
The speech, “The War in Iraq: We have begun,” was spoken by the rhetor, President George W. Bush, in regards to the war America had taken against Iraq. This war started because of the terrorist attack on September 11, 2001. From the Oval Office, President Bush proclaimed this speech to the nation. It was televised nationally, as well as on the radio and announced in the newspaper. In being the President of the United States of America, to whom he was speaking, President Bush was recognized as a leader. He was not only seen as a leader from his speech but in all aspects of life because of him literally leading the United States of America. He was well informed of the war occurring, the events which led up to the war, and what was being planned during the war. Furthermore, in having the highest position in the United States, President Bush was greatly acknowledged and looked up to by the majority of the American people. He was an effective communicator in this speech because he clearly stated what was occurring and how it would be dealt with. If he was not an effective communicator, he would not be the president, or be televised nationally. The exigence, or problem, of this speech was the war and President Bush’s position on it was seeing the war as an event to free those in danger.
President Bush recognized the attacks of terrorism as a serious threat and needed to do something drastic, which in this case is war, in order to bring about freedom and less attacks in the future. The only constraints he had was to constrain himself from saying anything which scared his audience, as his goal was to comfort them.

In inventing this speech, President Bush’s persuasive goal was to make the audience, the American people, feel at ease. While informing his audience of what was occurring, he persuaded them that the war would end, and from it would come freedom, safety and unity once again with friends and family. He demonstrated this in stating, “I want Americans and all the world to know that coalition forces will make every effort to spare innocent civilians from harm.” He is informing the American people that there is a war where people are getting killed, but persuading them to be confident that innocent people are not at such a great risk because precautions are being taken. He hoped to lessen the peoples fear, yet keep them alert of the world’s occurrences around them. President Bush’s personal point of view about the war was that of confidence in the military forces that freedom would be won. His style was informative yet calming.

President Bush’s arguments for the war were appropriate responses to the situation. He clarifies that there is a purpose for this war which is “to remove a threat and restore control of that country to its own people.” The goal is to end terrorism and its threat and let the innocent in Iraq continue their lives without harm. Another argument he has for the war is that it is to end threats now before more start or they continue to get worse. This is shown in a bold statement as he proclaims, “We will meet our threat now, with our Army, Air Force, Navy, Coast Guard, and Marines, so that we do not have to meet it later with armies of fire fighters and police and doctors on the streets of our cities.” He is persuading
the audience that if we act now, rather than later, the negative effects will be at a smaller percentage. The arguments were adapted to the audience because he put his message in terms all could relate to. No one would want a greater percentage of negative effects, so a war was the route to take. Talking about loved ones and the innocent brings his speech close to the audience’s hearts.

All of the arguments and evidence President Bush uses well supports his thesis that there is a war against Iraq to stop terrorism and free Iraq’s people. His speech is summed up in a thesis line, “My fellow citizens, at this hour, America and coalition forces are in the early stages of military operations to disarm Iraq, to free its people, and to defend the world from grave danger.” He consistently backed up this statement with supporting statements of what was occurring in the war and how the danger would be stopped.

Emotional appeals were used ethically and appropriately throughout President Bush’s speech. Since this was a national speech from the Oval Office and very professionally given, emotional appeals were used at a minimum, yet not completely omitted when appropriate. Most of the speech was evidence, with an occasional statement of emotion used to help persuade the audience that war is beneficial. Talking about “innocent men, women and children as shields” is a truthful statement but upsetting. The latter part of the speech includes more emotional statements about loved ones, the innocent and those fighting in the war. A good example is “Millions of Americans are praying with you for the safety of your loved ones and for the protection of the innocent.” It is an appropriate statement to tie all of the information together and pull the audience’s attention and feelings into the speech.
Emotional appeals tie into the arrangement, or organizational pattern, which begins as informing about the war, continuing into how to defend America and its people, and ending with the emotional appeals of faith, protection, and concern. It enhanced the effectiveness of the speech by first capturing the audience’s attention and then leaving them deeply thinking about the effects of the war. President Bush used stylistic speaking to contribute to his speech. He used words that were stronger than basic everyday language, yet still understandable for his audience. It showed professionalism and intelligence. The words he chose, such as “coalition” and “liberate” fit well into the speech, and where he used certain words brought upon deeper feelings. The sentences flowed well together bringing about one statement from the previous statement.

The goal of President Bush’s speech was to inform his audience about the war and to persuade them to believe that there is a positive future behind it. Within his speech, he obtained this goal well. This speech most likely affected the audience in a positive way, giving the audience hope for a brighter future. The immediate implications of this speech would be feeling at ease in such a serious situation and hope for a better tomorrow. People may feel stronger about the war and do something to support those fighting in it, such as sending a card or donating clothes of food. Future implications may be for a major decrease in fear and terrorist attacks. People may feel safer and stronger about themselves and their nation if the war ended with a positive outcome.