**Examples of Language Features used**

Ten months ago, I stood on the steps of the Old State Capitol in Springfield, Illinois, and began an unlikely journey to change America.

I did not run for the presidency to fulfill some long-held ambition or because I believed it was somehow owed to me. I chose to run in this election - at this moment - because of what Dr. King called "the fierce urgency of now." Because we are at a defining moment in our history. Our nation is at war. Our planet is in peril. Our health care system is broken, our economy is out of balance, our education system fails too many of our children, and our retirement system is in tatters.

At this defining moment, we cannot wait any longer for universal health care. We cannot wait to fix our schools. We cannot wait for good jobs, and living wages, and pensions we can count on. We cannot wait to halt global warming, and we cannot wait to end this war in Iraq.

I chose to run because I believed that the size of these challenges had outgrown the capacity of our broken and divided politics to solve them; because I believed that Americans of every political stripe were hungry for a new kind of politics, a politics that focused not just on how to win but why we should, a politics that focused on those values and ideals that we held in common as Americans; a politics that favoured common sense over ideology, straight talk over spin.

Most of all, I believed in **the power of the American people** to be the real agents of change in this country - because we are not as divided as our politics suggests; because we are a decent, generous people willing to work hard and sacrifice for future generations; and I was certain that if we could just mobilize our voices to challenge the special interests that dominate Washington and challenge ourselves to reach for something better, there was no problem we couldn't solve - no destiny we couldn't fulfill.

Ten months later, Iowa, you have vindicated that faith. You've come out in the blistering heat and the bitter cold not just to **ch**eer, but to **ch**allenge - to ask the tough questions; to lift the hood and kick the tires; to serve as one place in America where someone who hasn't spent their life in the Washington spotlight can get a fair hearing.

**You've** earned the role you play in our democracy because no one takes it more seriously. And I believe that's true this year more than ever because, like me, **you** feel that same sense of urgency.

All across this state, **you've** shared with me your stories. And all too often they've been stories of struggle and hardship.

I've heard from seniors who were **betrayed** by CEOs who dumped their pensions while pocketing bonuses, and from those who still can't afford their prescriptions because Congress refused to negotiate with the drug companies for the cheapest available price.

I've met Maytag workers who labored all their lives only to see their jobs shipped overseas; who now compete with their teenagers for $7-an-hour jobs at Wal-Mart.

I've spoken with teachers who are working at donut shops after school just to make ends meet; who are still digging into their own pockets to pay for school supplies.

Just two weeks ago, **I heard a young woman in Cedar Rapids who told me she only gets three hours of sleep because she works the night shift after a full day of college and still can't afford health care for a sister with cerebral palsy.** She spoke not with self-pity but with determination, and wonders why the government isn't doing more to help her afford the education that will allow her to live out her dreams.

(Speech shortened….)

**TIP 5: Use opposites to show what is good about your idea and what is bad about their ideas,**

**TIP 1 again: Use metaphors.**

**TIP 3: Repeat yourself. It reinforces your message.**

**TIP 2: Use first person personal pronouns such as we and our to make the audience feel like they are part of what you are saying.**

**TIP 1: Use metaphors. Obama compares his election campaign to a journey – and so implies that he is moving forward.**

**TIP 4: Flatter people. Make them feel good about themselves.**

**TIP 6: Use alliteration to make it sound catchy and stay in the audience’s mind.**

**TIP 1 again: Use metaphors.**

**TIP 6: Use second person pronouns like ‘you’ to make it seem as if you are talking directly to each member of the audience.**

**TIP 7: Use powerful verbs, both positive and negative.**

**TIP 8: Use anecdotes (stories about an example) to support your ideas and make them more real to the audience**