



# **Yes We Can: Obama and Clinton Walk the Talk: How Communication and Performance Win Elections**

*Sandra Bernard-Bastien, Elliot Bastien, Husani Bastien*

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Yes We Can: Obama and Clinton Walk the Talk gives brief biographies of the two presidents, with a remarkable section on their uncanny similarities - left-handed; born in the same month; given the same names as their fathers at birth; brought up by their maternal grandparents, with little or no contact with their fathers, who both died in car accidents; taught law at university. The list goes on and on. The early section of the book analyzes the speeches of Presidents Obama and Clinton using some of the techniques of rhetorical theory, but expressed in non-academic language. Here again there is some similarity in technique with both orators displaying their "debt to the soaring oratory of Dr. Martin Luther King." The reader will discover how extremely well-crafted these speeches are. They illustrate the power of repetition and utilize techniques dating back to the ancient Greeks. The book also discusses from the perspective of psychology, the power of repetition in communication, and President Obama's use of the internet and the new social media. Later topics include the accomplishments of the presidents while in office, with more space devoted to President Obama for obvious reasons of topicality. Obama's achievements include the passage of universal healthcare, the rescue of the US auto industry, the financial regulation reform, the repair of America's image abroad, the capture of Osama bin Laden and the end of the war in Iraq. Will Obama follow in Clinton's footsteps to gain a second term? You be the judge.



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