**Michelle Obama speech**

Watch Michelle Obama’s speech. You may need to watch it more than once. Start at about 7 minutes 24 seconds and watch the rest of it.

As you do, think about the following:

* is it a good speech? Why or why not?
* what words/techniques does she use to engage the audience?
* how is it structured?

<https://www.youtube.com/watch?v=vlPx0lqmDRs>

Hopefully you should have come up with some of these things:

* Introduction and conclusion – I want to give a message... so this is my message
* Direct address to the audience
* Repetition
* Exaggeration
* Bold statement
* Emotion
* Building up to a point – signposting
* Personal story
* Alliteration – politicians, parents, preachers
* Signposting - in closing ...
* Powerful ending