




Speaker and occasion

Barack Obama

- United States Senate candidate
- Keynote speaker
- Speech, public appearance
- John Kerry selected as president candidate



Audience

Media members and the Democratic Party elite



Barack Obama's keynote speech at the democratic national convention 2004.



Thecasesolution.com

Barack Obama's keynote speech at the democratic national convention 2004.





Audience

Media members and the Democratic Party elite

Racial Exclusion

Obama's Personal Story



Speaker and occasion

Barack Obama

- United States Senate candidate
- Keynote speaker
- Speech, public appearance
- John Kerry selected as president candidate



Barack Obama's keynote speech at the democratic national convention 2004.



Thecasesolution.com

Speaker and occasion

Barack Obama

- United States Senate candidate
- Keynote speaker
- Speech, public appearance
- John Kerry selected as president candidate



Audience

-Media members and the Democratic Party Elite

-Reaction
Excitement

- Obama
Respect
Story



Purpose

- Inspire the people of America
- Personal background
- John Kerry



Subject

- General topic
- structure
- 1) Presentation
- 2) The main subject
- 3) Argumentation
- 4) Ending



Tone and style

- Determination and focus
- informal language
- Body language and hand gestures

