



Effective Use Of And NLP (Neuro-Linguistic Programming) Strategies By Barack Obama In His Victory Speech 2008

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Abstract:

The paper is a study of Neuro-linguistic programming, or NLP, that is a way to improve self-expression, persuasion, and conversation by tapping into the subconscious mind. It encourages personal growth and addresses communication issues. NLP, which stands for "neurolinguistic programming," is the study of how words can help people think better. NLP is a powerful tool for healing and self-improvement, even though some scientists are skeptical about it.

The paper further analyses Barack Obama's speeches, it is evident that he skillfully employs NLP techniques to connect with his audience. It explore the dimensions such as, building rapport is a key element, as he speaks in a language that resonates with listeners and acknowledges their identities. By doing so, he establishes a strong bond and ensures that each individual feels included and heard. It also highlights that style that Obama emphasizes commonalities and uses storytelling and metaphors to engage the audience, keeping their attention and fostering a sense of involvement.

In conclusion, the paper asserts that Barack Obama's victory speeches showcase the effective utilization of NLP techniques. Through rapport building, connecting on a personal level, and employing storytelling, he effectively communicates his message and connects with the masses. It concludes with the observation that NLP plays a significant role in enhancing the impact and effectiveness of his speeches, allowing him to build rapport and create a strong connection with his audience.

Keywords: neuro-linguistic programming, metaphors, subconscious mind, rapport building

Preliminaries:

NLP, or neuro-linguistic programming, is a set of psychological procedures that connects effectively with the subconscious or unconscious mind of the listener. In today's jargon, this is known as "brain-hax." As a result, you'll be able to communicate, argue, negotiate, and persuade others (or oneself) considerably more effectively. Surprisingly, noticeably, and curiously more effectively. NLP provides convenient and practical answers to a wide range of communication challenges. It offers recommendations for personal development and research. People can develop thinking that is more flexible, self-discovery, communication methods, and presentation skills through this practical discipline. NLP is a technique for obtaining success or greatness. It is concerned with the way people think, act, and interact. This reflects how the brain works and how language is employed to achieve optimal performance on both an intrapersonal and interpersonal level.

NLP is a groundbreaking analysis of the process of the human mind. To put it another way, it is the study of what happens within our heads while we think. The mind is interesting in that you cannot find the mind inside a brain when you split it open. Harman and O'Neill (1981) see NLP as a model that contributes to the advancement of the study of human communication and behavior. Despite a few heated disputes (Witkowski, 2012) stressing its scientifically unproven idea, NLP remains a set of tactics that are thought to be very effective as a personal enhancement tool and a therapeutic procedure (Sahi & Maatta, 2013; Kong & Farrell, 2012).

NLP (Neuro-Linguistic Programming) is more than just a set of skills. It's a method of thinking about things. NLP is a synthesis of various fields, including neuroscience, psychology, and linguistics. "NLP can be described as a method to language education, that claims to attain excellence in learner performance," writes Milrood (2004). Numerous NLP strategies can be applied to a variety of situations. Each NLP approach can be used on its own or in conjunction with others to generate new and effective ways to "enter inside the mind."

Barack Obama and his life:

Barack Obama was born into a family that includes members of more than one race. His white American mother, Ann Dunham, and his Kenyan father, Barack Obama Sr., met at the University of Hawaii. Barack Obama Sr. is from Kenya, and Ann Dunham is from the United States. The United States of America is where Ann Dunham began her life. Honolulu, Hawaii was the location of Barack Obama's birth in 1961. His year of birth was 1961. In the years following the divorce of his parents, Barack Obama spent his formative years in Indonesia with his mother and his new stepfather, an Indonesian Muslim. After that, Barack Obama made the decision to move to the United States of America to live with his mother's parents. Because his mother was determined for him to receive an education in the United States, she moved him in with his mother's parents.

From 1996 through 2004, Barack Obama served in the legislature of the state of Illinois as a senator. In 2004, he won a seat in the Senate of the United States. He was the first person to be elected President of the United States in 2009, and he was re-elected in 2012. Barack Obama was awarded the Nobel Peace Prize in 2009 in recognition of his significant contributions to the fields of international diplomacy and global cooperation.

NLP Techniques and Analysis of Speech by Obama:

Rapport building

It takes place when someone speaks a similar language that is conceived by the listeners. He uses certain words that people feel associated with. He can connect with the thinking and ongoing thoughts of people. People are convinced with his words as they too have similar expressions and experiences. He tries to involve all sorts of audiences in his speech so that everyone feels that it is about him/her. This establishes rapport and understanding with the audience. It is visible in the video that people are cheering, shouting, supporting, and enjoying his speech. The response of the audience for almost every sentence gets highlighted. When rapport is established, the speaker gets the speech to lead. Leading supposedly becomes the next level of the event.

It's the answer spoken by young and old, rich and poor, Democrat and Republican, black, white, Hispanic, Asian, Native American, gay, straight, disabled and not disabled -- Americans who sent a message to the world that we have never been just a collection of individuals or a collection of Red States and Blue States: we are, and always will be, the United States of America! (Extract from the speech by Obama in 2008 victory speech)

Here, the audience feels thrilled as soon as the speaker talks about them. The speaker tries to connect with the audience by calling out their different identities and assimilating them into his speech. The audience completely agrees with the statement that they belong to a country with a collection of individuals irrespective of their differences. This thread helps the speaker to connect with the audience and he is able to establish a strong bond right at the beginning of the speech. The end result is that each individual feels that the speaker is talking about him/her and acknowledging their existence in a way. The common man always has a feeling that there is something for me. The statements made by the speaker fulfill this requirement. Hence, it is proven that the speaker knows his audience well and knows what they want to hear.

Coming down to similar level, same page and same line:

He reiterates the words said a while ago and confirms them with different expressions. He builds up a story. He does narrate a personal story. The reference of family bonding helps people to connect with him better. He brings his wife to the dais and this takes him the o family man tag.

And I would not be standing here tonight without the unyielding support of my best friend for the last 16 years, the rock of our family, the love of my life, the nation's next First Lady: Michelle Obama. Sasha and Malia, I love you both more than you can imagine, and you have earned the new puppy that's coming with us to the White House. And while she's no longer with us, I know my grandmother's watching, along with the family that made me who I am. (Extract from the speech by Obama in 2008 victory speech)

The cited words of the speaker highlight the relevance of bringing in family and its emotional connection. The speaker addresses his wife, the first lady of the U.S.A. Michelle Obama as his best friend for the last 16 years and the rock of family. These words rather convince the audience that they have elected a family man. They have voted for a person who believes in family values. The speaker does not stop here. He does address his two daughters and expresses love for them. The love for daughters is always special and the speaker has wisely used the emotion to connect with the people who are strongly connected with these emotions. These words establish a feeling of belongingness with the listeners. The People could relate their family background and sameness as expressed by the speaker.

Stories and Metaphors:

In the form of indirect communication, stories and metaphors are used. The technique's application is in the search for common solutions. In the form of indirect communication, stories and metaphors are used. The technique's application is in the search for common solutions.

Same words , words language, and the same tone is used to make an impact in NLP system. The speaker needs to use smaller anecdotes , stories, tales to attract the attention of the audience. This technique does in keeping the attention span intact as the listeners get engaged into smaller episodes and feel involved.

This election had many firsts and many stories that will be told for generations. But one that's on my mind tonight is about a woman who cast her ballot in Atlanta. She's a lot like the millions of others who stood in line to make their voice heard in this election, except for one thing: Ann Nixon Cooper is 106 years old.
(Extract from the speech by Obama in 2008 victory speech)

A man touched down on the moon, a wall came down in Berlin, a world was connected by our own science and imagination. And this year, in this election, she touched her finger to a screen and cast her vote, because after 106 years in America, through the best of times and the darkest of hours, she knows how America can change. Yes, we can. (Extract from the speech by Obama in 2008 victory speech)

The cited two different examples are some of the tales of episodes woven by the president. He tries to mention heroic yet common peoples' stories as success stories. These unknown stories rather help to connect with the audience. The special mention of such in the form of stories hails the mob. They feel that it is a story of someone amongst them. This part is shared by all in its way. The president uses such simple examples to make it more effective. The art of weaving stories builds a better channel of communication in such public addresses.

Conclusion:

Thus, President Barack Obama in his victory speech uses various techniques. It has been observed that many such other aspects of NLP such as presupposition, repetition, communicate and so on are used in its effective way. The neuro-linguistic techniques enhance the speech. It helps the speaker to build rapport with the mass.

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