

## Did President Obama learn public speaking from rap music?

Source: 8th Avenue Communications

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An Australian corporate communications agency has suggested that United State's President, Barak Obama, could have learned public speaking by listening to rap music. The site posits that rappers are the voice of this generation on account of intuitively understanding the tools behind good speech writing.

The article was posted on the website of 8th Avenue Communications. The director, Andrew Mendelawitz, who wrote the article said, "The tools that make rap so communicative and catchy are not new. Rappers intuitively used the exact same methods – alliteration, repetition, rhyme and meter – that Churchill and Kennedy used."

The article also posited that Obama's allure springs from his ability to use figures of speech that are both rap-like and sermon-like, which deeply resonate with a varied audience.

Mr Mendelawitz said, "Today's leaders have forgotten the language of leadership. Obama's speeches are penned in the language of the black, the young, the religious and the disaffected, and for this reason he is followed with messianic vigour. Revolutionaries don't come in the form of a Martin Luther King Jr. these days – they more often choose to communicate change through rap, blogs, or other means."

"Rap music is the language of change, which is exactly the purpose of giving a speech: to stimulate change."

"Political leaders now speak in diffident corporate-speak that sounds evasive and weak. It doesn't resonate with anyone and those using this circumlocution will never be seen as leaders. If you want to resonate with a Spaniard, speak Spanish: if you want to talk to the masses, use the language of the masses."

Category	Media, Government, Music
Tags	president obama, speech, rap music, speech writing, leadership, language
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