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obviously, title it better
Needs More Creative Title

In her speech “How to Make Stress Your Friend” by Kelly McGonigal, the speaker TS utilizes familiar language and simpler sentences in order to shape a compassionate tone and persuade her readers to think differently about stress. McGonigal opens her speech by CX stimulating a stress-test for her audience. While doing so, she uses simple, familiar language in order to draw her audience in, noting, when an individual apparently makes a mistake in her stress test, that “that *guy* made a mistake. We’re going to have to start all over again” (4:45, CD (with lead-in) *emphasis added*). McGonigal could have referred to the mistake-making man as a “gentleman,” or “audience member,” or “sir,” but instead, her choice of diction is far less formal. Because of the more familiar word choice, the audience is led to feel more comfortable with McGonigal, noting her as an equal or friend, rather than someone who is above her. Additionally, previously in her speech, McGonigal uses words like “yeah,” “okay,” and “some bad news,” completely CM (using the answers to the questions you created) *unelevating* her diction, in order to become more familiar with her audience. Ultimately, this allows McGonigal to speak with compassion toward her audience, bringing them in as equals, because she cares about them, has been through the same challenges with stress as they have, and wishes for them to see stress in a new light, as an equal, as someone she can speak to informally, as a friend.

