

**THE ROLE OF VERBAL AND NON-VERBAL
RHETORICAL IN CHARISMATIC LEADERSHIP:
A CONTENT ANALYSIS OF THE FIRST LADY'S
SPEECHES: MICHELLE OBAMA**

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Abstract

The purpose of this study is to investigate the area of using rhetorical devices and illustrate these phenomena in the political speech of leaders. Political leaders try to influence their followers through well organized and well written political speeches. However, the ability of using these figures of rhetoric contributes to enhance the relationship between the speaker and the listener's attitude as well as to exert much influence on the public and to persuade them rather than the use of information and facts only. For many people, standing up in public and doing a speech is one of their greatest fears and the ultimate challenge. So people need to overcome the difficulties involved and explore some techniques for making their speeches as impressive as possible and to arrange the words to achieve special stylistic effects. Human is created to live in this world as a social creature; that always needs to live with others to fulfill their social needs. To be one of a group and to get successful communication in any situation, people need to have the pragmatic competence and socio-pragmatic knowledge to use the language appropriately. Speakers need to be persuasive and have the ability to convince the audience by using rhetorical devices designed to encourage or provoke an emotional display of a given perspective or action. Rhetoric is a technique that a speaker or a writer uses to convey a meaning to the audience with the goal of persuading them towards considering a topic from a different perspective. Crystal (2008:416) defines rhetoric as "the study of effective or persuasive speaking and writing, especially as practiced in public oratory." An empirical study was then conducted to test the qualitative and quantitative rhetorical devices which are used in the speech of Mrs. Michelle Obama as one of the political leader who uses methods and psychological tactics to influence the crowd, convey their message to them, and entrench in their minds to the point of persuading them. The findings reveal that she uses the rhetorical devices and the daily speeches in limited ways in her speeches to align frames and build trust, to get what she wants by getting the audience ethos, logos, and pathos in their speeches. The study also shows that she tends to use fixed verbal expressions accompanied by non-verbal forms to do more charismatic speeches. The data consists of two real situations recorded on YouTube. All the results are tabulated and the differences in both verbal and non-verbal behavior are

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tackled in a way that reflects the role of contextual variables have a great influence on the process of choosing the appropriate form of rhetorical devices.

Keywords: charismatic, rhetorical devices, Leadership.

المدرس المساعد فاطمه عبد الغني ادريس والاساذ الدكتور: خليل اسماعيل رجييه والمدرس المساعد حيدر محمد .
مناتي
المديرية العامة لتربية ديالى. جامعة ديالى. كلية التربية للعلوم الانسانية. معهد تقني ديالى.

الخلاصة:

يهتم هذا البحث بدراسة البلاغة والاسلوبية ومناقشة مفهومها وتأثيرها وهما فرع من اللسانيات حيث تعنى بدراسة قضايا التعبير عن قضايا الاحساس وتبادل التأثير بين هذا الاخير والكلام وما يميز به الكلام الفني عن بقية مستويات الخطاب, ومن سائر اصناف الفنون الانسانية. إذ تعنى بدراسة الخصائص اللغوية التي تنقل الكلام من مجرد وسيلة للتواصل ووسيلة بلاغية الى اداء تأثيري فني. كما يعنى البحث بالاساليب و الاشارات واهميتها في التواصل والمحادثات حيث يتم الانتقال من المحتوى الى الشكل. المحتوى هو المعلومات والرسالة اما الشكل فهو جميع التغييرات التي تطرا على الطريقة التي يتم بها تقديم تلك المعلومات فيؤثر على طابعها الجمالي وبالتالي على الاستجابة العاطفية للقارئ وللمستمع . حاول الباحثان اثبات حقيقة ميل المتكلم السياسي الى استخدام بعض العبارات و الاشارات بكثرة في خطابه لاقناع المستمعين والتأثير بهم وجذب اهتمامهم . بينت الدراسة ان الخطيب السياسي يركز على استخدام وسائل وعبارات معينة تؤدي دورا مهما في تعزيز العلاقات الاجتماعية مع الجمهور.

1. Introduction

Performing speech involves more than knowing a language and its grammar, but also knowing how to build a paragraphs and present it in conversations and social interaction. Cohen (1996:7), Hymes (1972:33) and Yule (2006:80) investigate the fact that to perform an appropriate speech, the speaker need to have linguistic knowledge as well as cultural and socio-linguistic knowledge to have the ability to use the appropriateness and master their socio-cultural rules and know how, where and when to use the suitable expressions and certain rhetorical devices in the suitable situation because when the language is used wrongly or when something is said inappropriately in one context it could lead to misunderstanding or it could even result in hurting someone's feelings. Kasper and Rover (2005:317) refer to the idea that the process of communication is concrete and fluid, not static, however the success of people's interactions and establishments of good relationship depend upon the quality of their knowledge and their ability of using language effectively and persuasively in spoken or written form. So it is very important to make a good speech and the speaker should focus on how to exchange information by using certain words and certain devices. Major speakers need to be careful when presenting their speech in public to strength their relationship with the audience and to give fantastic impressions of themselves and as a result to persuade the others. People need to know the skills of persuasion, in order to get rid of a problem correctly or to

achieve a certain benefit, so people must be fully aware of all methods of persuasion. The best way to achieve that is represented by using certain rhetoric devices which help persuade the other and adds to the naturalness of a speaker's speech.

Takala(2015:45) investigates the ability of some leaders (charismatic leaders) and how they can inspire followers in pursuit a vision by using of articulation and impression management practices. Rhetorical devices in general and charismatic leadership in specific have attracted the attention of various linguists, scholars and researchers around the world. Speakers tend to use verbal and non-verbal rhetorical devices in their speeches. But there is no interest in the non-verbal behavior. Therefore, the essential goals behind the current study are to examine the most frequent verbal and non-verbal rhetorical devices and other techniques which deal with the art of persuasive and effective speaking or writing. The interest in persuasive speaking and rhetoric devices which is used in the first lady (Michelle Obama)'s speeches has been a fruitful source for researches: also the study investigates whether these devices vary according to the relationships between interlocutors. There are many reasons behind her success in speech and her ability to convince the others easily, first of all, she skillfully uses a kind of rhetorical devices through her verbal and non-verbal speeches. Rice (2007: 18) shows the fact that Politicians have rhetorical power and the ability to influence people. In addition to that Information alone will not persuade the listeners, so most politician try to make the audience feel hopeful and trustful in the future for their country by using certain devices and depend on their charismatic, Takala (2005:48) define the charismatic as "The interrelationships between the leader's inner world and its outcomes have effect on the nature of organizational culture and even strategic choices made in the company". In addition to that Charismatic leaders are essentially highly skilled professionals – people who are eloquently articulate, but who are able to communicate to audience on a deep and emotional level. They are able to express a compelling or persuasive vision, and are able to evoke strong emotions in audience.

2-Aims of the study

According to the importance of verbal Rhetorical devices, there is also a need to focus the light on the nonverbal devices ,and how it is very necessary to know what each mime and gesture means to understand other people, and to communicate with others easily. The primary aim of this study is to investigate the phenomenon of rhetoric language as a means of electoral persuasion in general and rhetoric devices of political speech in particular by analyzing two of the first lady Michelle Obama's real situations. The study also sheds light on the following points:

- 1.the way through which speakers use verbal and non-verbal Rhetorical devices to persuade the others,
2. the most famous forms of verbal and non-verbal rhetorical devices to convince people by communicating the message and
3. help people to develop a communicative competence and the ability to convince others.

To achieve these aims, the following procedures are followed:

- 1.The theoretical part: Presenting a theoretical survey of the relevant literature on the verbal and non-verbal rhetorical expressions and its types, functions and forms by shedding the light on its pragmatic and social aspects.

2. The practical part: It shows an analysis for her most representative speeches. The observation falls into two parts: The first part is devoted to observe the use of verbal and non-verbal forms in an example of (Michelle Obama's incredible speaking at an event honoring the School Counselor of the Year. The second situation is Michelle Obama's full speech at the 2016 Democratic National Convention. She urged young Americans to remain hopeful and engaged in the country's future. She keeps the whole audience engaged and interested in what she has to say. The researchers tend to choose the speech of Michelle not because she spoke something that has not been done before but that she talked it much better or at least her ability to accompany more than three rhetorical strategies in the same paragraph.

3. What is Rhetoric?

It is important to come up with one concise definition of the term rhetoric. Since it is called the art of language; it seems to be difficult to have a general definition. Many researchers have attempted to define it according to their understandings by saying it is a linguistic tool that employs a particular type of sentence structure, sound, or pattern of meaning in order to invoke a particular reaction from an audience. Takala (1997:8) describes rhetoric as the ability to do anything by using certain words, follow specific principles and combine some parts together in an appropriate manner. Simon (2002:30) describes the idea that each rhetorical device is a distinct tool that can be used to construct an argument or make an existing argument more compelling. Persuasion is known as one of the most important arts of conversation that depends on the ability of the speakers to interact positively with others and send a certain information or idea. People vary in their ability to persuade each other. This is because the ability of persuasion depends actually on the individual's skills and the personality. Kenned (2007, 08). points out that rhetoric is a type of figurative language which refers to the art of using language at all levels, from individual words to entire structures, written or spoken, visual or nonverbal to get an audience's attention, agreement and to achieve a pragmatic aim in the building, organize, maintain social groups, coordinate behavior, produce change, and create knowledge. Roberts (2008: 10) refers to Rhetoric as a technique of using persuasive strategies by the speakers, leaders and politicians to elevate language, influence people and the substance of their reactions to make the language more engaging, memorable, and interesting. Gitay (1996:22) refers to the rhetorician's idea that language alone will not convince a listener so the speakers need to seek paths to the soul of the audience and the necessity of the relationship between the content of the speeches and the charismatic speakers from one side and the ability to use the rhetorical devices to persuade the others and to make them believe in a particular point of view. He organized that in the following three categories:

Logos: One of the most important strategies used in every day's conversation by the speakers to reach the public and to convince or persuade the others by providing them via reason (Inductive reasons and deductive reasons) or logics to be effective, persuade the listeners and get the point.

Pathos: (appeal in emotion), is one of rhetorical skill used as a mean of convincing or invoking sympathy or pity of the audience by creating an emotional response to an impassioned story or making the listeners angry in the service of inspiring action or by changing their mood about something.

3.Ethos: This category is used as a little tricks used by the speakers when they try to bring readers around their point of view. It is a way to show the author's ability to convince the audience that he is a credible and dependent source, that the speaker is on the side of the listener and on the same side the listener should be completely trust of what is said by the speaker, since the speaker has the experience and judgment necessary to decide what is right.

Elements of Rhetoric

Yoos (2009: 55) describes rhetoric by saying that "it is a much more comprehensive art, especially as one finds it going on in the art of negotiation in politics that aims to bond and interact with others in shaping a community" .So, speaker must take into consideration five sociological elements for choosing the appropriate rhetorical devices in the real life situations in order to communicate effectively. Aristotle believed that before making any speech or writing any paper, the speaker and the writer need to consider three elements, these three points developed into the rhetorical triangle:

-Speaker. The person who forms the messages/he has to be credible, truth, responsible and has the authority to convince the audience. In addition that leadership can work as a means for personal power, using persuasive and manipulative rhetoric to persuade the audience. Robbins (1992: 151) tries to distinguish charismatic leaders from other leaders by some characteristics like for examples self-confidence, their ability to convince the others, to take high risks and engage in self-sacrifice to achieve their vision and complete confidence in their judgment

-Subject/message. It describes the way through which the speaker conveys the message; what is the message; what is the purpose of sending the message. The message must be logical and touches the emotions, senses and memory of the audience. As well as it should be well-presented, talks about facts, reasons and rational.

-Audience. The most important part in the rhetorical triangle .Rolfe (2010:365) clarifies that the speaker should know who the audience is what their current beliefs are and other criteria, without them, the rhetoric become a waste of time. They are:

1-Unifying the audience: Singleman (1996:) refers to the necessity of using simple style and clear words through public speech. It means the ability to alert the feelings and raise the sympathy of the audience to gain their loyalty and support.

2-Speaking in clear tongue: Ratsibe (2004:4) through his analysis for the speech of Politian, he shows the fact that to be affective the public has to change the sound tone, body language and balanced movements to match the talk. He needs to speak in easy way to understand sentences.

3-Showing a symbol of unification between the truth and what is said to convince the audience and to rehearse traditional values.

4.The art of dumping: It means the ability to speak to the public fluently, charm and attractiveness, the ability comes from knowledge and practice.

5.Self-confidence. This is one of the most important element that should be found in the public speaker in order to make the audience sure that what is said is completely true and real.

6. Honesty. The depth of the speech and the amount of its effectiveness to the minds and hearts of the audience depends on how much the speaker believes in the idea that he

believes in, and how he deals with his audience, since the people do not hear with their ears only, but hear with their minds, eyes and hearts

8.The situation of listeners. The speaker should have a clear idea about his audience and recognize the relation between the mind and emotion from one side and speech reaches the power to direct the speech and the desired ideas in the audience on the other side.

Benefits of using Rhetoric in Public Speaking

Social Benefits: Stimulate people's enthusiasm and sharpen their energies towards productive action

Personal Benefits: Communicate directly with people. Building relationships that benefit the speaker. Mastery of skill is one of the most important skills that most professions need. Increase chances of success and achieve dreams in life by influencing others.

What are the methods of persuasion?

Persuasion is a skill and a feature of success invented by others, and others seek to reach it, to get individual and collective ends. Michelle Obama (2006:16) presents several ways to convince the audience:

-1.The person must be interested in the first meeting between him, and the person who wants to convince him .This is because the first meeting always depends on the formation of a general idea of the person you are talking with, and therefore it is necessary to care about clothes, words and other things and must also introduce himself to someone who wants to convince him with great confidence without shame

2.Good morals are a major reason to succeed in persuading the individual who has the thing you want. You must be honest and trustworthy so that you can gain the trust of the person, because honesty is the first key to gain the trust of others . The person must show respect of those around him, and adhere to the ethics of the modern prefer not to boycott, and he speaks, and does not complain of his speech, but he must listen to him well, and looks to end the dialogue, and then begins to clarify his idea. The individual must support his words with evidence, and even to assure the person who wants to convince him the truth of his speech

Common Rhetorical Devices: Rhetorical devices are tools of language that make communication effective by using patterns of words and ideas to create emphasis and clarify meaning. Lawrence (2000:35) indicates that many speakers are good at the process of conveying information and meaning to their audience. But not all of them are actually having the ability to use certain devices to make their speeches more interesting, to persuade and convince the others,as well as to get the audience's attentionand to evoke their emotion.Staugaite (2014:13) refers to the rhetorical devices as strategies "help to find all methods that allow us to convey the most convincingly our point on a given topic. These strategies help effectively, efficiently and coherently present our material on a chosen subject" also There are a plethora of rhetorical devices in use. Such as:

1- **Repetition.** Among the psychological tactics used in the political speeches for emphasis and to make the idea clear by repeating terms , expressions and talking about certain topics continuously and at multiple intervals, or connect two ideas together to create a link between them in the minds of people.

2-Restatement.This skill is used for repeating the common ideas of what is said by using different words and expressions.

3-Anaphora .This device shows the ability to repeat a word or phrase in successive phrases at the beginning of the lines to increase the power of a sentiment.

4-Epiphora: The repetition of a word or phrase at the end of lines.

5-Rhetorical question. Hannah (2006:12) shows that it is an utterance whose form does not match their function, through which the speaker tries to ask a question where the answer is already known, but the answer is not given during the speech.

6-Hypophora.The speaker here asks a question and then continues to answer the question for the listeners.

7-Antithesis: Harriss(1980 :7)This device or figure tries to make a connection and balance between two contrasting things, words, ideas, which are intentionally juxtaposed and represent the role of one man's individual action and how it affect with the greater implication for humanity as a whole "nor long remember, what we say here, but it can never forget what they did here.

8-Exclamation .Through this device the speaker tries to use a statement of strong feeling with an exclamation mark.

9-Invective: It is a figure of using negative language to attack and denounce someone or something.

10-Alliteration: The repetition of initial consonant sounds or syllable of each phrase. Alliteration is usually associated with the expression "tongue twisters for kids".

11. Anadiplosis: This device refers to the idea that the first phrase ends with a word and the second phrase begins with the same word or phrase, which means the word, is repeated to begin the next.

12-Antimetabole: This device shows the repetition of words or phrases in successive clauses, but in reverse order.

13-Diacope:A repeated word or phrase separated up by other words; It a way of showing a strong emotion and feeling to enthruses the audience.

14. Metaphor:This is a very common device used by the speaker to show the degree of similarity between two things by comparing one thing to another; using a word or phrase it literally is not to suggest similarity. The speakers tend to depend on some criteria like for example who they are, what their personal history is, what their interests are, the situation, age, sex and so on. Charteris-Black's (2004:33) refers to this device as a way of creating, organizing and understanding reality beyond establishing a comparison between two objects.

15-Metonymy: It is a type of metaphor, through which the speaker tries to select something closely associated with the original one. Lakoff(1993:203) argues that when the speakers /writers refer to the "power of the peace" ;they try to inspire freedom, and beautifulness. A peace has no power as an inanimate object, but the writer's words can reach a broad audience.

16- Simile:Raymond (2000:15) clarifies this device as an explicit comparison between two different things, by using some expressions "as" or "like".

17-Allusion: This device is used by speakers or writers of a certain culture to describe an event, a place or a person of significance and something well known without elaborating in many details. For example, you might say, "I can't get changed that quickly, I'm not Superman!".

18-Amplification: It is a tool used through public speech by speakers and writers to convince the other by adding or repeating some adjectives or adverbs for emphasis, clarify the meaning and to distinguish something from other things that are merely infatuation. For example "Love, real love, takes time" the author here selects the expression "real love" to distinguish his emotions.

19- Analogy: An analogy or idiom is a rhetorical device or figure of speech used to explain one thing in terms of another to show the degree of similarity. "He's as flaky as a snowstorm" .

20-Antanagoge: It is a device used to mention two adjectives at the same time: one to criticize and the other to put compliment. For example to describe this machine we can say "The machine is not pretty, but it works great". Through this example there is a reference to the vehicle's performance as a reason to excuse its unattractive appearance.

21-Appositive: Through this advice, the authors try to add a noun or noun phrase for descriptive purposes to show the degree of costiveness in that noun, a race, gender, quality of the person or thing, or other characteristics. An example would be "Mary, queen of the land, hosted the ball." In this phrase, "queen of the land" is the appositive noun that describes Mary's role.

22- Enumeratio: This device uses as a title or a collective noun for other things to show how large that thing and how it has many details. For example, saying the sport city included a new spa, tennis court, swimming pool, and others.

23-Concession: This device is used by the author to reflect his ability and his knowledge about the specific issue from all sides.

24-Epizeuxis: This device is used for emphasizing something to convey the degree of importance or to show how a thing is wonderful by using one word more than once, e.g.: A child who says, "The amusement park was fun, fun, fun"

25.Hyperbole: This device is used by the author many times in his/her speech to indicate the degree of exaggeration and how the speaker does a lot of duties and how he/she is very familiar with a task. Saying "I have done this a thousand times" It is called hyperbole because it is unlikely that someone has really performed the task a thousand times. .

26-Litotes: It is a rhetorical device through which there is a desire to say the fact but in an indirect way by using a double statement, one of them is a negative statement which is used to emphasize a positive one, e.g., saying someone is "not a bad cooker" to show that you enjoyed eating his/her food.

27-Climax: Through this device the speakers tend to change the expressions from the weaker to a stronger to convince others and persuade them that the speaker wants and will make many positive changes to their future.

28-Paralleism. Through this technique speakers or writers try to use words or phrases that are different in their spelling but they have the same grammatical structure like either....or;...neither...nor; e.g. It was the age of foolishness; it was the age of wisdom.

29-Anthyphora:It is a common device used in public speech through which the speakers try to get others' attention and to show his/her ability to pose a question for dramatic effect without a real attention to get the answer and then directly answer it by the speaker himself.

30-Asterisoms : It is a way of using some unnecessary words or phrases used for introduction purposes only to get the other's attention to what the speaker is about to say like Right, Listen ,Okay. They are not considered important because the audience is already coming to listen for the speech.

31-Polysyndeton-It is a matter of using many conjunctions through the speech which are strictly necessary to emphasise the importance of the speech.

32-Dialogismus: speakers or writers use this device in a way or another just for rhetorical effect. Either they imagine what the audience think about like, thinking ("I bet that guy's thinking, 'what am I doing here?"), or paraphrase someone's previous words ("Don't worry!' She told me. 'Everything will be fine!"). In either case, the speaker ends up talking not as themselves.

33-Eutrepismus: It is one of the most important criteria of rhetoric used by good speakers/writers to convince others by selecting a simple, clearly, and easier style of speech and writing to make audience get the message by ordering a series of phrases that are all under consideration. First, we need to explain it. Second, we need to show how it works. And third, we need to explain what it achieves.

34-Personification. This advice is also used effectively to compare the nonhuman with human and deal with them as a real person like.

Rhetoric and body language

Speakers tend to accompany their rhetorical devices by many body expressions and gestures in persuasive communication to achieve the greatest effect on their audience. whether in verbal or non-verbal expressions. The influential speaker is the one who is able to use his body and demonstrates his sincerity and dedication. People should be aware of choosing the appropriate devices through speaking to public. Argyle (1988:5) argues that bodily movements are not completely divorced from system of speech; rather they are intimately connected with speaking and thinking. The successful speakers should be able to use some strategies and phenomenon during the public speech because every apparent detail affects the audience in some way. One of these is the tone of the voice; the smile at the time also has an impact, the leader's dress, the physical appearance, and his ability to speak in a language which is close to the language of his audience. In addition, some politicians are proficient in controlling their body language to be compatible with the language of discourse. The speaker should distribute his looks, smile and his optimism to the all present audience to show that he cares about them, and they are important to him to inform and persuade them. If he speaks to all the audience with him and if you have ever had an emotional reaction to a speech or changed your mind about an issue after hearing a skilled debater's rebuttal, you've experienced the power of rhetoric. By developing a basic knowledge of rhetorical devices, you can improve your ability to process and convey information while also strengthening your persuasive skills.

Allan and Pease (2004:18) describe the fact that there are more than the spoken devices way of communication through using sign devices and non-verbal communication by defining them as the process of interaction in which wordless messages are sent and received. They add that the body speaks is stronger than the tongue. So if the people around the speaker feel that the speaker is completely interested in their problems, his speech would be in their hearts. Chaika (1994:123) focuses on the importance of non-verbal communication by saying that sometimes and in certain situations body language is more important than the language itself for interlocutors to get the aim of the conversation and show respect for them. Actually, people use a variety of non-verbal rhetorical devices in their speech whether consciously or unconsciously. Chaika (ibid:129) metaphorically describes the body language as the bridge and through which one can cross to the safe side and avoid misunderstanding.

Dynel (2011 :423) defines body language as the most fluent and important element of communication without which communication is colourless and not effective. Trainees (2012: 23) and Lewis (2012:6) think that body language and gestures need to accompany with verbal devices to give a clear meaning and tell the truth about a person's feelings, emotions or attitudes and body language has several properties of ordinary verbal language. So, in order to convince the audience and make your words more attractive, you need to use some devices like hand movements, focus on looking at the audience directly, keep smiling to make others feel happier through communication, use an appropriate tone of voice. In addition to that the speaker must be self-confidence, enthusiasm, faith in the idea, saying honestly and be a serious person.

Data Analysis and Discussion

The following results were obtained from the rhetorical skills of the first lady's speeches for the two situations. The first situation is an example of (Michelle Obama's incredible speech at an event honoring the School Counselor of the Year. The second situation is Michelle Obama's full speech at the 2016 Democratic National Convention. Berger (1996:280) shows the importance of the rhetorical analysis to have an understanding of the meaning and people's emotions used in the ways of communications.

Michelle used many devices but the most common is the skill of repetition and restatement at the same phrase to convince the others and to make people hopeful and engaged in the country's future by saying for example "I want our young people to know that they matter, that they belong, so don't be afraid. You hear me? Young people don't be afraid." She wants to tell the audience that people in America should be brave in choosing his life and decide what s/he wants and if s/he makes others the standard and judgment of his way of dealing and his way of life, s/he puts himself in a prison. So our aim in life is not to please anyone. She also succeeded in using the Anaphora device to increase the power of her speech by saying, for example, "Be focused, be determined, be hopeful, be empowered" to show that there is no one completely perfect (everyone has negative points) and there are many examples that can be cited in this regard for the characters known to be criticized either because of their political views, social state, color of the skin or even religion, but the power person is able to hit all these things to the wall and instead of being afraid of the judgment of others to convince himself to reach the point that reaches the peak of its success and achieves happiness for himself and his society.

Michelle tries from a time to another to use the rhetorical question device through her speech as well as she always tries to ask a question at the beginning of her speech by

saying for example "**what's going on?**"By using this device the speaker doesnot really want to get the answer or get information from the audience and the answer is already known, but it is used just an introduction to open the speech ,as well as to show the degree of interest toward the others.

The first lady always tends to use certain expressions as an introduction to express her exclamation by saying for example"**My goodness! You guys are fired up!**"to convince them that she is very interestedin meeting them and hearing their problems and to show the degree of appreciation toward the audience's feelings and emotions through greeting her. She expresses her inability to express what is going on in her mind and the feelings to give them the right to consider what they have done and the great service which has been done for their continued cooperation .

Anadiplosis is also used by the first ladywhen she said for exampleby simply saying "thank you. Thank you for everything".To advise her audience that in every situation we need to be quiet, calm and have good thinking before dealing with the situation to avoid behaving in a defensive manner or uttering anything you may regret later. She refers to the fact that whensomeone is beingcriticized by others, the first thing that will come to the mind is how to respond immediately or try to defend the self and satisfied our desire. But on the contrary we need to delay the response until we have collected our thoughts.

Michelle tends to use the diacope and amplificationdevices by saying“So the young people here and the young people out there.”toshow a strong emotion and feeling toward the people whether they attend her meeting or not to enthuses the audience and encourage them to be grateful for those who encourage and criticize you at the same time .She adds that our young people shoulddistinguish between the two types of criticism.Constructive criticism (designed to help you improve and develop yourself) and destructive criticism (destroying and frustrating you), so there is a need to respond with gratitude and courtesy in a polite way by saying,for example, “I appreciate your contribution.You have made me think of a point, or have given me an idea.”.After that you will ignore the tone of criticism andhave a little time to decide the useful things for you. Mrs. Obamatries to make a collection among four devices through her speech by using the skills of Metaphor, Metonymy, Analogy and Simile by selecting something closely associated with the original oneand making the audience imagineand inspire beautiful thing from an inanimate object.We as parents are their most important role models. She tries to get theaudience's attention by saying" it is not necessary to be similar and copy fora famous and successful person or to be positive all the time but It's okay to feel angry, sad, annoyed, upset, scared, or anxious since you are a human".Also she used every color and creed who wear the uniform and risktheir lives to keep passing down thoseblessings of liberty, police officers .But it is important not to make these feelingsgo on and control youand paralyze your movement live your feelings but do not make them possess you. So it is very nice to imitate other (those who do not want to imitate anything produce nothing) to organize and understand the reality and try to establish and create many better objects.

The first lady focuses on device of antanagogeby which gives more attention to the performance of the people more than focusing on the physical appearance by saying that no matter where they're from or how much money their parents have, no matter what they look like or who they love or how they worship or what language they speak at home. She clarifies the necessity of deciding and making a decision more than just depending on what the others want you to do .She describes this method as (framing-

style) which makes your mind confined to specific choices imposed on you involuntarily, and prevented your mind from searching for all the options available

Michelle represents the role of appositive device to show the degree of costiveness in that noun, quality of the person or other characteristics. An example would be, "**language , hateful language about women language that has been painful for so many of us**". In this phrase, she criticizes the language "hateful language" used by some people and considered as a negative noun toward some young people. She tries in a way or another to get a point of trust and respect for the public since the person or entity that has the satisfaction and acceptance of the public can submit his ideas to convince them that she is a reliable person.

The first lady points to enumeration through her speech to show how large that thing and how it has many details by saying for example, "**If you are a person of faith, know that religious diversity whether you are Muslim, Christian, Jewish, Hindu, Sikh Due to Concession device**", the speaker tends to use it more than other devices to reflect her knowledge and interest toward her people's problems and needs. By saying "**never fear, and know everything and I will be with you, rooting for you and working to support you for the rest of my life**". She thinks that the successful way to convince the others is talking about the desires, demands and aspirations of the individual's so she tries to include aspects which contain information and facts drawn from past experience.

She also succeeds in using the hyperbole device by saying "**I have said this a thousand times" I thought my husband should be president because his character convictions, his decency and his grace**", to convince them to be confident of themselves and before making any decision or before taking a step ask some critical questions like what can I learn from this step and when you fail in something ask yourself What can I do differently in the next time? So instead of smashing yourself and congratulating yourself on what you have done of good work that day.

The first lady uses the Litotes device through her speech but in a limited way just to give an example to strengthen the relationship with the audience and to show the degree of closeness toward the audience by saying "**If your family doesn't have much money, I want you to remember that in this country, plenty of folks, including me and my husband — we started out with very little**" to show that it is not bad to have nothing but it is important to be imaginative and hard working to make something better.

The style of Michelle depends on the use of Climax device through her public speech to make her audience get happiness and success by hard working and a deep understanding to apply it in their daily life since everything that happens in the universe has a reason to occur. For example "**These individuals, they are brilliant. They are creative. They have worked miracles with hardly any staff or budget to speak of**". She recognizes that through public speech and any process of persuasion it is necessary to have a kind of thrill and to draw the others' attention by motivating the audience to cooperate. As well as the good speakers should respect the audience.

Michelle tries to begin her speeches by using some terminology through asterisks device to get the other attention and to send them a message that she only wants to make them more trustworthy of her as well as, she attends to show that she does not have one singular goal for America and she is not looking to get the benefits for herself only but to improve and develop everything which serve their country. "**You hear me? as you heard. Let me say**",

She also tends to use the polysyndeton device more than other devices to emphasize the importance of the speech and to give more examples by saying

"And today, the high school graduation rate is at a record high, and more young people than ever before are going to college. And we know that school counselors".

If any researcher wants to analyze any speech for the first lady, he will directly notice her focus on the dialogism device by saying for example **'Don't worry! 'Everything will be fine!'**) Through her speech she tries to encourage her audience to give themselves up and to rise after the fall. She adds that life is full of difficulties and obstacles that hinder the career, so do not expect that life will give you a letter of apology and it is very important to overcome all the debris surrounding you. She tries in a way or another to advise them to fight the weakness and always self-help yourself as well as do not wait for others to do that for you because all people are busy.

Through all her speech, the first lady prefers to use euphemism skills to influence the audience's mind, emotions and feelings of the audience in order to push them to accept a point of view by selecting a simple, clear, and easier style of speech to make the audience even more hopeful and prepared for the changes to come in the future of their country.

"but first I want to take a moment to acknowledge a few people who are here".

According to the personification as a very common device which is used effectively by the first lady to compare the inanimate things with the human and deal with it as a real person like. An example of this would be "we care so strongly about its future". Michelle here is talking about her country as a real life person. She deals with the matter to convince her audience successfully that there is greater future to come. She also adds the fact that when we look and expect the best things for ourselves we often find it and if we expect failure, we will direct our behavior towards failure. But in a way or another we need to focus our attention on the strengths and our ability to improve.

Table 1: The Frequency and Percentage of The Main Strategies of Rhetoric in two situations.

Strategy type	Frequency	Percentage
Verbal expressions	66	33.8%
Non- Verbal expressions	60	30.4%
Total	126	100%

Table 2: Distribution of different types of verbal and non-verbal rhetorical devices used by the first lady in two situations:

Sub-Strategy type		Frequency	Percentage	Functions
Verbal expressions	a. repetition and the restatement	9	11.5%	To convince others
	b. Metaphor, Metonymy, Analogy and simile	8	10.2%	To maintain social relationship and get their attention
	c. Anaphora, Litotes and Climax	3	3.8%	To increase the power of her speech
	d. the rhetorical question and certain expressions,	8	10.2%	To maintain social relation
e.	Personification	8	10.2%	To show similarity
	f. appositive and enumeration	15	19.2%	To show respect and deep welcoming

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	g. Alliteration, Antimetabole, similarity	0	0%	To show formal situation
	h. Anadiplosis	5	6.4%	To advise her audience
	i. the diacopeand amplification	10	12.82%	To show a strong emotion and feeling toward the people
Total		66	33.8%	
Non-verbal expressions	a.Cheers	1	1.2%	To show respect
	b. smile and Laughter	15	19.2%	To show respect and deep welcoming
	c. head and eyes moving	15	19.2%	To show intimacy and harmony
	d. Applause	9	11. %	To close the conversation
	e. moving hands	20	25. %	To get the other attention
Total		60	30.4 %	

Conclusions

This study investigated the various rhetorical skills that the first lady uses through her speech and her ability to make a combination of these devices .Frankly speaking if the researchers try to analyze any paragraph of any politician’s publicspeech, the result may be the same but the greatness of the first lady speech belong to her ability to use these devices in skillfully and successfully. She is able to get the others agreement by using beautiful expressions that shakes the audience's depths of soul and mind.

On the basis of the findings of this study, the following conclusions are drawn:

- 1- Rhetorical expressions can be expressed verbally and non-verbally.
- 2- A speaker seeks to consolidate one idea in the minds of the audience, and push them to adopt it as it is and ignore any alternative or alternatives which are considered dangerous and destructive ideas must be fought.
- 3- Each rhetorical device creates a different impact or emotion on the audience whether it be individuality, worth, important or trust. Mrs. Obama uses a plethora of rhetorical devices in order to convince others and keep her audience pleased with her words.
- 4- In general, she tends to use a simple tone and using clear expressions which seem not too formal to encourage the young people to fight and to keep fighting. She also focuses on using words such as “we” and “ours” to unify this audience. As well as she uses the grateful and thanking expressions more than any other expressions.
5. She tries to encourage them to use the subconscious mind and improve the use of this power to achieve amazing success since the person himself alone can change his life for the better
- 6- She focuses on the fact that communication is a purely human process dependent on the human soul, so too all the components of this process are carried out through the physical elements of the human body, which interact with this soul and are transmitted

through words, eyes, and movements. The receiver is made over hearing, looking and feeling.

7- The process of communication among people is primarily a contact to convey information, change attitudes and methods, or push others to meet a need or to implement a particular order by using many devices such as transmission and reception, understanding, perception, awareness, analysis and body language

8-She neglects some devices through her speech ,but that does not show that these devices are less important than others but she may tend to use them in other situations like for example (Antithesis, Epiphora, Hypophora, Invective, Alliteration, Antimetabole, similarity ,Paralleism, Anthypophora and Epizeuxis).

8-A successful speaker needs to enlighten the audience more than only spur loud applause and encourage.

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