pre-existing views and opinions, and so a **confirmation of our bias** is created. This in turn dictates our behavior on SoMe. When parts of the American population are to a large extent only met with a certain set of political views, they will find it increasingly difficult to understand and get to know the opposition and their views.

Americans have been expressing a high level of concern about the influence of social media changing people’s political opinions, and how SoMe thereby has contributed to an increased division in the population. Meanwhile, the use of social media is constantly on the rise for all age groups.

### **3.2. Polarization and Trust**

Our views of politics and politicians are influenced by social media to an extent where it can lead to hatred and distrust towards the other side of the political spectrum; namely the side that does not resemble ourselves. A study by the Pew Research Center shows that around 80 % of Republicans think that their party respects the institutions and traditions of the nation, while only 20 % of Republicans believe that the Democrats show the same respect. Pretty much the same numbers apply to Democratic voters, which underscores the massive lack of trust in the political system and its participants.

The polarization of the political landscape promoted on social media does not only lead to an increasingly politically divided country, but also to emotive disharmony. This means that the population not only have certain political disagreements, but that they are also emotionally affected, and so they automatically dislike people whose opinions do not align with their own. This tendency is evident when 80 % of Democrats feel “frightened” by Trump’s various comments. There are also numerous examples of families who can no longer stand to see each other because they disagree politically. A more comical result of the dangers of political discussions within the family is seen to surface on Instagram, Facebook, and X around the time of Thanksgiving. Users provide lists of which topics to avoid and which topics are considered “safe” for a peaceful holiday. One ought to avoid political topics in general, but especially immigration, abortion, and gender equality. On the other hand, sports, food, work, or diet are considered harmless for small talk. Of course, the lists are created as a joke, but they still reflect the political polarization which is partly a result of how SoMe influences the political conversation.

## **CHAPTER 4: A COUNTRY DIVIDED**

America is built on the belief that hard work and personal responsibility lead to a better future for yourself and your country, and that by doing your utmost you will always have the opportunity to create a good life for you and your family. However, the dream of a better future is under massive pressure these days.

### **4.1. A Belief in Future Prospects**

A study done by the Pew Research Center in April 2023 shows that a majority of Americans do not believe that America will be a better place to live in 2050 than it is today. 77 % of the population think that the nation will be more divided politically, and 81 % see a chance of the gap between rich and poor widening. Republican voters tend to be more pessimistic than the Democrats as a majority of those asked think that life in America today is worse than it was 50 years ago. A little under half of the Democrats actually agree with this negative view of the current American society. Thus, the belief and trust in progress is not the same in the US as it was earlier, and there is a tendency to look at the past as a time of greatness that has now been lost.

This bleak outlook on the future is also evident in the public’s lack of trust in the government in Washington. Only 13 % of the white population in America think that the government is doing the right things. The negative attitude of the other 87 % is widespread among Republican voters, but the Democrats also lack faith in the government. Historically, Americans have never had great confidence in the government as the country is built on a rejection of authorities and an innate skepticism towards central government along with a strong belief in the autonomy of the individual person. However, the population’s trust in Washington has never been at such a low level as it is today. Americans were once the most optimistic people in the world. Now they mostly agree on their anger and contempt for their political system. Republican voters, in particular, show a tendency towards voting for candidates who aim to disrupt and even sabotage the political process. The old Kentucky state motto “United we stand. Divided we fall”

seems to have either been forgotten or now perhaps serves as a bleak foreboding of the future of the United States.

#### 4.5. Cultural Divides

Apart from the divides in wealth, access to health care, and education, the US is divided by significant cultural differences. America is a patchwork nation and its early history of colonization, immigration, and slavery has laid the grounds for a population with a wide diversity of cultural backgrounds, traditions, and values. Despite shared beliefs in the American Dream and the core values of the Constitution, there are differences in lifestyles, which in some ways build barriers between various population groups.

The vast geographical differences between a state like Montana in the north and Florida in the south create very different living conditions for Americans. Also, a New Yorker from Manhattan might seek a different kind of happiness than that of someone living in a suburb in Texas. This does not automatically mean those two people dislike each other, but one of the social divides that does seem to create a big gulf in society is urban life v. rural life.

On the one hand, you will find stigmatization of the redneck as an ignorant, uneducated, and uncivilized person living in poor and pitiful conditions in small towns or remote areas in the South. On the other hand, people from rural areas show prejudices against “big city life” where some are under the impression that an urban environment automatically entails high crime rates, a disregard for other people’s wellbeing, and a general contempt for moral values. The difference between urban and rural populations is also evident in their choice of political party. There are more Democrats than Republicans in the cities, whereas rural areas contain more Republicans than Democrats.

The cultural divide underpins the polarization in society, and movements such as Black Lives Matter have found greater support in bigger cities where there are larger Afro-American populations but also more liberal-minded people, who believe in taking greater measures to ensure racial equality. Outside the bigger cities, BLM does not enjoy the same support and understanding from the population. An example of this divide is Jason Aldean’s massive hit song from 2023 called “Try that in a Small Town”. Critics call it a “modern lynching song” partly because the video is shot at the location of a known lynching, but also because some of the lyrics can be said to incite violence:

*Got a gun that my granddad gave me  
They say one day they’re gonna round up  
Well, that shit might fly in the city, good luck  
Try that in small town  
See how far you make it down the road*

Yet, Republicans seem to appreciate the song, and one of the leading GOP politicians in Tennessee tweeted, “Loved this song since it was released and will continue to fight every day to spread small town values ... Give it a listen. The woke mob will hate you for liking this song.” The song spent four weeks as no. 1 on the Billboard’s Digital Songs chart, which shows considerable support for the ideals promoted in the song. It gives voice to more traditional beliefs such as the right to carry a gun, respect for the flag, and unquestioned power to the police, and so it resonates with many of the political views found outside bigger cities.

Source: Lotte Genefke, Stine Nue og Lise Wich, *Election Year*, Systime, 2024.

<https://electionyear.ibog.forlagetcolumbus.dk/?id=1>

**Kamala Harris** spoke to a crowd of [fervent supporters](#) Tuesday night in Atlanta at the Georgia State Convocation Center, less than two weeks after President [Joe Biden](#) announced he would end his reelection campaign and back Harris to replace him as the Democratic nominee. The chants and [cheers in Georgia](#)—including an impromptu “[Lock him up!](#)” and “Not going back!” both in reference to [Donald Trump](#)—made clear that the race's momentum had suddenly shifted. Below is a complete transcript of the vice president's speech.

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## The Full Transcript of Kamala Harris's Atlanta Rally Speech

*The vice president's speech on July 30 followed appearances by Quavo, Megan Thee Stallion, and Senators Raphael Warnock and Jon Ossoff*



By [Meena Ganesan](#)

July 31, 2024

- 1 **Kamala Harris:** Good evening. (Applause.) Good evening, Georgia. (Applause.) Good
- 2 evening. (Applause.)
- 3 **Audience:** Kamala! Kamala! Kamala!
- 4 **Harris:** Thank you all. Thank you. (Laughs.) Thank you. Thank you. (Laughs.) (Applause.) My
- 5 goodness. Thank you. Thank you. Thank you. Thank you. Thank you. (Laughs.) Thank you,
- 6 everyone. Thank you. Thank you. (Laughs.) (Applause.) My goodness. Thank you all. Thank you very
- 7 much. Thank you, everybody.
- 8 Oh, it's good to be back in Georgia. (Laughs.) (Applause.) Thank you. Everyone, can we please hear it
- 9 for Tyler? (Applause.) I want to thank Tyler for that incredible introduction. I invited him and several
- 10 other young entrepreneurs to come and visit with me at the White House, and we had a, really, very
- 11 long and important conversation about the future of America. And, Tyler, you represent the best of our
- 12 future. Thank you for that. (Applause.) Thank you. Thank you.
- 13 And please give it up for [Quavo](#) — (applause) — and [Megan](#). (Applause.)
- 14 So, it is so good to see everyone. And let me — let me also thank our incredible members of Congress
- 15 who are with us this evening: Senator **Jon Ossoff** (applause), Senator [Raphael Warnock](#) (applause),
- 16 and Representative **Nikema Williams** (applause).
- 17 To Mayor **Andre Dickens**, thank you for welcoming me back (applause) to Atlanta.
- 18 And thank you to the great [Stacey Abrams](#) (applause) for your extraordinary leadership.

19 So, Georgia, it is so good to be back. And I am very clear, the path to the White House runs right  
20 through this state. (Applause.) And you all helped us win in 2020, and we going to do it again in  
21 2024. (Applause.) Yes, we will. Yes, we will.

22 *Harris:* So, let's get right down (laughs) (applause). I'm going to get into some business  
23 now. Okay? (Laughter.) I'm going to get into some business now. All right.

24 So, Georgia, as many of you know, before — and have a seat, if you have a chair. (Laughter.)

25 As many of you know, before I was elected vice president and before I was elected a United States  
26 senator, I was an elected attorney general and an elected district attorney. (Applause.) And before  
27 that, I was a courtroom prosecutor. (Applause.)

28 So, in those roles, I took on perpetrators of all kinds (applause): predators who abused women  
29 (applause), fraudsters who ripped off consumers (applause), cheaters who broke the rules for their  
30 own gain (applause). So, hear me when I say I know **Donald Trump's** type. (Applause.) I know the  
31 type. And I have been dealing with people like him my entire career.

32 For example, as attorney general of California, I took on one of our country's largest for-profit colleges  
33 that was scamming students. Well, Donald Trump ran a for-profit college that scammed students.

34 *Audience:* Booo.

35 *Harris:* As a prosecutor, I specialized in child sexual abuse cases and sexual abuse cases. Well, Trump  
36 was found liable for committing sexual abuse.

37 *Audience:* Booo.

38 *Harris:* And as an attorney general, I held the big Wall Street banks accountable for fraud. Donald  
39 Trump was just found guilty of fraud (applause) 34 counts.

40 So, in this —

41 *Audience:* Lock him up!

42 *Harris:* So, in this campaign —

43 *Audience:* Lock him up! Lock him up! Lock him up!

44 *Harris:* So, in this campaign, I will proudly put my record against his any day of the week (applause) any  
45 day of the week, including, for example, on the issue of immigration.

46 So, I was the attorney general of a border state. In that job, I walked underground tunnels between the  
47 United States and Mexico on that border with law enforcement officers. I went after transnational  
48 gangs, drug cartels, and human traffickers that came into our country illegally. I prosecuted them in  
49 case after case, and I won.

50 Donald Trump (applause) Donald Trump, on the other hand, has been talking a big game about  
51 securing our border, but he does not walk the walk (applause) or as my friend Quavo would say, he  
52 does not walk it like he talks it. (Applause.)

53 Where's Quavo? (Laughs.)

54 So, look, our administration worked on the most significant border security bill in decades. Some of  
55 the most conservative Republicans in Washington, D.C., supported the bill. Even the Border Patrol  
56 endorsed it. It was all set to pass. But at the last minute, Trump directed his allies in the Senate to vote  
57 it down.

58 *Audience:* Booo.

59 *Harris:* Right.

60 He tanked, tanked the bipartisan deal because he thought it would help him win an election.

61 *Audience:* Booo.

62 *Harris:* Which goes to show Donald Trump does not care about border security; he only cares about  
63 himself. (Applause.)

64 And when I am president, I will work to actually solve the problem. (Applause.)

65 So, here is my pledge to you. As president, I will bring back the border security bill that Donald Trump  
66 killed, and I will sign it into law (applause) and show Donald Trump what real leadership looks  
67 like. (Applause.)

68 But make no mistake, this campaign is not just about us versus Donald Trump. Truly, this campaign is  
69 about two very different visions for our nation (applause): one focused on the future, the other focused  
70 on the past. (Applause.)

71 We believe in a future where every person has the opportunity to build a business (applause), to own a  
72 home, to build intergenerational wealth (applause), a future with affordable health care (applause),  
73 affordable childcare, paid leave. (Applause.)

74 And all of this is to say: Building up the middle class will be a defining goal of my  
75 presidency. (Applause.) Because we here all know, when our middle class is strong, America is  
76 strong. (Applause.)

77 And to keep our middle class strong, families need relief from the high cost of living so that they have a  
78 chance not just to get by but to get ahead. (Applause.)

79 And, yes, it is true that by many indicators, our economy is the strongest in the world (applause), but  
80 while inflation is down and wages are up, prices are still too high. (Applause.) You know it, and I know  
81 it. (Applause.)

82 And when we win this election, here's what we're going to do about it.

83 On day one, I will take on price gouging and bring down costs. (Applause.)

84 We will ban more of those hidden fees and surprise late charges that banks and other companies use  
85 to pad their profits. (Applause.)

86 We will take on corporate landlords and cap unfair rent increases. (Applause.)

87 And we will take on Big Pharma to cap prescription drug costs for all Americans. (Applause.)

88 Our plan will lower costs and save many middle-class families thousands of dollars a year. But Donald  
89 Trump has a different plan in mind, one that would raise prices on middle-class families. Just look at  
90 his Project 2025 agenda.

91 *Audience:* Booo.

92 *Harris:* I take it you've seen it. (Laughter.)

93 [Project 2025](#) is a plan to weaken the middle class, be clear. And Donald Trump intends to cut Social  
94 Security and Medicare.

95 *Audience:* Booo.

96 *Harris:* He intends to give tax breaks to billionaires and big corporations.

97 *Audience:* Booo.

98 *Harris:* He intends to gut our investments in clean energy jobs.

99 *Audience:* Booo.

100 *Harris:* He intends to end the Affordable Care Act.

101 *Audience:* Booo.

102 *Harris:* To take us back to a time when insurance companies had the power to deny people with  
103 preexisting conditions. Do you guys remember what that was? Children with asthma. Breast cancer  
104 survivors. Grandparents with diabetes.

105 Georgia, America has tried these failed policies before, and we are not —

106 *Audience:* Going back!

107 *Harris:* Going back. (Applause.) We're not going back. We're not going back.

108 *Audience:* We're not going back! We're not going back! We're not going back!

109 *Harris:* That's right.

110 *Audience:* We're not going back! We're not going back! We're not going back!

111 *Harris:* And we are not going back because ours is a fight for the future and it is a fight for  
112 freedom. (Applause.)

113 Across our nation, we are witnessing a full-on assault on hard-fought, hard-won freedoms and rights:  
114 the freedom to vote (applause), the freedom to be safe from gun violence (applause), the freedom to  
115 live without fear of bigotry and hate (applause), the freedom to love who you love openly and with pride  
116 (applause), the freedom to learn and acknowledge our true and full history (applause), and the  
117 freedom of a woman to make decisions about her own body (applause) and not have her government  
118 tell her what to do. (Applause.)

119 Ours is a fight for the future and for freedom. And I don't have to tell folks in Atlanta that generations of  
120 Americans before us led the fight for freedom. And now the baton is in our hands (applause) each and  
121 every one of us.



122 And we love our country. We love our country. And I believe it is the highest form of patriotism to fight  
123 for the ideals of our country. (Applause.)

124 And so, we, who believe in the sacred freedom to vote, will finally pass the Freedom to Vote Act and  
125 the John Lewis Voting Rights Advancement Act. (Applause.)

126 We, who believe in the freedom to live safe from gun violence, will finally pass universal background  
127 checks (applause), red flag laws (applause), and an assault weapons ban (applause).

128 We, who believe in reproductive freedom (applause) will stop Donald Trump's extreme abortion  
129 bans. And when Congress passes a law to restore reproductive freedoms (applause) as president of  
130 the United States, I will sign it into law. (Applause.)

131 So, November 5th — November 5th is in 98 days. (Applause.)

132 *Harris:* So, in 98 days — and let's level set. Friends, let's level set. We have a fight in front of  
133 us. (Applause.) We have a fight in front of us, and we are the underdogs in this race. We are.

134 But you see, this is a people-powered campaign. (Applause.) Ours is a people-powered campaign.

135 In fact, after I announced my candidacy, we saw the best week of grassroots fundraising in presidential  
136 campaign history. (Applause.) And if you go to [KamalaHarris.com](https://KamalaHarris.com), you can help us build on that  
137 success. (Applause.)

138 So, the momentum in this race is shifting. And there are signs that Donald Trump is feeling it. (Laughter  
139 and applause.) You may have noticed.

140 So, last week, you may have seen, he pulled out of the debate in September he had previously agreed  
141 to.

142 *Audience:* Booo.

143 *Harris:* So, here's the thing. Here's the funny thing about that. Here's the funny thing about that. So, he  
144 won't debate, but he and his running mate sure seem to have a lot to say about me. (Applause.)

145 And, by the way, don't you find some of their stuff to just be plain weird? (Applause.)

146 Well, Donald (applause), I do hope you'll reconsider to meet me on the debate stage (applause)  
147 because, as the saying goes, if you've got something to say, say it to my face. (Laughs.) (Applause.)

148 *Audience:* Kamala! Kamala! Kamala!

149 *Harris:* Thank you. Thank you. Thank you.

150 So, Georgia, in the next 98 days, we have our work cut out for us. And this is not going to be easy. This  
151 is hard work, but we like hard work. Hard work is good work. (Applause.)

152 So, Georgia, today I ask you: Are you ready to get to work?

153 *Audience:* Yes! (Applause.)

154 *Harris:* Do we believe in freedom?

155 *Audience:* Yes! (Applause.)

156 *Harris:* Do we believe in opportunity?  
157 *Audience:* Yes! (Applause.)  
158 *Harris:* Do we believe in the promise of America?  
159 *Audience:* Yes! (Applause.)  
160 *Harris:* And are we ready to fight for it?  
161 *Audience:* Yes! (Applause.)  
162 *Harris:* And when we fight —  
163 *Audience:* We win!  
164 *Harris:* We win!  
165 God bless you. God bless the United States of America. (Applause.)  
166

Video: [https://www.youtube.com/watch?v=\\_lpYc-Ww8j4](https://www.youtube.com/watch?v=_lpYc-Ww8j4)

Transcript: <https://www.vanityfair.com/news/story/kamala-harris-campaign-speech-atlanta>

Sep 25, 2024

# Trump Rally in Georgia

*Donald Trump delivers campaign remarks in Savannah, GA. Read the transcript here.*

1 MUSIC ([00:00](#))

2 [...]

3 ([00:55](#))

4 'Cause there ain't no doubt I love this land.

5 ([00:55](#))

6 Love this land.

7 ([00:55](#))

8 God bless the USA.

9 **Donald Trump** ([02:07](#)):

10 Thank you very much. Thank you very much.

11 Audience ([02:09](#)):

12 USA! USA! USA! USA! USA! USA! USA! USA! USA!

13 Donald Trump ([02:19](#)):

14 Thank you very much, everybody. Thank you. And hello to Savannah, and hello, Georgia. We love  
15 Georgia. It's great to be back in this beautiful state with thousands of proud, hardworking American  
16 patriots. That's what you are, American patriots. And think of this, 42 days from now, we are going to  
17 win the State of Georgia. We are going to defeat Comrade Kamala Harris, and we are going to make  
18 America great again.

19 ([02:59](#))

20 But we're here today to talk about how we're going to launch a historic buildup of American  
21 manufacturing muscle and might. This is not a rally, although it feels like a rally. It's really a little event  
22 with my five or six-thousand closest friends in the whole world. But Georgia and Savannah are going to  
23 be right in the center of the action. We're going to rebuild our manufacturing, and it's going to happen.  
24 It's going to happen fast and beautifully.

25 ([03:33](#))

26 For years, Americans have watched as our country was stripped of jobs and wealth and our  
27 companies were sold off to foreign countries. You've been watching, and it's been a horror show. I've  
28 been watching for many years. And we had it stemmed. And then, all of a sudden, bad things  
29 happened. Bad things happened. But boy, I'll tell you, we had it stemmed. If we would've had four  
30 more years, everything, this would be such a different country right now. We would've had no inflation.  
31 You wouldn't have Russia attacking Ukraine. You wouldn't have had October 7th with Israel. The  
32 Middle East is blowing up. We could be very close to World War III with these characters that don't  
33 have any idea what they're doing, but what a shame. And Afghanistan, what a disaster. That was the  
34 most embarrassing day in the history of our country, I believe.

35 (04:20)

36 But GE Appliances were sold to the Chinese. IBM, computers, were again sold to China under Kamala  
37 Harris. U.S. Steel is now being sold to Japan. I will stop it. We got to do it fast. We got to work fast, but  
38 we're not going to let it happen. We're not going to let U.S. Steel... 70 years ago, the greatest company  
39 on Earth, U.S. Steel. Now it's going to be sold off like it was nothing. We're not going to let that happen.  
40 We'll build it up, we'll make it strong, but we're not going to. But with the vision I'm outlining today, not  
41 only will we stop our businesses from leaving for foreign lands, but under my leadership, we're going to  
42 take other country's jobs. Did you ever hear that expression before?

43 Speaker 1 (05:06):

44 Yeah.

45 Donald Trump (05:06):

46 Have you ever heard that we're going to take other countries jobs? It's never been stated before. We're  
47 going to take their factories. And we had it really rocking four years ago. We're going to bring thousands  
48 and thousands of businesses and trillions of dollars in wealth back to the good old USA. That's what  
49 we're going to do. We're going to be doing it and doing it fast. And under my plan, American workers  
50 will no longer be worried about losing your jobs to foreign nations. Instead, foreign nations will be  
51 worried about losing their jobs to America. Going to bring them back. And it won't even be difficult.  
52 Your only worry will be deciding which job to take. There will be plenty of them. That will be your biggest  
53 problem. "Darling, which company should I go with?" We're going to bring them back, and we're going  
54 to bring them back at levels not to be believed, but you'll believe it in about two years from now. You're  
55 going to say, "Wow, that happened fast." You're going to have so many companies wanting to come in,  
56 because this is where the money is. It won't be if we keep running it like we have for the last four years.  
57 But this is what they want. This is what they want.

58 (06:21)

59 And you'll hear the plan. I want German car companies to become American car companies. I want  
60 them to build their plans here. I want to beat China in electronics production, and we'll be able to do  
61 that easily. We have the greatest genius, the greatest minds here, and then we end up building them in  
62 different places. A lot of that's really stupid tax policy. I want GE, IBM, and every other manufacturer  
63 that left us to be filled with regret and come sprinting back to our shores. And they will. They will.

64 (06:57)

65 So, as your president, here is the deal that I will be offering to every major company and manufacturer  
66 on Earth. I will give you the lowest taxes, the lowest energy costs, the lowest regulatory burden, and  
67 free access to the best and biggest market on the planet, but only if you make your product here in  
68 America. It all goes away if you don't make your product here and hire American workers for the job. If  
69 you don't make your product here, then you will have to pay a tariff, a very substantial tariff when you  
70 send your product into the United States.

71 (07:41)

72 And by the way, for years, they knocked the word. The word tariff, properly used, is a beautiful word.  
73 One of the most beautiful words I've ever heard. It's music to my ears. A lot of bad people didn't like  
74 that word, but now they're finding out I was right. And we will take in hundreds of billions of dollars into  
75 our Treasury and use that money to benefit the American citizens. And it will not cause inflation, by the  
76 way.

77 (08:10)

78 And I took in from China hundreds of billions of dollars in taxes and tariffs, and I had no inflation. We  
79 didn't have any inflation. 1.2%. We had essentially no inflation. Now, over the last four years, you've

80 had the highest inflation, I think, in the history of our... Somebody said, “No, sir, it’s only 58 years.”  
81 Well, that’s pretty bad too. I think it’s really, in the history of our country... This is the policy that built  
82 America, and this is the policy that is going to save America. It’s going to save us, because we have  
83 gone so far down in so many different ways. Not to mention the border. Not to mention 21 million  
84 people pouring in from places unknown, totally unvetted. But like I’ve always called it, because it’s a  
85 very beautiful and simple term, it’s called America first. We’re putting America first. This new American  
86 industrialism will create millions and millions of jobs, massively raise wages for American workers,  
87 and make the United States into a manufacturing powerhouse like it used to be many years ago. We  
88 will be able to build ships again. We will be able to build airplanes at a much higher level again. We will  
89 become the world leader in robotics and every other field. The US auto industry, which has been  
90 decimated over many, many decades, will once again be the envy of the planet. We’re not going to  
91 accept all of these cars. They come in from every country, and it knocks out... I was up in Michigan.  
92 We’re doing very well in Michigan. By the way, we’re doing very well in Georgia. We’re leading by quite a  
93 bit. But pretend you’re one point down, please, and go and vote. Okay?

94 Audience (10:17):

95 Yeah.

96 Donald Trump (10:17):

97 Just go vote. You got to vote. We got to win this. If we don’t win this election, our country is gone. I really  
98 believe it. To the auto workers in Michigan, Georgia, and all other parts of our country, I am pinpointing  
99 you for greatness. Your industry has been decimated by many decades of incompetent leadership,  
100 both political and at your company level. You had presidents of your company that sold out our  
101 country. They didn’t know what they were doing. They were horrible. And you had politicians that were  
102 grossly incompetent to let that happen. Your auto industry has been decimated, and again, with the  
103 electric car. It’s all going to be made in China. The head of the United Auto Workers ought to be  
104 ashamed of himself for what he’s done, but we’re going to turn it around, and we’re going to turn it  
105 around fast.

106 (11:09)

107 China is right now building major auto plants in Mexico. Did you know that? They were going to start  
108 with me. I said, “No. If you do them, I’m putting a 200% tariff on every car that you make.” And they  
109 decided, “We’ll pass.” Then they said, “Wow, now we can build. Trump, we won’t have to worry about  
110 him anymore.” Well, here I am. Here I am. Here I am. We’re leading in the polls. We’re leading by a lot.  
111 We’re leading by a lot. They said, “Oh, we don’t have to worry about him.” Oh, no, they have to worry  
112 about me. That’s why they don’t like me. They used to like Obama. They like Biden. You know why?  
113 Because they got away with murder. That’s why they like Biden. They love Biden. Why would you like  
114 Biden? Except that you took advantage of him. They took advantage of him.

115 (12:01)

116 And they think they’re going to sell their cars into the United States and destroy Michigan, and South  
117 Carolina, and North Carolina, and Georgia, and all of the places that make autos. Not going to happen.  
118 We will put a 100% tariff on every single car coming across the Mexican border and tell them the only  
119 way they’ll get rid of that tariff is if they want to build a plant right here in the United States with you  
120 people operating that plant. We want American citizens and we want their plants built here, not two  
121 feet over the border and selling them into our country. We’re not doing that. We don’t do that anymore.

122 (12:43)

123 A friend of mine does auto plants. He builds auto plants. That’s what he’s great at. He’s great, the  
124 biggest in the world. And I said, “I want to see a plant,” pretty recently ago, “I want to see a plant.

125 Where would we go?" I said, "Would we go to Detroit, someplace in Michigan ideally?" He says, "No,  
126 you can't go there, sir. We'll have to go to Mexico. The big ones are being built in Mexico." I said, "Why is  
127 that?" He said, "Well, they have a lot of tax reasons, and China's coming in big, and they think they're  
128 going to make their car and sell it in tax-free into the United States. But the big ones, if you want to see  
129 a really big modern plant, come with me to Mexico." I said, "I'm not interested in going to Mexico. I  
130 want those plants built here."

131 (13:24)

132 And that'll happen. In fact, when they learn about the 100 or 200% tariff, they'll probably say, "Yeah,  
133 let's stop construction immediately." You'll see a big difference. I will bring automobile manufacturing  
134 back to the highest level in the history of our country. It used to be we were the only place, and then it  
135 just got chipped away, chipped away, mostly by China and Japan, and all of a sudden we were down  
136 more than 55% from where we were years ago. But it'll be like it was 50 years ago. And these jobs,  
137 they'll come roaring back, and we're going to be making autos at a level that you've never seen before.  
138 We'll be making cars bigger, better, more beautiful, stronger and faster than ever before.

139 (14:11)

140 Billions of people around the globe will soon be buying products proudly stamped "Made in the USA,"  
141 or if you prefer, if you have to do it, "Made in Georgia." You can do that. And they'll be exported through  
142 the Port of Savannah. We had a little bit to do with that deeper port under my leadership. We helped  
143 deepen the port. You know that. We helped deepen the port once, and now I understand they want to  
144 do it again. And we will get in, and we will get that done quickly. We'll work with your governor, and  
145 we're going to get that done very quickly. This will be a major undertaking involving the Army Corps of  
146 Engineers and transportation officials throughout your state. It's going to happen fast. This will happen  
147 so fast you're going to say, "Gee, I thought he just said we're going to do it."

148 (15:10)

149 We have a strength over environmental impact statements. Sometimes they'll delay a project for 20  
150 years, 25 years. With me, I think if it takes more than a month to get an approval, my people are not  
151 doing a very good job. All right? We'll get it done very quickly. With a world-class port and a world-  
152 class workforce, this city will soon become one of the premier export hubs anywhere on Earth. Tripling  
153 and quadrupling traffic is your power. We'll lead an American manufacturing boom. We're going to  
154 have a manufacturing boom, and a lot of it's just taxation policy, tariff policy. They're going to come  
155 roaring back. When they have to pay tariffs to come in, but they have incentive to build here, they're  
156 going to come roaring back. It's just, it's this. It's not muscle. It's all right there. That's a muscle too,  
157 they say.

158 (16:04)

159 By contrast, listen to the deal Kamala Harris... Have you heard of her? I had the first debate, and after  
160 that, Biden was down 21 points. And they went to him and they said, "You're going to lose. You can't  
161 win. You're out." This is a coup, by the way. This guy had 14 million votes. "We're going to put in  
162 somebody else." The last person was going to be Kamala Harris, but then they decided to be politically  
163 correct, and she got the job. She was the last one. There were 14 people mentioned. She was number  
164 15, and she got the job. And if you saw her with Oprah the other day, or if you saw some of these  
165 interviews, there's something going on up there. We just had four years of that. We can't have another  
166 four years. Not going to happen.

167 (16:59)

168 But she is offering to companies to entice them to keep jobs in America instead of shipping jobs  
169 overseas. First, listen to this, she's called the tax queen. They love her in other countries because she  
170 forces everybody out of our country into their hands. The tax queen is demanding a 33% tax hike on all  
171 domestic production. Now, you can hate companies and all that, but still, they fuel growth and they

172 fuel jobs. They fuel everything. You tell these companies. They don't care. They just as soon be in  
173 Europe. They don't care. They want to go best price, it's called, best deal. And they're going to leave our  
174 country in droves if she does that. It's nice to say, "You're going to pay 33% more." And one day you'll  
175 read, "Oh gee, so-and-so, they just signed with China," "They just signed with Germany." Great Britain  
176 is dying to have... They'll give you free tax.

177 (17:53)

178 Next, she wants the largest capital gains tax in the history of our country. We've never had a tax. And  
179 then she's telling people, "Build your place here, but we're going to have a brand-new wealth  
180 confiscation tax. So if you make money, you're going to pay us a lot." But more importantly, it's called  
181 an unrealized capital gain. You know what that is? That means that you're going to pay a capital gain  
182 even if you haven't realized it, even if you haven't sold. So, a lot of people are rich, but they don't have  
183 cash. Now, they're going to have to get cash because if their thing goes up in value, they have to pay a  
184 massive tax. You're going to have deterioration. You're going to have a depression. If that happens, you  
185 have a 1929 style depression. This woman is grossly incompetent. Grossly incompetent.

186 (18:46)

187 Think of it, if a company succeeds, you have to sell it to give her half the value. Half the value is going to  
188 be owned by the government. So, if it's successful, you'll have to sell it because you don't have the  
189 cash. It's a huge success, you're going to make a lot of money in the future. We don't care about the  
190 future. Sell your company now, and bad things happen. By the way, nobody's tried it. It's a communist  
191 kind of thing. You know that?

192 Speaker 2 (19:13):

193 Oh, yeah.

194 Donald Trump (19:14):

195 You could say it's a Marxist thing if you'd like, but communist you understand better. In addition,  
196 Kamala is shutting down power plants nationwide, causing electricity prices to soar more than 100%.  
197 Going up 100%. They will soon be totally out of control, they already are, and businesses will flee.  
198 They're going to flee our country. If they can't get energy, they're going to flee our country, and they're  
199 going to flee fast. And yet we have more energy under our feet than any other country. I call it liquid  
200 gold. Liquid gold. We have more.

201 (19:50)

202 We have more than Saudi Arabia. We have more liquid gold than Russia, and yet we're buying oil from  
203 Venezuela. Why? And it's not really oil, it's tar. You have to melt it. And you know where they melt it?  
204 Talk about the environment. There's only one plant in the world that can take care of it because it's  
205 really not good. It's the worst. Only one. You know where it's located? Houston, Texas. So in Houston,  
206 Texas, they clean this stuff up. And you know where the stuff goes? Right up there. So, if you're a big  
207 believer in the environment, this is not good. But we have the best oil on Earth, and we have the most  
208 oil, clean, beautiful stuff, and we have the most. And we're going to use it. As I say, drill, baby, drill.  
209 That's what we're going to be doing. Drill, baby, drill.

210 (20:43)

211 And very importantly, she will close down all fracking and all fossil fuel development, which will bring  
212 our country into third-world status. She's going to close down all fossil fuels. Germany tried it, but then  
213 they replaced Angela with somebody else, and that somebody else is now building a coal plant every  
214 single week in Germany. Germany was going to destroy themselves, I will say that. They were going to  
215 be out of business. They were having problems like nobody could believe. And that's how Kamala



216 treats the American manufacturers. They can all leave, whatever's left of them, and there's not that  
217 much. They've gotten rid of so much.

218 (21:21)

219 But if instead you ship production overseas, then she will give you a tax break. So, if you build your  
220 product, make your product overseas, she's offering a tax break to make it overseas. Now you wonder  
221 why Biden has made so much money from all these countries, I mean personally made and through  
222 the family. Think of that. You get an incentive to build your product outside of the United States. I  
223 mean, you don't have to be too good at business to know that's not going to work. Honestly, it'll  
224 destroy our country.

225 (21:55)

226 And one of the other things, even... Whatever she's going to do, she wants to do it. She's going to the  
227 border very soon. She hasn't been there for four years, the border czar. "I'm not the border czar." Oh.  
228 For years, she was the border czar. Right now she's saying, because it's the worst border in history...  
229 But she's going to the border. It's very interesting. But you know what I ask? Well, even her policies  
230 now, they're crazy. They're crazy. They'll destroy country. But why didn't they do it three and a half years  
231 ago? Now she's saying, "We're going to do this. We're going to do that," whether she's right or wrong.

232 (22:26)

233 So, she had three and a half years to do it. She didn't do anything. Our country has really gone back to  
234 levels... The only employment was all the bounce back jobs that we created. Millions and millions  
235 bounced back right after the pandemic. Any pandemic anywhere, you have bounce backs, and they  
236 had a bounce back. But out of all the jobs that were created, most of those jobs went to illegal  
237 migrants. You know that? It didn't go to Americans. And what's happening with the people pouring into  
238 our country is they are killing the jobs of the Black population and the Hispanic population. They're  
239 taking their jobs. So, if you're Black or Hispanic, thank you very much, vote for Trump. You'll be in good  
240 shape. It's crazy.

241 (23:18)

242 Those people are coming in and they're taking the jobs of the Black population. And it makes sense. I  
243 mean, why not? And did you see Black unemployment rose incredibly in the last three months? A lot of  
244 people say, "Why is that? Why is that?" I'll tell you why. Because people are coming in and taking their  
245 jobs. That's the way it is. And it's no wonder that under Kamala Harris, we lost 24,000 manufacturing  
246 jobs last month. 24,000. We're going to turn that around so fast. We had created 650,000  
247 manufacturing jobs before we even got ready to do it. And now we're ready. We're ready to do it, and  
248 the country's ready

249 Donald Trump (24:00):

250 To do it. We need it. We have to have it. We need a Renaissance. It's going to be a Renaissance. This  
251 horrific nightmare for American workers ends the day I take the oath of office, January 20th.

252 [...]

253 Transcript: <https://www.rev.com/blog/transcripts/trump-rally-in-georgia>

254 Video: <https://www.youtube.com/watch?v=omW1qKFlgbY>