



UIBE News

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Professor Stephen E. Lucas from the University of Wisconsin Gives a Lecture at UIBE

On April 28, 2009, Professor Stephen E. Lucas, from the department of Communication Arts at University from Wisconsin-Madison (UW-Madison) gave a lecture entitled, “Barack Obama and the Power of Public Speaking”; given in the Conference Room No. 1412 of Chengxin Building. The lecture hosted by Professor Wang Lifei, Dean of School of International Studies (SIS), was open to the whole school and nearly 160 teachers and students (international students included) from SIS and other schools attended the lecture.



Ever since he began teaching at UW-Madison, Professor Lucas has participated and hosted various speech and training programs on campuses all over the USA. He has been recognized for his work as both a scholar, and for his teaching abilities. His first book, *Portents of Rebellion: Rhetoric and Revolution in Philadelphia (1765-1776)*, received the Golden Anniversary Award from the National Communication Association in 1977 and was nominated for a Pulitzer Prize. His major articles include “The Renaissance of American Public Address: Text and Context in Rhetorical Criticism” (1988); “The Stylistic Artistry of the Declaration of Independence” (1990); and “The

Rhetorical Ancestry of the Declaration of Independence” (1998), for which he received the Golden Anniversary Monograph Award from the National Communication Association. His book “*The Art of Public Speaking*” has been reprinted ten times over 26 years since it was first published. This has made it the most authoritative and most popular teaching guide for public speaking. His most recent book is “*Words of a Century: The Top 100 American Speeches, 1900-1999*” (2009), considered a landmark book in the field of public speaking.

The core concept of the lecture was that one of the reasons why Obama won the presidential election was his strong abilities as a public speaking. He began his lecture by analyzing the American political system and presented some video clips of Obama’s speeches to the audience, to demonstrate Obama’s extraordinary speaking skills and knowledge. These video clips include the speech Obama made when he first faced the nation on June 2, 2004; the “Yes, We can” speech he made after he failed in the New Hampshire campaign; the “Just words” speech he made to strike back his critics on Feb. 16, 2008; and Obama’s inaugural speech. Professor Lucas analyzed the content and style of Obama’s speech, and pointed out the key to a successful speech is the content, though the skills and methods are important. The lecture given by Professor Lucas and his use of vivid video clips was impressive.

The students and teachers at UIBE showed great interest in this speech, and Professor Lucas answered various questions raised by the students during the Q&A.

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