

# The importance of celebrities in political decision making: A rhetorical analysis of the Barack Obama Presidential campaign

## THE IMPORTANCE OF CELEBRITIES IN POLITICAL DECISION MAKING: A RHETORICAL ANALYSIS OF THE BARACK OBAMA PRESIDENTIAL CAMPAIGN

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#### Abstract

The role of celebrity rhetoric serves as an important area to study campaign messages, how they transfer to the public, and the potential for civic engagement. By analyzing Barack Obama's calls for a new political framework, through the use of structural criticism; I argue that he created the impetus for a renewed valuation of citizenship. Using the work of Dana Cloud, I argue that such a critique is successful because it forces citizens to question how they want to exist politically, as well as what they want out of political decisionmaking. As examples, this thesis explores the rhetorical aspects of Oprah Winfrey and Will.i.am's endorsements and their efforts to impact the audience's reception toward Obama's politics. I conclude that the celebrities not only made the public more receptive to Obama's campaign, but also more willing to embrace his calls for a renewed democratic ethos.

#### Subject

[celebrity](#)  
[barack obama](#)  
[oprah winfrey](#)  
[will.i.am](#)  
[rhetoric](#)  
[dana cloud](#)  
[ethos](#)  
[communication](#)

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for President Barack Obama's Speech on Gun Control executive actions delivered on January 5, 2016. This resource includes 95 marginal notes aligned to Common Core standards and elements. Reading and annotating informational tex... This resource includes the annotated text and marginal notes for President Barack Obama's speech at the prayer vigil for the victims of the Sandy Hook Elementary School shooting in Newtown, CT delivered on December 16, 2012. The speech was given in memorial for the 20 children and 6 adults who were President Obama's Sandy Hook Elementary School Prayer Vigil Rhetorical Analysis. Barack Obama taking the presidential oath of office and delivering his inaugural address on January 20, 2009, Washington, D.C. White House See all videos for this article. Obama won the election, capturing nearly 53 percent of the popular vote and 365 electoral votes. Not only did he hold all the states that John Kerry had won in the 2004 election, but he also captured a number of states (e.g., Colorado, Florida, Nevada, Ohio, and Virginia) that the Republicans had carried in the previous two presidential elections. On election night tens of thousands gathered in Chicago's Grant Park to see Ob...