
Analysis Of Rhetorical Strategies Used By John F. Kennedy In His Inaugural Speech

John F. Kennedy was the 35th president of the United States of America. He served for 2 years and on the day of his inauguration, he gave an inaugural speech in Washington D.C. In this speech, he used many rhetorical strategies to get his point, a peaceful setting through all nations, across. He used rhetorical strategies such as repetition, pathos, and direct address to present his case to the audience.

With the use of repetition, its ability is to make the audience truly think about what JFK is asking of America. He uses this strategy throughout his speech especially at the beginning of his sentences. To emphasize his point of peacefulness he begins his sentences with, "Let both sides". He says this so that it's related to everyone and not just the Americans. He also uses repetition of "to those" in an address to the other nations that America is willing to help.

He uses pathos in his speech to connect with his audience. He uses this rhetorical analysis to make Americans feel emotional and supportive of the surrounding nations. To connect to emotions he says, "To those old allies whose cultural and spiritual origins we share, we pledge the loyalty of faithful friends. United there is little we cannot do in a host of cooperative ventures. Divided there is little we can do — for we dare not meet a powerful challenge at odds and split asunder". By saying this he is connecting America and its resources to better the nations that most need it. Promising them loyalty and friendship at the most desperate times. With the use of pathos in his speech, he was able to make the Americans view the surrounding nations in a different view.

Kennedy also directly addresses the audience to further convey his point. JFK uses this rhetorical strategy as an understanding that his ambition of, peace for all, will, "not be finished in the first one hundred days. Nor will it be finished in the first one thousand days, nor in the life of this Administration, nor even perhaps in our lifetime on this planet. But let us begin" By directing this to his audience it settles JFK's validity that he has. He understands that what he is asking for is a utopia, which is almost impossible to ask for. But by saying that he understands it won't happen overnight it makes the citizens trust and have faith in that his intention of peace will happen one day.

In conclusion, with the use of rhetorical strategies, Kennedy was able to connect the audience to his inaugural speech. By the use of repetition, pathos, and direct address he was able to convey the citizen's mind that peace and solidarity aren't in far reach if we all come together

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