

3/22/18

A woman named Clare Boothe Luce, an American journalist and politician made a speech in 1960 at the Women's National Press Club. In her speech, she criticized the American press because they weren't doing such a good job. According to Clare Booth Luce, the American press and journalists were exaggerating stories and lying about news to entertain the public with dramatic stories. In her speech, Luce uses a variety of rhetorical strategies and literary techniques to prepare the audience for her message. Some of these strategies include tone, figurative language and rhetorical questions.

During her speech, Luce uses a strong and criticizing tone, which is very important to making her point. On line 2, Luce states "But looking over this audience tonight, I am less happy than you might think and more challenged than you know." She also states on line 6, "You have asked *me* to tell *you* what's wrong with *you* – The American Press." This tone is evidence that Luce is going to explain to the press the reasons she is not happy, and the reasons she feels challenged.

During her speech, Luce also uses figurative language. On line 6 she states to her audience, "I stand here at this rostrum invited to throw rocks at you." This is an example of her using figurative speech because she isn't literally going to throw rocks at them. She means that she is going to criticize the press and the audience. She is going to tell them all the things that she believes is wrong with American journalism. Another example of figurative language is on line 34 of the text. Luce states, "It is the effort to explain everything from a summit conference to why the moon looks larger coming over the horizon than it does when it has fully risen in the heavens." She is using figurative language in this line to make her point. She is trying to tell the press that their job is to tell the absolute truth in every story.

Luce also uses rhetorical questions to prepare the audience for her message. On line 26, Luce states, "For what is good journalism all about?" This is a rhetorical question. Luce didn't really want the audience to answer, but she wanted to make her point. She was using this as a dramatic effect to prepare the audience for the message she was about to give. She wanted to explain what she believes to be good journalism.

In conclusion, Luce used many rhetorical strategies and literary techniques to get her point across to her audience. She also used these techniques to prepare her audience and convince people to think or act a certain way, which is good for advertising. Some of these strategies she used in the speech include tone, figurative language and rhetorical questions.