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| Palin Speech Artifact Rhetorical Analysis |
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Palin RNC Speech Artifact Outline

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Thesis: **The artifact to be analyzed, Palin’s RNC speech, is closely tied to themes of gender criticism and traditional cultural feminism beliefs. The speech demonstrates Palin’s loyal, strong and fierce dedication in her role as the nation’s first female Conservative vice presidential candidate alongside her presidential candidate, McCain. The artifact’s overall resounding theme focuses on generating support and acceptance of creating positive change in America, valuable to the good of society**.

*Abstract: The purpose of the Sarah Palin’s speech, given at the Republican National Convention during the presidential campaign in 2008, served two principles: to introduce herself to the world as the nation’s first female Conservative vice president, and also demonstrate her loyalty and dedication to John McCain in this pioneer role. The artifact was framed by media as the ideology of “lipstick feminism,” reinforced by third wave feminism, by focusing on comparing traditional concepts of femininity and the sexual power of women to Sarah Palin. The repercussions of Palin’s media image included the attempt to destructing “traditional” gender role norms beliefs of trait generalization and cultural feminism in the patriarchal dominated world of politics.*

**Introduction**

The artifact to be analyzed in this paper is Sarah Palin’s Vice Presidential candidate speech at the Republican National Convention on September 3, 2008. In this paper, I will expand upon gender criticism concepts such as feminism, marginalization, and trait generalization. In addition, I will also analyze Sarah Palin’s speech & text usage in the Pentadic Criticism “clustering” method. Palin’s speech, which was televised nationally, reached many diverse audiences, both present at the convention center and at their homes watching the speech.

It was a highly significant message due to the fact that it was the first time in American history that a Conservative female, and Vice Presidential candidate gave a political national convention speech. Sarah Palin, a female political pioneer in universal feminism ideology, persuaded and moved millions of Americans by demonstrating her strength and unshakeable support to John McCain, 2008 Presidential candidate. This was foundational to the nation’s political platform of change, national positive progression, and in creating new traditional beliefs in America.

The context of the speech: St. Paul, Minnesota, one day before Labor Day. The “spirit of the times” centered on hope and change, which is foundational to the political spectrum in American, once limited by race, ethnicity, and gender. The campaign’s theme centered on “change” in America, instilling hope and revolution in the country’s dominant “norms” of power (both politically, socially, and economically) solely limited to being held by white males.

**Sarah Palin Background**

Sarah Palin, who was 44 years old at time of RNC speech, is a “universally” attractive brunette Caucasian, self-described as a “small town outsider” (telegraph.co) and “hockey mom.” These two identities depict Palin as down to earth, “a rural kind of gal,” with maternal traits, possessing female “norm” characteristics as well as a unique background setting her apart from a more common “big town insider.” Consistent to a “small town” stereotype, Palin was born in Wasilla, Alaska (with a whopping human population of 6,500) married her high school sweetheart and has five children (three daughters and two sons; one of which was a baby with Down Syndrome).

During her political career, Sarah Palin started off by serving as her town’s mayor, then became Conservative Presidential candidate John McCain’s choice for his VP. Palin, known as a social conservative, was also a former union member and has often been compared to Hilary Clinton, another female who ran for the Democratic vice presidential candidate position. Palin is also a life-long member of the NRA (National Rifle Association) and devout Christian, which give her quite the enigmatic attributes.

**Speech Artifact & Gender Criticism Media Analysis**

She has often been scrutinized in the media for lack of political experience, but her speeches are given with consistent style, personal flair, and genuine appeal to audiences. While delivering her speeches, she “reinforces her words with winks, nods and wrinkling of her nose that telegraph intimacy and ease,” (telegraph.co), often using “small town” humor which gives her a relatable appeal to the human spirit.

Sarah Palin’s RNC speech was the most “anticipated speech” of the entire convention, because it was her first national introduction as John McCain’s chosen vice president, and acceptance of America’s very first female VP candidate was key to the Conservative campaign’s success. According to an article in the Telegraph, her speech was “electrifying, universally acclaimed, and the crowning moment of a roller-coaster week.” (Lowry, 2008*.* The national speech was given in front of approximately 40 million Americans, with two predominate audience types: those that were present at the convention as well as the public that viewed the live speech televised in their homes.

According to a varied mix of sources, the words that media critics used to evaluate her speech were: “moving, dazzling, masterpiece, leader, fearless, brilliant, and charismatic.” Also, according to the New York Post, other key terms used to describe Palin’s speech were: “winsome warrior, to die for smile, radiant upswept hair, and steely toughness” (Lowry, 2008). These words defy the gender criticism concept of hierarchical binary opposition because Palin does share in mixed gender traits. Masculine terms include “winsome warrior” and “steely toughness,” and feminine “norm” favored traits are “to die for smile and radiant upswept hair.”

However, in differing media viewpoints, the RNC speech was “boring, uninspiring, reductive and essentialist” (Atkin-Sayre, 2009). The speech was also referred to as “a major step backwards for women.” (2009). Sarah Palin’s speech also initiated an extreme public bias; separating into two groups: the publics that supported her, and cheered and clapped for her campaign trail, and then the audiences who strongly disliked Palin & her speeches and criticized and booed her words in public. Palin’s sex appeal was also highlighted by the media; there was a photograph taken of her in a skimpy US flag print bikini & then photo-shopped with her holding a gun went viral, but exaggerated the sexual objectification of Palin in a negative media portrayal as a political figure in power.

Palin’s speech fulfills American gender trait generalization by presenting herself as well-dressed, fit, and “soft looking”, by wearing a black pencil skirt, feminine heels, a half-sleeved blouse, well-coiffed hair, natural-looking makeup that highlight her symmetrical (feminine) facial features, and donning a classic pearl necklace. This choice of appearance gives off a statement of “This is me, I’m serious about changing America, I’m ready to get down to business and work, but I’m also a woman, a mother, a wife.” Her overall public image and portrayal is undeniably ladylike, yet when she gives the speech her words are strong, effective, genuine, business-like. The NY Post inferred that Palin’s speech and public image says, “I am one of you. I work hard, love my family, love God, and struggle just like you.” (Lowry, 2008).

The implications of Palin’s RNC speech were framed by the media in a very black or white manner: the audiences that fell for Sarah Palin absolutely loved her, and then there publics that hated Sarah Palin, calling her “Sarah Barracuda,” (Lowry, New York Post, 2008), which suggests an (ugly) aggressive predator with very sharp teeth in relentless pursuit of their targets. Palin’s sex appeal was later highlighted by the media in a negative light: for example, the photograph taken of her in a skimpy US flag print bikini & photo-shopped with her holding a gun exaggerated the sexual objectification of Palin and questioned her political credibility. Contrastingly, after her RNC speech, Palin was compared to strong, innovative, pioneer women such as “Miss Congeniality” (agreeable, pleasing to the general crowd) and Annie Oakley, a historical American “sharpshooter.”

The first female RNC VP speech brought up other gender criticism issues, such as false consciousness inference. In 2008, an article in the *Weekly Magazine Standard* reported that “neo-conservative, old fashioned feminists have fallen back on the old theme of false consciousness, that women who don’t agree with them aren’t really women at all.” (author unknown). After the RNC speech, among some audiences Palin became iconic to satire and derision among extreme feminist groups, and her metaphorical statement “The difference between a pit bull and a hockey mom is lipstick,” became the media’s target frame for mockery and credibility critique, by creating slogans like “the Homecoming Queen’s got a gun.” (Brown, 2008).

In further analysis of the term “pit bull,” during World War I, interestingly, the pit bull was considered a symbol of an American hero animal, complementing soldiers in battle, and featured on war propaganda posters. Generally, pit bulls possess fighter spirit, loyalty, devotion, drive to please, instilling notions of a fighter spirit, strength, and healthy fear and respect, all positive traits in humans as well.

Contrastingly, the term “hockey mom,” which was recognized in the Oxford Dictionary in 2000, as a “North American informal,” is defined as “a mother who devotes a great deal of time and effort to supporting her children’s participation in ice hockey.” Therefore, it can be concluded that Palin’s mixed gender traits as a maternal, gun-toting, lipstick wearing, loyal woman are not limited to, or marginalized to standard female roles; but rather, they can hold power as well as fulfill those expected responsibilities of the American woman.

William Kristol of the *Weekly Standard* wrote: "There she is: a working woman who's a proud wife and mother; a traditionalist in important matters who's broken through all kinds of barriers; a reformer who's a Republican; a challenger of a corrupt good-old-boy establishment who's a conservative; a successful woman whose life is unapologetically grounded in religious belief; a lady who's a leader." (2011)

This media statement is an example of Palin’s versatile, multi-faceted, enigmatic characteristics different from traditional point of views on women in power: how she is feminine in some traditional traits (“wife and mother, conservative, successful woman…”), but also possess descriptive terms paired with masculine ideology (a “reformer, challenger, leader, broken barriers”). This is also an example of formal Ideological hegemony: Palin follows universal American accepted Christian religious faith, which is a dominant belief along with political democracy and Conservatism.

**Speech Artifact Word Analysis**

**From generated word frequency counter speech data results: (http://textalyser.net/index.php?lang=en#analysis)**

Complexity factor (Lexical Density): 55.9%

Readability (Gunning-Fog Index): (6-easy 20-hard) 7.5

The #1 word most used in the speech, at 2.3% occurrence is “our”, which can be clustered or linked with similar terms such as unity, together, whole-ness. At nearly a 66% complexity factor, Palin’s RNC speech is simple and easy to read.

The artifact terms “America, man & Mccain” are tied in frequency, which can be clustered with similar terms such as subject, nation, and male; with the goal being the co-voice of America. Thirdly, other frequent terms in the speech artifact are: country & people: linked along with patriotism, humanity, genuinity.

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| **Word** | **Occurrences** | **Frequency** | **Rank** |
| our | 38 | 2.3% | 1 |
| you | 17 | 1% | 2 |
| america | 16 | 1% | 2 |
| man | 16 | 1% | 2 |
| mccain | 16 | 1% | 2 |
| country | 14 | 0.9% | 3 |
| just | 12 | 0.7% | 4 |
| people | 12 | 0.7% | 4 |
| those | 11 | 0.7% | 4 |
| john | 10 | 0.6% | 5 |

Terms as the media has described Sarah Palin’s personality and speech style that I collaborated in the tagxedo include: mother, hockey mom, woman, strong, warrior, pitbull, lipstick, traditional, religious, American, feminine, leader, fierce, electrifying, likeable, conservative, maverick, hunter, fearless, brilliant, charismatic, winsome, radiant, Barracuda, congenial, sharpshooter, family, wife, passionate.



Color theme used in the wordle chart was strategically the United States of America, featuring red, white & blue text in symbolism of Sarah Palin’s political and patriotic role in this country. Rhetorical terms that stand out are: woman, strong, traditional, warrior, American, religious, hockey, and mother. http://www.tagxedo.com/app.html

**Conclusion**

As demonstrated by this analysis, the speech artifact’s two goals: to deconstruct previous gender role generalizations that women can’t be in political power as well as create credibility as John McCain’s female VP that would be valuable to American society’s growth as a whole. The maximalist perspective held that women are relationship-oriented and loyal is consistent with Palin’s speech message of instilling hope among audiences. The speech is a solid example of feminist rhetoric in today’s modern political reformation due to the fact that it was generally well accepted by audiences. The speech demonstrates Palin’s loyal, strong and fierce dedication in her role of generating widespread support for John McCain in 2008’s presidential election campaign.

**Sarah Palin RNC Speech Text**

*http://www.huffingtonpost.com/2008/09/03/sarah-palin-rnc-conventio\_n\_123703.html*

*Also available at: http://www.youtube.com/watch?v=UCDxXJSucF4*

Mr. Chairman, delegates, and fellow citizens: I am honored to be considered for the nomination for Vice President of the United States...

I accept the call to help our nominee for president to serve and defend America.

I accept the challenge of a tough fight in this election... against confident opponents ... at a crucial hour for our country.

And I accept the privilege of serving with a man who has come through much harder missions ... and met far graver challenges ... and knows how tough fights are won - the next president of the United States, John S. McCain.

It was just a year ago when all the experts in Washington counted out our nominee because he refused to hedge his commitment to the security of the country he loves.

With their usual certitude, they told us that all was lost - there was no hope for this candidate who said that he would rather lose an election than see his country lose a war.

But the pollsters and pundits overlooked just one thing when they wrote him off.

They overlooked the caliber of the man himself - the determination, resolve, and sheer guts of Senator John McCain. The voters knew better.

And maybe that's because they realize there is a time for politics and a time for leadership ... a time to campaign and a time to put our country first.

Our nominee for president is a true profile in courage, and people like that are hard to come by.

He's a man who wore the uniform of this country for 22 years, and refused to break faith with those troops in Iraq who have now brought victory within sight.

And as the mother of one of those troops, that is exactly the kind of man I want as commander in chief. I'm just one of many moms who'll say an extra prayer each night for our sons and daughters going into harm's way.

Our son Track is 19.

And one week from tomorrow - September 11th - he'll deploy to Iraq with the Army infantry in the service of his country.

My nephew Kasey also enlisted, and serves on a carrier in the Persian Gulf.

My family is proud of both of them and of all the fine men and women serving the country in uniform. Track is the eldest of our five children.

In our family, it's two boys and three girls in between - my strong and kind-hearted daughters Bristol, Willow, and Piper.

And in April, my husband Todd and I welcomed our littlest one into the world, a perfectly beautiful baby boy named Trig. From the inside, no family ever seems typical.

That's how it is with us.

Our family has the same ups and downs as any other ... the same challenges and the same joys.

Sometimes even the greatest joys bring challenge.

And children with special needs inspire a special love.

To the families of special-needs children all across this country, I have a message: For years, you sought to make America a more welcoming place for your sons and daughters.

I pledge to you that if we are elected, you will have a friend and advocate in the White House. Todd is a story all by himself.

He's a lifelong commercial fisherman ... a production operator in the oil fields of Alaska's North Slope ... a proud member of the United Steel Workers' Union ... and world champion snow machine racer.

Throw in his Yup'ik Eskimo ancestry, and it all makes for quite a package.

We met in high school, and two decades and five children later he's still my guy. My Mom and Dad both worked at the elementary school in our small town.

And among the many things I owe them is one simple lesson: that this is America, and every woman can walk through every door of opportunity.

My parents are here tonight, and I am so proud to be the daughter of Chuck and Sally Heath. Long ago, a young farmer and habber-dasher from Missouri followed an unlikely path to the vice presidency.

A writer observed: "We grow good people in our small towns, with honesty, sincerity, and dignity." I know just the kind of people that writer had in mind when he praised Harry Truman.

I grew up with those people.

They are the ones who do some of the hardest work in America ... who grow our food, run our factories, and fight our wars.

They love their country, in good times and bad, and they're always proud of America. I had the privilege of living most of my life in a small town.

I was just your average hockey mom, and signed up for the PTA because I wanted to make my kids' public education better.

When I ran for city council, I didn't need focus groups and voter profiles because I knew those voters, and knew their families, too.

Before I became governor of the great state of Alaska, I was mayor of my hometown.

And since our opponents in this presidential election seem to look down on that experience, let me explain to them what the job involves.

I guess a small-town mayor is sort of like a "community organizer," except that you have actual responsibilities. I might add that in small towns, we don't quite know what to make of a candidate who lavishes praise on working people when they are listening, and then talks about how bitterly they cling to their religion and guns when those people aren't listening.

We tend to prefer candidates who don't talk about us one way in Scranton and another way in San Francisco.

As for my running mate, you can be certain that wherever he goes, and whoever is listening, John McCain is the same man. I'm not a member of the permanent political establishment.< br>

And I've learned quickly, these past few days, that if you're not a member in good standing of the Washington elite, then some in the media consider a candidate unqualified for that reason alone.

But here's a little news flash for all those reporters and commentators: I'm not going to Washington to seek their good opinion - I'm going to Washington to serve the people of this country. Americans expect us to go to Washington for the right reasons, and not just to mingle with the right people.

Politics isn't just a game of clashing parties and competing interests.

The right reason is to challenge the status quo, to serve the common good, and to leave this nation better than we found it.

No one expects us to agree on everything.

But we are expected to govern with integrity, good will, clear convictions, and ... a servant's heart.

I pledge to all Americans that I will carry myself in this spirit as vice president of the United States. This was the spirit that brought me to the governor's office, when I took on the old politics as usual in Juneau ... when I stood up to the special interests, the lobbyists, big oil companies, and the good-ol' boys network.

Sudden and relentless reform never sits well with entrenched interests and power brokers. That's why true reform is so hard to achieve.

But with the support of the citizens of Alaska, we shook things up.

And in short order we put the government of our state back on the side of the people.

I came to office promising major ethics reform, to end the culture of self-dealing. And today, that ethics reform is the law.

While I was at it, I got rid of a few things in the governor's office that I didn't believe our citizens should have to pay for.

That luxury jet was over the top. I put it on eBay. I also drive myself to work.

And I thought we could muddle through without the governor's personal chef - although I've got to admit that sometimes my kids sure miss her. I came to office promising to control spending - by request if possible and by veto if necessary.

Senator McCain also promises to use the power of veto in defense of the public interest - and as a chief executive, I can assure you it works.

Our state budget is under control. We have a surplus.

And I have protected the taxpayers by vetoing wasteful spending: nearly half a billion dollars in vetoes.

I suspended the state fuel tax, and championed reform to end the abuses of earmark spending by Congress. I told the Congress "thanks, but no thanks," for that Bridge to Nowhere.

If our state wanted a bridge, we'd build it ourselves. When oil and gas prices went up dramatically, and filled up the state treasury, I sent a large share of that revenue back where it belonged - directly to the people of Alaska.

And despite fierce opposition from oil company lobbyists, who kind of liked things the way they were, we broke their monopoly on power and resources.

As governor, I insisted on competition and basic fairness to end their control of our state and return it to the people.

I fought to bring about the largest private-sector infrastructure project in North American history.

And when that deal was struck, we began a nearly forty billion dollar natural gas pipeline to help lead America to energy independence.

That pipeline, when the last section is laid and its valves are opened, will lead America one step farther away from dependence on dangerous foreign powers that do not have our interests at heart.

The stakes for our nation could not be higher.

When a hurricane strikes in the Gulf of Mexico, this country should not be so dependent on imported oil that we are forced to draw from our Strategic Petroleum Reserve.

And families cannot throw away more and more of their paychecks on gas and heating oil.

With Russia wanting to control a vital pipeline in the Caucasus, and to divide and intimidate our European allies by using energy as a weapon, we cannot leave ourselves at the mercy of foreign suppliers.

To confront the threat that Iran might seek to cut off nearly a fifth of world energy supplies ... or that terrorists might strike again at the Abqaiq facility in Saudi Arabia ... or that Venezuela might shut off its oil deliveries ... we Americans need to produce more of our own oil and gas.

And take it from a gal who knows the North Slope of Alaska: we've got lots of both.

Our opponents say, again and again, that drilling will not solve all of America's energy problems - as if we all didn't know that already.

But the fact that drilling won't solve every problem is no excuse to do nothing at all.

Starting in January, in a McCain-Palin administration, we're going to lay more pipelines ... build more new-clear plants ... create jobs with clean coal ... and move forward on solar, wind, geothermal, and other alternative sources.

We need American energy resources, brought to you by American ingenuity, and produced by American workers. I've noticed a pattern with our opponent.

Maybe you have, too.

We've all heard his dramatic speeches before devoted followers.

And there is much to like and admire about our opponent.

But listening to him speak, it's easy to forget that this is a man who has authored two memoirs but not a single major law or reform - not even in the state senate.

This is a man who can give an entire speech about the wars America is fighting, and never use the word "victory" except when he's talking about his own campaign. But when the cloud of rhetoric has passed ... when the roar of the crowd fades away ... when the stadium lights go out, and those Styrofoam Greek columns are hauled back to some studio lot - what exactly is our opponent's plan? What does he actually seek to accomplish, after he's done turning back the waters and healing the planet? The answer is to make government bigger ... take more of your money ... give you more orders from Washington ... and to reduce the strength of America in a dangerous world. America needs more energy ... our opponent is against producing it.

Victory in Iraq is finally in sight ... he wants to forfeit.

Terrorist states are seeking new-clear weapons without delay ... he wants to meet them without preconditions.

Al Qaeda terrorists still plot to inflict catastrophic harm on America ... he's worried that someone won't read them their rights? Government is too big ... he wants to grow it.

Congress spends too much ... he promises more.

Taxes are too high ... he wants to raise them. His tax increases are the fine print in his economic plan, and let me be specific.

The Democratic nominee for president supports plans to raise income taxes ... raise payroll taxes ... raise investment income taxes ... raise the death tax ... raise business taxes ... and increase the tax burden on the American people by hundreds of billions of dollars. My sister Heather and her husband have just built a service station that's now opened for business - like millions of others who run small businesses.

How are they going to be any better off if taxes go up? Or maybe you're trying to keep your job at a plant in Michigan or Ohio ... or create jobs with clean coal from Pennsylvania or West Virginia ... or keep a small farm in the family right here in Minnesota.

How are you going to be better off if our opponent adds a massive tax burden to the American economy? Here's how I look at the choice Americans face in this election.

In politics, there are some candidates who use change to promote their careers.

And then there are those, like John McCain, who use their careers to promote change.

They're the ones whose names appear on laws and landmark reforms, not just on buttons and banners, or on self-designed presidential seals.

Among politicians, there is the idealism of high-flown speechmaking, in which crowds are stirringly summoned to support great things.

And then there is the idealism of those leaders, like John McCain, who actually do great things. They're the ones who are good for more than talk ... the ones we have always been able to count on to serve and defend America. Senator McCain's record of actual achievement and reform helps explain why so many special interests, lobbyists, and comfortable committee chairmen in Congress have fought the prospect of a McCain presidency - from the primary election of 2000 to this very day.

Our nominee doesn't run with the Washington herd.

He's a man who's there to serve his country, and not just his party.

A leader who's not looking for a fight, but is not afraid of one either. Harry Reid, the Majority Leader of the current do-nothing Senate, not long ago summed up his feelings about our nominee.

He said, quote, "I can't stand John McCain." Ladies and gentlemen, perhaps no accolade we hear this week is better proof that we've chosen the right man. Clearly what the Majority Leader was driving at is that he can't stand up to John McCain. That is only one more reason to take the maverick of the Senate and put him in the White House. My fellow citizens, the American presidency is not supposed to be a journey of "personal discovery." This world of threats and dangers is not just a community, and it doesn't just need an organizer.

And though both Senator Obama and Senator Biden have been going on lately about how they are always, quote, "fighting for you," let us face the matter squarely.

There is only one man in this election who has ever really fought for you ... in places where winning means survival and defeat means death ... and that man is John McCain. In our day, politicians have readily shared much lesser tales of adversity than the nightmare world in which this man, and others equally brave, served and suffered for their country.

It's a long way from the fear and pain and squalor of a six-by-four cell in Hanoi to the Oval Office.

But if Senator McCain is elected president, that is the journey he will have made.

It's the journey of an upright and honorable man - the kind of fellow whose name you will find on war memorials in small towns across this country, only he was among those who came home.

To the most powerful office on earth, he would bring the compassion that comes from having once been powerless ... the wisdom that comes even to the captives, by the grace of God ... the special confidence of those who have seen evil, and seen how evil is overcome. A fellow prisoner of war, a man named Tom Moe of Lancaster, Ohio, recalls looking through a pin-hole in his cell door as Lieutenant Commander John McCain was led down the hallway, by the guards, day after day.

As the story is told, "When McCain shuffled back from torturous interrogations, he would turn toward Moe's door and flash a grin and thumbs up" - as if to say, "We're going to pull through this." My fellow Americans, that is the kind of man America needs to see us through these next four years.

For a season, a gifted speaker can inspire with his words.

For a lifetime, John McCain has inspired with his deeds.

If character is the measure in this election ... and hope the theme ... and change the goal we share, then I ask you to join our cause. Join our cause and help America elect a great man as the next president of the United States.

Thank you all, and may God bless America.

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