

Persuasive Strategies Used in Obama's Political Speech: A CDA Approach Based on Fairclough's Framework

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Abstract

This paper examines the persuasive strategies of President Obama's public speech and additionally the incognito belief system of the same, cherished in his inaugural location. Our examination is grounded in Norman Fairclough's presumptions in critical discourse analysis (CDA), guaranteeing that "belief systems dwell in messages" that "it is impractical to 'peruse off' belief systems from writings" and that "messages are interested in assorted understandings" (Fairclough, 1995). The chosen corpus' ideological and enticing segments are evaluated, subsequently uncovering Obama's influential methods. The results are presented at the end of the study.

Keywords: persuasive strategies, political speech, critical discourse analysis, Obama