

After the price increase of steel in 1962, John F Kennedy had a very powerful response. In his speech made on April 11, 1962, Kennedy is extremely effective in his use of rhetorical strategies to convey his message. Kennedy employs a disapproving tone and strong diction in order to clearly achieve his goal in ~~revers~~ making the steel companies reverse the increase.

~~In his~~ Kennedy's tone parallels that of a father. For example, if the eldest brother, big and strong, beat up the youngest brother for no reason at all, the father would use a tone similar to Kennedy's. Father would emphasize the innocence of the younger brother, the American people, and how he could not defend himself. The American people couldn't handle the increase because of the recession. However, ~~the~~ Kennedy, by using this tone, wants to make the steel companies feel guilty about what they have done to the pure, innocent younger brother. To conclude his speech, Kennedy says "Some time ago I asked each American to consider what he would do for his country and I asked the steel



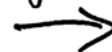
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companies. In the last 24 hours we had their answer. <sup>(107-110)</sup> The tone of these 2 sentences is so powerful. It isn't angry - but ~~it~~ it is so ~~not~~ disapproving. Kennedy conveys his disappointment in the steel companies, which as any child knows is ~~it~~ much worse than anger. It ~~it~~ leads to feelings of guilt, which was Kennedy's goal.

Kennedy's well-chosen diction also contributes to the effectiveness of his speech. The diction also helps create the disapproving tone. In the introduction, Kennedy states "... the American people will find it hard, as I do, to accept a situation in which a tiny handful of steel executives whose pursuit of private power and profit exceeds their sense of public responsibility can show such utter contempt for the interests of 185 million ~~the~~ Americans." (16-21). This quote is packed with exceptional word choice, such as "utter contempt" and "tiny handful." He singles out the executives alone, making it seem as if they do not care about anything but themselves. Also, he makes sure to compare this "tiny handful" with "185 million Americans." Not only does this make the executives seem inconvenient, but it puts a small gang against



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a national army.

Kennedy's use of tone and diction make his speech extremely effective, in urging the the companies to lower prices. subtly

Steel

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