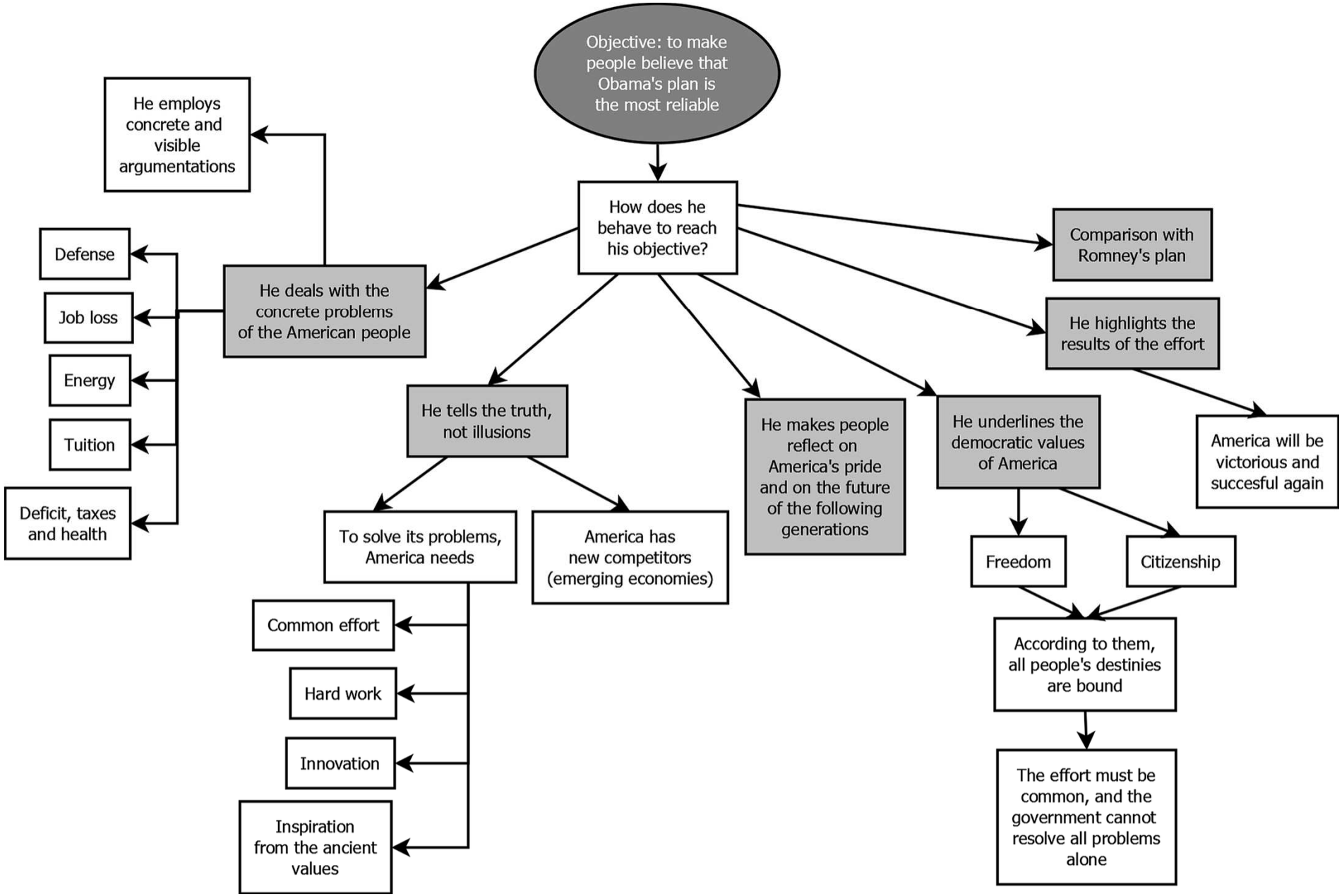
Objective: to make people believe that Obama's plan is the most reliable
How does he behave to reach his objective?
He employs concrete and visible argumentations
He deals with the concrete problems of the American people
Defense
Job loss
Energy
Tuition
Deficit, taxes and health
Comparison with Romney's plan
He highlights the results of the effort
America will be victorious and succesful again
He tells the truth, not illusions
To solve its problems, America needs
Common effort
Hard work
Innovation
Inspiration from the ancient values
America has new competitors (emerging economies)
He makes people reflect on America's pride and on the future of the following generations
He underlines the democratic values of America
Freedom
Citizenship
According to them, all people's destinies are bound
The effort must be common, and the government cannot resolve all problems alone