Hillary Clinton. This is one of the most well known women in modern society. Her name is recognized around the globe from the United States to the Middle East. When most people hear her name they automatically think of her as the First Lady to that cheating president or failed presidential candidate. But, Hillary Clinton is so much more than that. She has been heralded by women around the world for leading the fight for women’s freedom. For over twenty years, she has been an advocate for women’s equality. With a career that long, people are obviously listening to her. She has reached the minds of many with her interesting approach to rhetoric and speech delivery. There is a reason Hillary Clinton is offered $250,000 for a speaking appearance because she is not your average everyday speaker which is painfully obvious when examining her speeches given at the Women in the World Summit.

The Women in the World Summit began in March 2010. The main goal of the event is to share vivid stories and enact live journalism about women around the globe. At first glance the Summit just seems like a way to bring people together to share stories, but it has its own set of rhetorical appeals. The Summit is trying to make a political and social change by using pathos and logos. Women from around the world discuss their hardships and movements first hand, appealing to the emotions of anyone that is listening. The Summit also uses logos by having speakers state logical facts about women that seem so simple that it makes the audience want to believe what they are being told. The women that speak are all parts of the bigger message that the summit is trying to deliver.

Hillary Clinton has given the closing speech at the Women of the World Summit twice. Both speeches discuss the same topic and are striving for the same outcome, but
they are still different. One must look closer when examining the differences in the speeches. Both speeches are equal in length but the beginning moods are different. But perhaps the biggest difference is, in 2012 Clinton was the Secretary of State and in 2013 she was a civilian. This might seem like a minor change but it completely alters the tone of the speech. The simple change of status completely changes the way Clinton is seen by the audience. She goes from a politician with an agenda to a common activist.

The context of the speeches is the first area where they differ. The 2012 speech has a political context. At the time, Clinton was still in office so the audience thinks about if she is going to promote the words she is preaching into her political agenda. The 2013 speech takes a more social context. Clinton constantly refers back to the idea of society’s obligation to create equality for women and girls. Both speeches differ in some areas of context but they also share a contextual view. Ideological context is very important to the speeches given by Clinton. They rely strongly on an ideological backbone to make the audience understand the message. Clinton’s ideology has not changed in the year between when the speeches were given which is why she relies on the same ideological appeals.

Enticing the audience is a very important part of public speaking. In the case of Hillary Clinton, she knew exactly what to do to attract the audience. The target audience and audience response in both speeches is the same. Her primary direct audience was the people at the Women of the World Summit. They are the ones Clinton has to keep engaged through eye contact and body language. The secondary indirect audience is anyone who finds the speech on Youtube. Both audiences are important but the secondary
audience is more important. Everyone in the primary audience knows about the struggles of women, it is the secondary audience that is trying to learn more by watching the speech online. When watching the speeches, it is easy to see that the speeches were written for audience applause. Clinton will build up momentum through powerful language then cap it off with a powerful hand gesture. Then the crowd applauds her but it seems as if she has already paused because she knew what she was saying was going to invoke an emotional response. This demonstrates Clinton’s ability to create audience expectations.

Rhetorical appeals are the most important part of any speech. To examine the rhetorical appeals on Clinton, one must look at her two speeches separately. In the 2012 speech, Clinton uses all three rhetorical appeals. Clinton builds her ethos by just giving her name and job title. At the time she was traveling the world so it is easy to believe she has seen the struggles of women all around the globe. Her status also made the speech sound more authoritative. At the ending of the speech, the audience was left with the feeling that they were just told to do something by the United States Secretary of State. This speech also rely heavily on the use of logos. Clinton gave many facts about women all around the world. For example, she discuss the first female leader of Kosovo. No one is disputing the facts given by Clinton in her speech so her credibility rises. The most important rhetorical appeal utilized by Clinton is pathos. Clinton gives countless examples of women standing up to their governments. She quotes powerful words given by young women in the face of danger. Clinton’s strong words force the audience to feel all sorts of emotions in regard to the struggles of women around the world. The 2013 speech is similar but does not use as much ethos as the speech from 2012. Clinton is still a leader for in the fight for equality but
the tone of the speech does not feel as authoritative. She is no longer talking to the audience as politician, now she is just a woman. In the 2013 speech, Clinton creates pathos through a similar method as the 2012 speech. She takes stories and tries to relate them back to democracy not just women. Clinton tries to make the topic relatable to all people not just women activists. The speeches given at the Women in the World Summit clearly demonstrate Clinton’s hold on the rhetorical appeals.

Clinton’s speeches have a very unique arrangement. The closest term that can be used to describe the arrangement is spatially. She uses stories and facts to build the argument of her aporia. This is the main point that her speech is built around. In the 2012 speech her aporia is best illustrated in one quote. “...not the right thing to do, but a strategic imperative” this quote backs up the claim that her 2012 speech is more powerful. It sounds as if she was discussing a military maneuver. The aporia in the 2013 speech is a little less clear. She discusses the environment for women in America but also discusses the women’s equality movement as a whole. And her final remarks on the subject are some of the most powerful in the speech. Clinton says women’s rights is the unfinished business of the 21st century so old activists need to adapt to the times to continue the fight. She goes on to discuss the impact of social media on the women's movement which is very modern and really resonates with the audience. This arrangement allows her to skip around and makes the speech feel more like a conversation because Clinton is not following a strict order.

The style and delivery of a speaker is the most important part of giving a speech because if the speaker can not connect with the crowd it does not matter what he/she is
saying. Clinton’s style can best be described as loose. She works the crowd very well because constantly moving but not in an annoying way. As she speaks she ever so slightly changes the angle of her shoulders. This movement opens her up to different parts of the room as she speaks. As she moves, she also scans the rooms with her eyes. She is constantly moving from face to face in the crowd but she never looks up at the camera. Clinton keeps her focus on the primary audience which can make the secondary audience less interested at times because there is no eye contact. She also uses simple hand gestures to emphasise the powerful parts of the speech. Both speeches share the above characteristics but they also use a high level of diction. The main point of the speeches is to move the audience to make a change in the world.

One of the main tactics used in both speeches is exemplification. Clinton uses countless examples display different occasions of rhetoric. In the 2012 speech, uses a forensic example to talk about a woman who had made early discoveries on AID/HIV but was silenced by her government. Clinton uses epideictic rhetoric in the 2013 speech when relaying the standing of the United States on the current Glass-Ceiling Index. She displays deliberative rhetoric in both speeches when she talk about her hope for the future generation of women and girls.

The speeches given at the Women in the World Summit are just a small sample of rhetorician that is Hillary Clinton. This women has given countless speeches before it and will give countless speeches after the Summit. Her rhetorical abilities will continue to develop as her career progresses. Just look at the differences in the speeches from one year to the next.