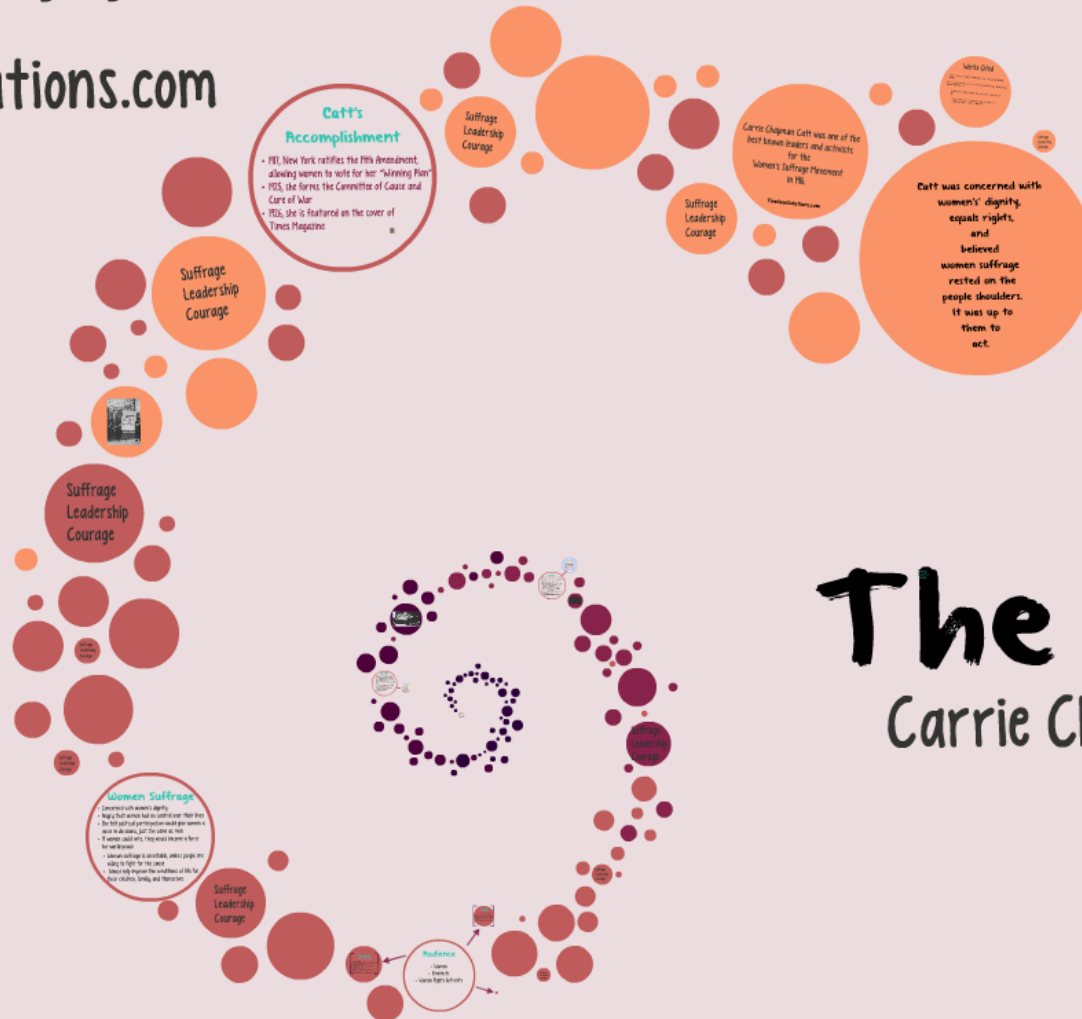


Wiphold (C): Managing The 2002 Crisis (Abridged) Case Solution

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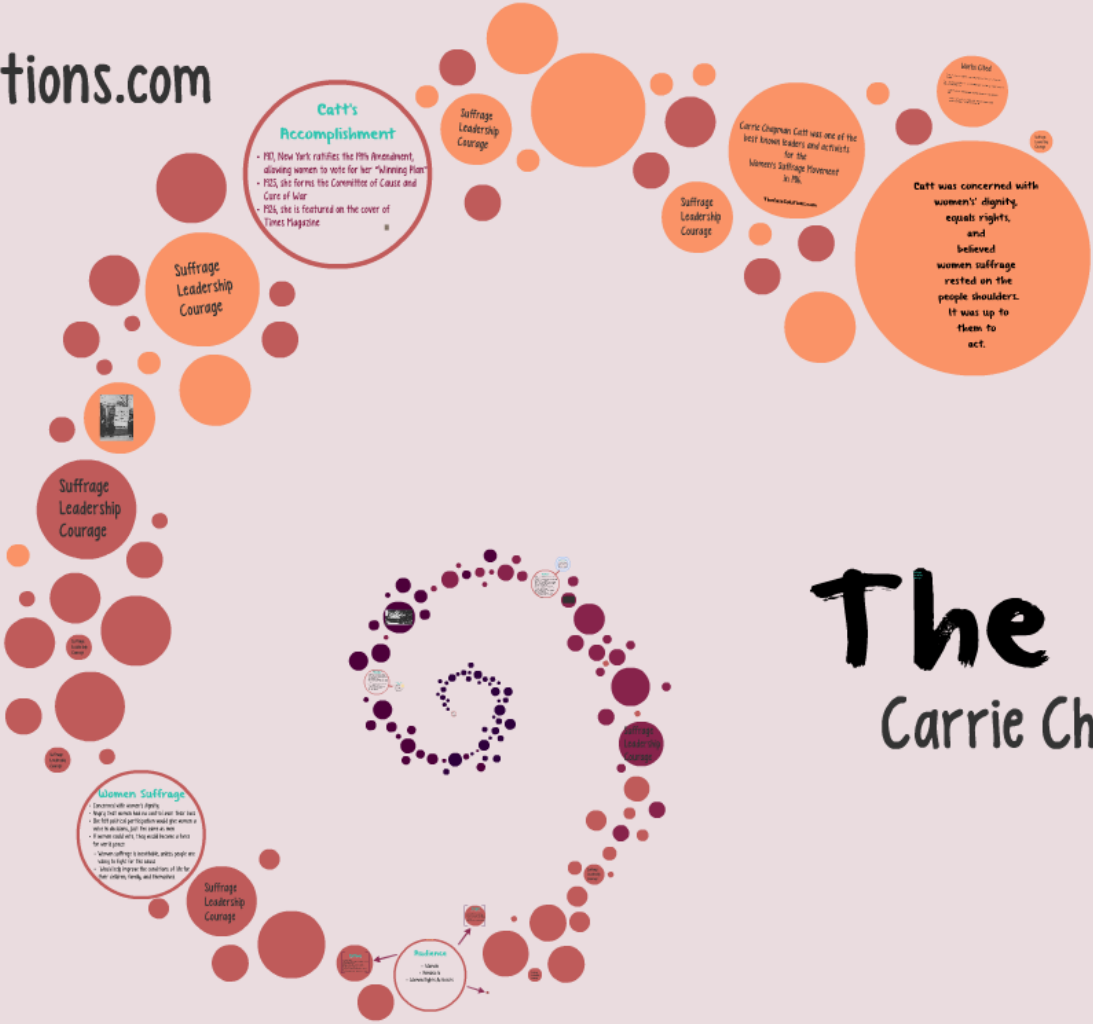


The Crisis

Carrie Chapman Catt

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The Crisis

Carrie Chapman Catt

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Carrie Chapman Catt was one of the
best known leaders and activists
for the
Women's Suffrage Movement
in 1916.

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- Delivered over several days in September of 1916
- Spoke to large audience that was gathered for Women's rights at the NAWSA Emergency Convention held in Atlantic City, New Jersey
- The purpose was to encourage women and men to stand up & "fight" for women suffrage
- Most importantly to identify & recognize that this was an crisis in society
 - She engaged her audience with Rhetorical questions, that she answered, persuading the audience with escalating emotion
 - This helped her triumph with success over many issues regarding Women Suffrage
 - Established a great following of support

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Analysis

- Metaphors were used throughout the speech to compare things like "money to an earthquake," which evoked the audience with an image of what she felt was happening in society
- She believed excessive amounts of money were being spent on the war and not enough for human rights at home
- This earthquake image also represented societies reaction/response to her speech in 1916
- The use of metaphors allowed the audience to visualize and almost feel the impact her argument demanded

Purpose of the Speech

- To persuade the audience to fight for women rights
- To present, demand attention and recognize the crisis and march for a victory!
- "The Woman's Hour has Struck"



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Author

- President of the National American Women Suffrage Association
- Founded the League of Friendship of Women Voters in 1920
- Creative Strategist for her cause
- Had great skills when communicating and campaigning
- Her work, writing, and speaking gave her a notable reputation as a Suffrage Leader
- Became a close colleague of Susan B. Anthony
- Her second husband, George Catt, encouraged her dedication to suffrage activities
- Abundant failures and complications only fueled her fight in what she believed in.

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