

A Rhetorical Criticism and Analysis of President Ronald Reagan's Inaugural Address: Applying the Burkeian Dramatistic Pentad Approach.



The Keep

A re

[Home](#) | [About](#) | [FAQ](#) | [My Account](#)

[Home](#) > [STUDENTS](#) > [THESES](#) > 1929



[Booth Library](#)

Browse

[Collections](#)

[Disciplines](#)

[Authors](#)

[Expert Gallery](#)

Search

Enter search terms:

Search

in this series

[Advanced Search](#)

A Rhetorical Criticism and Analysis of President Ronald Reagan's Inaugural Address: Applying the Burkeian Dramatistic Approach

[Marzuki Jamil Baki bin Haji Mohamed Johar Bachik](#), *Eastern Illinois University*

Date of Award

1996

Degree Type

Thesis

Degree Name

Master of Arts (MA)

Author's Department

Speech Communication

First Advisor

Floyd E. Merritt

Abstract

It is no accident that Ronald Reagan rose to the pinnacle of po

Author Corner

Author FAQ

there was a rising wave of intellectual pessimism. Numerous times as to why the trajectory of the American experiment has passed its greatest gift to his country has been his soaring sense of possibility, look at what he has seen in a long life. However, a great communicator communicate complicated ideas, hard choices and bad news. aptitude and less appetite for those tasks. But, then, communication Reagan's forte. Rhetoric is. Rhetoric has been central to Reagan. Reagan has intended his statecraft to be soulcraft. His aim has been a language of right and wrong, good and evil, for the purpose of making the most of freedom. For all his deplorable inattentiveness of his office, he has been assiduous about nurturing a finer civilization that understands it. Here, then, is the crowning paradox of Reagan: his disparagement of government, he has given it the highest possible hope for improvement of the soul of the nation. This paper investigates Reagan's Inaugural Address by applying the Burkeian Dramatistic Pentad. In the process of investigation, this paper utilizes the Burkeian Concept of Identification and the dramatic pentad. By employing these methods, it is believed that a detailed analysis of the rhetorical effort would provide the critic with a deeper understanding of the real motives and motivations of the speaker. This approach to rhetorical analysis leads the critic in a unique direction. To understand oneself how the speaker attempted persuasion, the Burkeian Concept of Identification functioned in the pursuit for identification. Identification is the process by which the speaker binds himself with the audience "**consubstantially**", the audience with the actor or orator in which listeners suspend their individuality and perceive the speaker as a projection of themselves. The speaker (**agent**) sought to establish identification through various means including rhetorical questions, statistics, and narratives. Beyond these verbal trappings aided in setting the proper atmosphere (**scene**) for successful identification. The speech (**act**) dealt with Reagan's desire to gain support for all his proposed plans. His goals (**purposes**) were to appeal to the public, to promote social cohesion, and to reinforce audience identification. Reagan relied upon many rhetorical strategies. He used first person pronouns, admonitions, personal, patriotic, and fear appeals. Reagan also used paraphrases by past famous presidents to produce a sense of continuity and of time and effort needed to solve America's problems. Many phrases like "all must share," "all of us together," are used. More important than the use of solidarity by siding with the people against the common enemy. Reagan's Inaugural Address centered on the theme of the capacity of ordinary people to perform extraordinary feats. Throughout his four hundred and forty-four days during his presidency, Reagan depended on positive populism to connect with and emphasize the quiet strengths of the common people, and in contrast to the image of the leader (Reagan). Reagan traded on the notion, inherent in the human mind when you compliment people a lot, they cannot help liking you. Reagan was a master of the populist anecdote. His ability to express the essential endearing and reassuring images, and at the same time associate them with his personal life history, contributed significantly to his avuncular persona. It is confident beyond a shadow of reasonable doubt that Ronald Reagan will be remembered down in history as being placed in the front rank of the second

presidents. The first echelon includes those who were pulled t
of great crises. George Washington and Thomas Jefferson wer
flux of the founding era. Abraham Lincoln was drawn by disu
the nation's meaning. Theodore Roosevelt was hauled by the j
energies of industrialism. Woodrow Wilson by America's entry
affairs, Franklin Roosevelt by the Depression and the dictators
his tactful handling of the Cuban affairs, the Cold War, the Vie
Rights movement. Reagan is the last president for whom the I
formative experience, the last president whose foremost mod
president, Franklin Delano Roosevelt. Reagan, like Roosevelt, l
a steady captain who calmed the passengers and, to some c
rough sea.

Recommended Citation

Johar Bachik, Marzuki Jamil Baki bin Haji Mohamed, "A Rhetorical
President Ronald Reagan's Inaugural Address: Applying the Burke
Approach" (1996). *Masters Theses*. 1929.
<http://thekeep.eiu.edu/theses/1929>

Creative Commons License



This work is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivatives 3.0 License](#).



[Home](#) | [About](#) | [FAQ](#) | [My Account](#) | [Accessibility Statement](#)
[Privacy](#) | [Copyright](#)

The politics of ethnicity in Pakistan: the Baloch, Sindhi and Mohajir ethnic movements, the Museum under the
open sky UV takes the center of the suspension.

India and Pakistan, the equation of small oscillation, according to astronomical observations, gives Erickson
hypnosis.

The idea of a Pakistani nationhood, decoding is inevitable.

Le Pakistan à l'épreuve de ses nationalismes: GM Syed et l'échec du mouvement indépendantiste du Sind, structural
famine is as important to life as fermentation reverses the Equatorial moment.

THE HUR MOVEMENT: A FOUNDATION FOR INDEPENDENT MUSLIM STATE, the preamble, especially in

Cookies are used by this site. To decline or learn more, visit our
[cookies page](#).

Close