

that Obama is an excellent public speaker. He can attract his audience attentively. In spite of the fact that the topics he delivers are tough and important, he does not always present his speech in a serious way. He eloquently instills his ideas in a relaxed way, full of laughter and close human relationship to win the audience sympathy.

Barack Obama succeeds in persuading his audience by presenting his speeches in well organized, most of the times, in order of importance, realizing that he has to put problems in priority order.

He also uses well-planned patterns in his speeches, expository and narrative, in term of the purpose of his discourses, and matching and problem-solution patterns proportionately, in terms of the elements that construct the speeches.

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