

Jobs's Speech Opening

- First person --> YOU not Jobs
- Thankful opening line
- Build credibility
- Unlikely person to speak
- Directly address audience
- Fragments
- Story telling
- Metaphor
- Question

What did YOU include that IS NOT listed above BUT SHOULD BE?

Obama's Speech Opening

- First person
- Thankful opening line
- Build credibility
- Long sentences
- Non-essential clauses
offset with commas & dashes
- Begin P2 with contrast
- Focus on women
- Tell story --> woman close to him

What did YOU include that IS NOT listed above BUT SHOULD BE?