

Question 2

(Suggested time—40 minutes. This question counts for one-third of the total essay section score.)

On April 10, 1962, as the United States was emerging from a recession, the nation's largest steel companies raised steel prices by 3.5 percent. President John F. Kennedy, who had repeatedly called for stable prices and wages as part of a program of national sacrifice during a period of economic distress, held a news conference on April 11, 1962, which he opened with the following commentary regarding the hike in steel prices. Read Kennedy's remarks carefully. Then write an essay in which you analyze the rhetorical strategies President Kennedy uses to achieve his purpose. Support your analysis with specific references to the text.

Line Simultaneous and identical actions of United
States Steel and other leading steel corporations,
increasing steel prices by some 6 dollars a ton,
constitute a wholly unjustifiable and irresponsible
5 defiance of the public interest.

In this serious hour in our nation's history, when
we are confronted with grave crises in Berlin and
Southeast Asia, when we are devoting our energies
to economic recovery and stability, when we are
10 asking Reservists to leave their homes and families
for months on end, and servicemen to risk their
lives—and four were killed in the last two days in
Viet Nam—and asking union members to hold
down their wage requests, at a time when restraint
15 and sacrifice are being asked of every citizen, the
American people will find it hard, as I do, to accept a
situation in which a tiny handful of steel executives
whose pursuit of private power and profit exceeds
their sense of public responsibility can show such
20 utter contempt for the interests of 185 million
Americans.

If this rise in the cost of steel is imitated by the
rest of the industry, instead of rescinded, it would
increase the cost of homes, autos, appliances, and
25 most other items for every American family. It
would increase the cost of machinery and tools to
every American businessman and farmer. It would
seriously handicap our efforts to prevent an
inflationary spiral from eating up the pensions of our
30 older citizens, and our new gains in purchasing
power.

It would add, Secretary McNamara* informed me
this morning, an estimated one billion dollars to the
cost of our defenses, at a time when every dollar is
35 needed for national security and other purposes. It
would make it more difficult for American goods to
compete in foreign markets, more difficult to
withstand competition from foreign imports, and
thus more difficult to improve our balance of
40 payments position, and stem the flow of gold.
And it is necessary to stem it for our national
security, if we are going to pay for our security
commitments abroad. And it would surely handicap

our efforts to induce other industries and unions to
45 adopt responsible price and wage policies.

The facts of the matter are that there is no
justification for an increase in the steel prices. The
recent settlement between the industry and the union,
which does not even take place until July 1st, was
50 widely acknowledged to be non-inflationary, and the
whole purpose and effect of this Administration's
role, which both parties understood, was to achieve
an agreement which would make unnecessary any
increase in prices.

55 Steel output per man is rising so fast that labor
costs per ton of steel can actually be expected to
decline in the next twelve months. And in fact, the
Acting Commissioner of the Bureau of Labor
Statistics informed me this morning that, and I quote:
60 "Employment costs per unit of steel output in 1961
were essentially the same as they were in 1958."

The cost of the major raw materials, steel scrap
and coal, has also been declining, and for an industry
which has been generally operating at less than two-
65 thirds of capacity, its profit rate has been normal and
can be expected to rise sharply this year in view of
the reduction in idle capacity. Their lot has been
easier than that of a hundred thousand steel workers
thrown out of work in the last three years. The
70 industry's cash dividends have exceeded 600 million
dollars in each of the last five years, and earnings in
the first quarter of this year were estimated in the
February 28th Wall Street Journal to be among the
highest in history.

75 In short, at a time when they could be exploring
how more efficiency and better prices could be
obtained, reducing prices in this industry in
recognition of lower costs, their unusually good
labor contract, their foreign competition and their
80 increase in production and profits which are coming
this year, a few gigantic corporations have decided to
increase prices in ruthless disregard of their public
responsibilities.

The Steel Workers Union can be proud that it
85 abided by its responsibilities in this agreement, and
this government also has responsibilities, which we

intend to meet.

90 The Department of Justice and the Federal Trade Commission are examining the significance of this action in a free, competitive economy.

The Department of Defense and other agencies are reviewing its impact on their policies of procurement, and I am informed that steps are underway by those Members of the Congress who
95 plan appropriate inquiries into how these price decisions are so quickly made, and reached, and what legislative safeguards may be needed to protect the public interest.

Price and wage decisions in this country,

100 except for very limited restrictions in the case of monopolies and national emergency strikes, are and ought to be freely and privately made, but the American people have a right to expect in return for that freedom, a higher sense of business
105 responsibility for the welfare of their country than has been shown in the last two days.

Some time ago I asked each American to consider what he would do for his country and I asked the steel companies. In the last 24 hours we had their
110 answer.

* Robert S. McNamara, secretary of defense from 1961 to 1968

AP® SUMMER INSTITUTE SCORING NOTES
2012 AP English Language and Composition

Question 2

Sample Identifier: T

Score: 9

- Though the student begins without a clearly stated position, the body paragraphs offer a thorough and perceptive analysis of the rhetorical strategies deployed in Kennedy's speech.
- The analysis is thorough, ranging from a consideration of logos, pathos, ethos, to mythos; moreover, the essay carefully considers the language of the speech in detail.
- The citation of evidence is effective because it is specific: the student is especially skillful at gathering and analyzing related clusters of words, such as "unjustifiable," "irresponsible" and "defiance."
- The student is adept at attributing meaning to the rhetorical moves made in the speech: the words "'American,' 'public interest,' 'union,' and 'country' ... elicit [*sic*] a sense of unity and national pride in Kennedy's audience, who associate themselves with the country of America."
- The writing is fluent, though not without flaws (paragraphs follow one another in a numbered sequence rather than being organized according to a logical progression of ideas) or errors (the opening sentence of the essay begins with an unnecessary preposition).
- The essay receives a score of 9 based on the thoroughness of its development and the impressiveness of its control of language.

Sample Identifier: W

Score: 8

- This essay effectively analyzes the rhetorical dimensions of Kennedy's speech, providing essential context and foregrounding its argument in the introduction.
- The essay develops its analysis well, assessing how the speech demonizes steel executives by citing appropriate evidence and focusing on the deeds that characterize them as un-American.
- The essay convincingly explains how Kennedy's rhetorical moves function in his argument: e.g., the allusion to another of Kennedy's speeches functions to foster the public's resentment toward steel executives who will do nothing for their country.
- The essay demonstrates a wide range of the elements of effective writing: it is especially impressive in its coherence and in presenting its ideas in a meaningful progression, as the essay develops first Kennedy's demonization of the steel executives, then his portrayal of Americans and the government as their victims, and finally, reflects upon this portrayal in the dichotomous logic of us vs. them.
- The essay does not rise to the score of 9 because it is not as thorough in its development as an essay scored a 9.

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Sample Identifier: A

Score: 7

- This essay provides an adequate rhetorical analysis of Kennedy's speech, identifying some key features of its rhetoric.
- The essay is especially astute in analyzing the meaning of what the student refers to as "statistics," the numerical means by which Kennedy represents the interests of "185 million Americans" in order to pressure the steel executives to lower steel prices.
- In a sound analytical move, the essay notes repeated patterns in Kennedy's text and attributes meaning to that repetition: the persistent reference to Americans and American interests aligns Kennedy with ordinary Americans.
- The paragraphs are methodical and coherent.
- The essay rises to a score of 7 because it is more thorough in its development than an essay scored a 6.

Sample Identifier: R

Score: 6

- The essay provides an adequate rhetorical analysis of Kennedy's speech even though it uses imprecise terms to identify rhetorical strategies.
- The essay's analysis of Kennedy's "diction" as a rhetorical device, even though the term is an imprecise one, is appropriate because the student is able to analyze the specifics of the text: e.g., noting the repetition of the word "handicap" and its function in connecting the effects of a rise in steel prices to the crippling of the nation and its people.
- The student's analysis of imagery could be better supported: it is unclear how the text's reference to American farmers and businessmen suggests the interpretation that the student advances: "the listener imagine[s] a poor farmer or a middleclass workingman being stepped on by captains of industry."
- The essay is clearly organized, dependent on a basic division between the two rhetorical devices the student identifies as "diction" and "imagery."
- While adequate, the essay is insufficiently thorough and complete in its analysis to rise to a score of 7.

Sample Identifier: V

Score: 5

- This essay offers some adequate analysis but is uneven and limited.
- Its strongest analysis is of Kennedy's use of personification (the "inflationary spiral" that is "eating up" older citizens' pensions) in order to highlight the difficulties steel executives cause in the lives of ordinary Americans.
- The student advances an astute observation (Kennedy highlights numerous challenges facing the US and introduces each one in a similar fashion) but then fails to identify the importance of that similarity, limiting the adequacy of the observation.
- The essay is less convincing when the student addresses the meaning or effects created by Kennedy's use of "periodic sentences": they create a "hurried atmosphere."

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Sample Identifier: M

Score: 4

- The essay identifies some relevant rhetorical devices used in Kennedy's speech, but the commentary on the meaning or the effects of the rhetoric is inadequate.
- In the third and strongest paragraph of the essay, the student makes a solid claim (Kennedy makes an appeal to pathos by characterizing the American public as the victim of the steel company executives), adducing relevant evidence but neglecting to connect evidence to claim, failing even to present the evidence completely enough to be able to comment on it.
- Some of the rhetorical devices identified ("vocabulary use") are too generic to stimulate meaningful interpretation.
- Some evidence cited by the student (the "frightning [*sic*] numbers and data") is not sufficiently anchored in actual textual reference, nor is it the basis for a clear claim.

Sample Identifier: D

Score: 3

- The essay is inadequate in identifying the rhetorical features of Kennedy's speech and in the analysis of those features.
- The rhetorical function of some of the devices identified ("cause and effect") is not clear.
- When the student identifies meaningful rhetorical devices (e.g., the appeal to ethos) and connects them to textual evidence, there is little discussion of their function in Kennedy's speech.
- Paragraphs are often unfocused, veering from issue to issue.

Sample Identifier: H

Score: 2

- The essay demonstrates little success in analyzing the rhetorical structures of Kennedy's speech, substituting a simpler task by summarizing rather than analyzing.
- The student seeds some paragraphs by referring to rhetorical devices but then fails to develop an analysis of these devices.
- Though clearly written for the most part, the essay is weak because it lacks development.

Sample Identifier: MM

Score: 1

- The essay demonstrates very little success in analysis: it names two rhetorical devices without creating any appropriate pattern of structure or development.
- The student misreads the passage, indicating that Kennedy's tone is informal.
- The essay is especially weak in its use of language: "It's justoposed [*sic*] to raise steel when we are just emerging from recession."

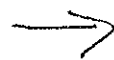
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2 T₁

In John F. Kennedy's speech to the press on April 11, 1962 was no small accomplishment. Rather, it was a masterpiece of classical argumentation and rhetoric. Using strategies such as forceful diction,^{and} persuasive appeal, ~~and logical organization~~, Kennedy attempts to convince people that stable prices and wages need to be pursued. Given the deftness of his attempt, it is very likely that he succeeded.

For one, Kennedy utilizes choice words to motivate a desired response in his audience. Even in the first paragraph, his language is littered with forceful diction. Words like "unjustifiable," "irresponsible" and "defiance" all have extremely negative connotations. "Unjustifiable" indicates that the rise in steel prices isn't right for any valid reason whatsoever. Thus, his audience is urged to disapprove of it. "Irresponsible" indicates that the rise in steel prices was unwise and not meriting of adult behavior. Since the audience no doubt want to ~~oppose~~^{maintain} a respectable image of being wise and adult-like, they would frown upon the rise in steel prices. Finally, "defiance" connotates a negative reversal of the social norming, retarding advancement and harmony. The very idea would be repulsive to the ambitious and peaceful community of Americans, thus, this too would convince them to disapprove of the rise in steel prices. With three little words, Kennedy has already made a significant impact on his audience to achieve its purpose.

Secondly, Kennedy's speech is rich in persuasive appeal.

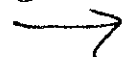


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T₂

He incorporates every persuasive appeal in the book, from pathos to logos to ethos to mythos. Pathos is used as he references the "four [who] were killed in the last two days in Vietnam." The idea that four people gave their lives to protect the innocent and free citizens of America strikes an emotional chord in the audience. They are moved by tragedy and commemoration. Kennedy's proposal that the raise in steel prices undermines the value of the four's sacrifice is offensive to these emotional responses. The audience emotionally rejects the idea, and in this way, are made to agree with Kennedy that the steel companies should not have made the change. On the other hand, Kennedy initiates Logos as he brings in a multitude of statistics into the speech. Take for example his allusion to the facts that ^{"Employment} ~~employment~~ costs per unit steel output in 1961 were essentially the same as they were in 1958." The incorporation of cold, hard facts convinces the audience that Kennedy is correct in saying that the steel corporations ~~didn't need~~ ^{didn't need} to increase the steel prices due to the recession, that they were just being greedy in a "pursuit of private power and profit." The counter-argument, validated by statistics, logically appeals to the audience, and thus, they are moved to support Kennedy's greater agenda to stabilize prices. On top of this masterful use of Logos, Kennedy uses ethos by citing the sources of his statistics. He says that the quote about employment costs was told to him by the Acting Commissioner of the Bureau of Labor Statistics. By citing his sources, the audience is assured that they can



Write in the box the number of the question you are answering on this page as it is designated in the exam.

2 T3

trust what Kennedy says. They know he isn't just making things up. Thus, his arguments are validated further, and they are compelled to support his case. The last appeal, *mithos*, is apparent in the speech through Kennedy's frequent use of the words/terms "American," "public interest," "union," and "country." All of these words elicit a sense of unity and national pride in Kennedy's audience, who associate themselves with the country of America. ~~which~~ ^{This technique} becomes effective when Kennedy suggests that the steel corporations acted only out of self interest and refused to make a sacrifice for the American good like so many others before them. This admittance outrages Kennedy's audience, who have been rallied into a sense of national investment by his careful wordchoice (e.g. "Americans"). The audience is influenced to look down upon these abominable steel corporations, who want no part of the "we America" that the audience is so passionate about. ~~As a result,~~ ^{In the end,} they whole-heartedly support Kennedy's stance on the steel price issue.

It is unequivocal that Kennedy is a master rhetorician. He knows how to manipulate the opinion of his audience using diction and persuasive appeal. In this instance, he used his skills out of his moral dedication to the nation. One can only hope that he continued to do this, and didn't use his skills for evil. For ~~the~~ the power to manipulate public opinion is dangerous indeed. One only needs to be reminded of Adolf Hitler to agree.

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W₁

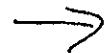
In 1962, ~~the~~ the United States emerged from an economic recession and simultaneously entered into a decade of several other social, political, and cultural upheavals. In the midst of this, after being asked to support stable prices and wages, the nation's largest steel companies raised their prices by an unjustifiable amount. In his news conference addressing the issue, President Kennedy attempts to reassure the public that action will be taken by demonizing the steel executives, creating an "us and them" mentality.

President Kennedy effectively demonizes the steel companies, portraying them as robber barons and un-American. He begins by describing their actions as "wholly unjustifiable and irresponsible defiance of the public interest," already pitting them against "the public." He goes on to portray them as selfish and greedy, citing evidence that such a price increase was "not necessary." He basically states that, instead of trying to improve efficiency and quality or "exploring... their usually good labor contract," they "decided to increase prices in reckless disregard of their public responsibilities." He speaks as though the steel companies have personally wronged the United States of America, and addresses them almost like a child who has misbehaved - "the American people have a right to expect... a higher sense of business responsibility for



the welfare of their country than has been shown in the last two days." By essentially scolding the steel companies, Kennedy removes any responsibility from himself and the US gov't. His demonization of the steel companies further contributes to his next strategy of "us against them."

Kennedy creates contempt towards the steel companies by portraying the American people - himself and the US gov't included - as victims of the companies. He lists the "grave crises" plaguing the nation at the time, including Vietnam, Berlin, the draft, and economic unrest, concluding it by contrasting these [constraints] and sacrifices being asked of every citizen^s with the greedy actions of the steel companies, further asserting that they have an agenda not in line with the rest of America. He openly associates himself within this group of wronged Americans, claiming that "the American people will find it hard, as I do, to accept [what the steel companies'] sense of public responsibility can show such utter contempt for the interests of 185 million Americans." He literally says that they are in contempt of Americans, and uses that strategy to separate them from "us" and show them to be heartless and, again, un-American. His greatest example of this is his concluding remark, summarizing the resentment the public is meant to feel towards the steel industry: "Some time ago



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W3

I asked each American to consider what he would do for his country, and I asked the steel companies. In the last 24 hours we had their answer." He effectively ~~was~~ appeals to the public's sense of Patriotism in order to foster hate and resentment for the steel companies.

In conclusion, Kennedy fosters resentment towards the steel executives and support for American efforts at home by demonizing the steel industry for working against the "public good." He sets up an "us against them" mentality that separates the people (and himself & the gov't) from the steel camps. That have wronged the American People.

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Q A₁

President John F. Kennedy was considered one of the most charismatic presidents in United States history, and for good reason. His speeches were always above average, and he was talented in his use of diction. This holds especially true in JFK's speech against United States Steel, where his use of statistics and diction united the American people behind him and put pressure on the steel corporations to lower their prices.

Throughout his speech, Kennedy uses a variety of statistics in order to build his case against the steel companies. In fact, at least 7 ~~total~~ statistics, all each putting their own pressures on U.S. Steel, help Kennedy's speech to become very compelling and essentially puts U.S. Steel in its own corner. One especially good use of statistics used by Kennedy is pointing out the lack of responsibility to the interests of "18.5 million Americans". In this moment, Kennedy puts the pressure of the entire American population on U.S. Steel, which undoubtedly helped the U.S. steel executives change their minds. He also points out that the steel companies are unjustified in raising prices with statistics like "dividends have exceeded

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A2

600 million in each of the last 5 years" and that steel companies have been "operating at less than two-thirds of capacity". As if all of the pressure derived from those statistics alone was not enough, Kennedy goes on to add even more pressure by bringing up the "hundred thousand steel workers thrown out of work."

All of these statistics serve to create a criminal image of the steel executives to the public, as well as put immense pressure on the steel executives to comply with Kennedy's demands.

Kennedy also manages to use world and domestic crises to put even more pressure on U.S. steel. In the second paragraph alone Kennedy mentions 4 crises, domestic and international, that cause the steel companies to look ridiculous in asking prices to be raised for steel. He also uses the word "we" three times and parallel structure in order to strengthen his argument and to show the steel companies that it is not Kennedy who is against the steel companies, but Kennedy and the American people. He also uses expressive words like

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Q A3

"every citizen" and "American people" and "every American Family" to truly unite all of America behind him in his speech. While Kennedy attacking the steel companies puts a lot of pressure on them, when Kennedy unites the American people behind him he makes it impossible for the steel companies to raise their prices without a gigantic public outcry.

By adding argument after argument, statistic after statistic, and pressure after pressure, Kennedy renders the steel companies helpless. He backs them into a corner and forces them to give in to his every demand, making his U.S. Steel speech just one of many examples of JFK's great speaking skills.

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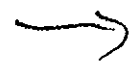
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R₁

On April 11, 1962, president ~~John~~ John F. Kennedy addressed the nation regarding the recent hike in steel prices. In the speech, he speaks of how the steel industry has taken advantage of and wronged the American people, by raising the prices of steel for no reason, and firing workers even though the industry is growing. John F. Kennedy uses diction and ~~the~~ imagery to convey his message.

The president uses diction as a means of painting the steel industry as cruel and abusive. When he is speaking of other industries doing what the steel industry did he said "It would surely handicap our efforts to induce other industries and unions to adopt responsible price and good wages." Note the use of the word handicap, he is saying if every industry were like steel, we would be crippled as a nation. He again uses the word handicap when he describes the effects on regular

(JFK)
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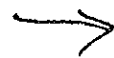
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2 R2

people. "seriously handicap our efforts to prevent an inflationary spiral from eating up the pensions of our older citizens." He is saying the actions of steel industry could cause massive inflation. John F. Kennedy also uses diction as a way to describe the way workers were fired by saying "a hundred thousand steel workers thrown out of work in the last three years" (JFK 69) this says the workers were cruelly ~~tossed~~ tossed aside.

JFK also uses imagery to paint a picture of the average american being abused by ~~the~~ this big industry.

JFK says that raising the cost of steel would raise the price for ~~the~~ everyday needs for "every American businessman and farmer." Making (JFK 27) the listener imagine a poor farmer or a middleclass workingman being stepped on by captains of industry. He also almost Plat out, says the american working man is more honest and greater than companies by saying "Some time ago I asked each american what he would



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R3

do for this country and I asked the steel companies. In the last 24 hours we had their answer." (JFK 107) JFK is saying the Americans are hard workers and the industries are abusive and selfish.

JFK was clearly outraged by the actions of the steel companies. In his address to the nation, JFK uses imagery to paint a picture of an abused everyday working-class society and dilution to heighten a feeling of resentment towards big business.

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President John F. Kennedy was delivering a speech on a sensitive topic at a distressing time in American history. In 1962, the US was emerging from a recession when steel companies decided to raise their prices by 3.5 percent. At the time, the nation was facing a crisis in Berlin and Southeast Asia, trying to stabilize the economy, and losing citizens in Vietnam. In his speech, Kennedy uses rhetorical devices to add emphasis and create a hurried and slightly distressed atmosphere.

Twice throughout the speech, President Kennedy uses anaphora to add emphasis. In the second paragraph he starts several successive clauses with the words "when we are". Then, in the fourth paragraph, he begins with the words "more difficult". In both scenarios he uses this rhetorical device to add emphasis to the point he is making. In the case of the second paragraph he is describing the challenges currently facing the US and he chooses to introduce each one the same way in order to signal that each has particular importance. In the fourth paragraph, he ^{uses} the phrase "more difficult" to list the



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2 ✓₂

problems created by the increased prices. Sandwiched between these two examples of anaphora is the use of personification. In the third paragraph Kennedy describes an "inflationary spiral" "eating up" older citizens' pensions. By this spiral, Kennedy is referring to the difficulties created by the steel corporations. Of course these difficulties would not actually "eat" pensions; however, Kennedy is using personification to ^{emphasize} ~~emphasize~~ the negative effect on older citizens.

~~Emphasis was not the only effect Kennedy~~

Emphasis was not the only effect Kennedy achieved through his use of rhetorical strategies. Several of the paragraphs throughout the speech contained only one long grammatically correct sentence, also known as a periodic sentence. Paragraphs two, eight, eleven, and twelve all followed this structure. The use of one long sentence filled with clauses, broken up by commas, often missing ~~conjunctions~~ conjunctions (examples of asyndeton) help to create a hurried atmosphere for the speech. This creates a sense of urgency for the steel corporations to lower their prices.

President Kennedy was highly regarded as →

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V3

an effective speaker Aside from eloquent speech, part of what made Kennedy so effective was the rhetorical strategies used in his speeches. This speech contained examples of anaphora, personification, and periodic sentences all of which help ~~create the proper~~ convey the proper meaning

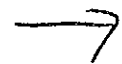
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In his speech against the rise in the price of steel, President Kennedy used multiple strategies to achieve an effective speech. He attacked his opponent's motive, villainizing them, showed the unfairness of the situation in multiple contexts, and succeeded in using emotion to persuade the American people.

The first thing that stands out in this passage is the vocab used by President Kennedy. Not only the sophistication of words such as "grave" (line 2), "handicap" (line 43) and "idle capacity" (line 69), for these add to the inferred intelligence the reader has of Kennedy. The vocab of ~~both~~ words such as "unjustifiable and irresponsible" use not only advanced vocab, but they also have harsh meaning and work to undermine the ethos of the steel industry. Kennedy also attacks the credibility of the steel execs ~~by~~ "which citing... 18.5 million Americans" (lines 17-21); and successfully paints them as the enemies of the American people.

Kennedy's speech is being addressed to the American ~~people~~ public, thus he makes a claim to emotion via patriotism with references to the war in statements such as "servicemen's tax... Viet Nam" (11-13), and "is needed for national security and other purposes" (39). By making these statements in conjunction with his earlier ones he is



Portraying Steel Corps as the enemy with America as the victim. These 2 strategies combine to enact a full response of pride mixed with contempt for Major Steel. Along with a steady flow of frightening numbers and data from various cited sources such as "the Acting Commissioner of the Bureau of Labor... the same as they were in 1958" (54-61). He is able to make his speech believable, emotional and factual at the same time.

Kennedy one of our nations most loved Presidents uses ~~the~~ rhetorical strategies to command the attention of his ~~people~~ people. He villainizes the Steel Corps while showing the "unjustifiable" (4) actions they have done. Meanwhile he captures Americas inner patriot ~~and takes them on a literary~~ and through fact and word effectively ~~at~~ changes the opinion of the American people to have disdain for the Steel Companies.

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Question 2

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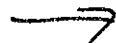
D₁

In this speech, John F. Kennedy uses a strong tone and diction throughout the piece. He uses a cumulative structure, and also a structure of cause and effect. The ^{speech} ~~speech~~ uses rhetorical strategies and ~~technique~~ techniques to produce a strong ^{emotional} speech.

Kennedy creates a serious, even angry tone with an underlying feeling of betrayal. In the opening, ~~they describe~~ Kennedy had called for "stable ~~wages~~ prices and wages" to keep the economy stable, but the steel corporations had ignored his plea and had increased steel prices. He uses a strong sense of diction by using words such as "irresponsible," "serious," and "crises." At a time of fear for the American people, he relates directly to them in a sense of understanding. Also, by addressing them as "every citizen" and "every American family" he shows a sense of togetherness that he knows they need.

He uses a strategy of cause and effect in the second through fourth paragraphs. ~~the~~ The cause being the decision to raise steel prices, and in turn the effects being the effect on the rest of the entire industry.

Kennedy appeals to ethos when he makes



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D₂

Question 2

REFERENCES TO THE EXPERTS, SUCH AS SECRETARY OF STATE ROBERT MCNAMARA AND THE ACTING COMMISSIONER OF THE BUREAU OF LABOR STATISTICS. THROUGHOUT THE SPEECH, THOUGH, HE MAINLY APPEALS TO PATHOS. HE, MORE THAN ONCE, STATES THE EMOTIONS THAT HE FELT WHEN THEY WENT AGAINST HIS SUGGESTIONS.

HE ALTERNATES BETWEEN LONG AND SHORT SENTENCE LENGTHS, WHICH KEEPS HIS PACE AT A QUICK, TO THE POINT PATTERN. NORMALLY, AFTER THE LONG SENTENCES HE PUTS A STRONG PHRASE AT THE END FOR EMPHASIS, SUCH AS "RUTHLESS DISREGARD" OR "... PROTECT PUBLIC INTEREST" (97-98).

HE FINISHES UP HIS SPEECH WITH AN ALLUSION TO ONE OF HIS MOST FAMOUS SPEECHES, BUT CONTRADICTS IT BY COMPARING IT TO THE DECISION OF THE STEEL EXECUTIVES, AND IN TURN BROUGHT IT BACK TO HOW THE BIG BUSINESS WOULD DO NOTHING TO BENEFIT THE COUNTRY, ONLY THEMSELVES.

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Write in the box the number of the question you are answering on this page as it is designated in the exam.

Question 2 H

Kennedy appeals to the ethics of the steel companies raising steel prices at such a time in America. He puts the steel companies down for raising prices and cites specific events to back up his assertions.

Kennedy refers to the happenings in the Cold War and how reliant the defense programs are on steel. He says that this rise in the cost of steel will cause defense programs "an estimated one billion dollars". This is a problem because, according to Kennedy, they are in a time when "every dollar is needed for national security and other purposes". He asks the steel companies why they have raised prices when "[e]mployment costs per unit of steel output in 1961 were essentially the same as they were in 1958" in his appeal to ethos. In his conclusion, he refers to his inaugural speech, saying he "asked each American to consider what he would do for his country and asked the steel companies". He says that he had gotten their answer when they raised the steel prices.

In this speech, Kennedy achieves his purpose by appealing to the ethics of the steel companies. He succeeds because of the many bad things rises in steel prices would bring that he uses as evidence.

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#2

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MM

In the late 1900-1962, United States economic went down to. This was caused by the recession in 1962 and during the same time there was a 3.5 percent increase on the price of steel. How ~~was~~ was people going to afford? President John F. Kennedy held a news conference addressing the public on this matter. President Kennedy used different rhetorical strategies to achieve his purpose.

President Kennedy ~~was~~ used a very informal tone when he was addressing the public. In like five Kennedy takes about the "Unjustifiable and irresponsible defiance of the public interest. Him being the president, his best interest is for his people. The high price of steel is going to affect a lot of people in every way. President Kennedy uses figurative language along with with back ground information in his piece. It's just posed to raise steel when we are just emerging from recession. Some of the people whom

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2 MM₂

will be affected all those who own homes, Auto, Appliances, and most other items. The Cost of Machinery and tools.

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