USES OF LANGUAGE IN POLITICS

SEQUENCES IN POLITICAL CAMPAIGN SPEECH EVENTS

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# USES OF LANGUAGE IN POLITICS
## SEQUENCES IN POLITICAL CAMPAIGN SPEECH EVENTS

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THEORETICAL PERSPECTIVE
AND
DATA COLLECTION METHODOLOGY

The theoretical framework for this analysis is from the field of sociolinguistics which emphasizes the importance of language in society, that is the study of how speakers use language as an activity to pursue their social roles in their community. The work of Searle, Schegloff, Jefferson, Sacks, and Hymes in particular are cited. Their work based on conversational interaction between two or more speakers is applied to the data of campaign speech events.

The methodology used to collect the data was adapted from a project of uses of language in medicine by Lucienne Skopek and Eric J. Cassell of Cornell University Medical College and Bruce Fraser of Boston University. (Skopek, et al, p. 2). In this approach, tape recorded speech events between the doctor and patient are systematized by dividing the recorded contents into eight categories (see example p. A-25). Briefly the cataloging transcription is a notation of the tape location (I); an abbreviated speech act (V-lexical content) along with relevant background information (VI). These notations guide the researcher's determination of the attitude/affect (VII) of the conversationalist, the conversational divisions—narration, opening, etc. (III) and the conceptual categories (VIII). Once these categories are determined they aid as a reference for further research. This method is in contrast to transcribing the complete conversation including pauses, voice intonation notation, phonological spelling of words, and so on. Not only is this method
a time-saver for the researcher, but more importantly, the data to be analyzed is not the written notation, but the speech itself. The researcher needs to return to the data for analysis and description, picking out the features of interest for a particular study. This is accomplished by referring to the numerical tape notation on the transcript and then finding that place on the tape, using the transcript as a guide.

In applying this method to my data, I initially concentrated on the tape location, the lexical or abbreviated speech acts and the audience reaction. The speech acts section (IV) was adjusted in my study to "illocutionary acts" adapting the latest work of John R. Searle, "A Classification of Illocutionary Acts." (Searle, p. 1-23). Determining the conversational divisions, i.e. openings and the conceptual categories, i.e. topics are the main objectives of my analysis and are noted in those speech events selected for analysis.

The data consisted of approximately fifty speeches of varying lengths averaging about five-minutes in length. Around 15 per cent of the speeches were inaudible and another ten per cent were repeats when a few candidates gave essentially the same speech on different occasions. The speech events selected for transcription and analysis were those representative of the average speeches given by the candidates running for county-wide office in the 1976 general election in Ohio. These transcripts appear in the appendix. The "lexical" transcript of other speeches cited in the paper also appear in the appendix to enable the reader to have some idea of the example's place in the speech.
The main conversational divisions were studied by first examining the opening and closing sequences of the speech events. Then the speech event "middle" or the extended remarks of the candidate is analyzed around the idea of topic/conceptual categories which broke down into the general categories of thank-yous; candidate self-identification information; issue information; general information; promises and requests for the vote. These topical categories emerged from the data and are presented with examples from the speeches. As topics which emerged from the data, the ethnomethodological approach is used wherein the field investigator attempts to discover and describe the ways people categorize their behavior (Frake, p. 106); that is discovering those categories specified when people are asked: "What are you doing?" and they answer accordingly, "I am introducing John to Paul." or "I am discussing an issue in the campaign."

The material is finally drawn together in the last section where campaign speeches of different types are analyzed to get an overall view of how these parts fit together to make a campaign speech.
INTRODUCTION

Speeches are a genre of speaking. Like other genre--poems, riddles, signifying, editorials, narratives, jokes--speeches are associated with certain speech situations. Whereas the editorial is heard on the TV evening news for the most part and the sermon is heard primarily in church, a speech is associated with a communication to an audience. Generally, a speech has no set length and may be planned or not. The types of speeches may range from very formal ones to emotional, informal ones intended to arouse strong feelings. Speeches in this analysis will refer to the extended response of the candidate in a campaign speech event.

Genre is identifiable to people in speech situations as speech which is separate and distinct from discourse--that interaction of "just talk." This recognition is evident in the special names associated with genre--"jokes," "greetings"--each with its own opening and closing sequences. Genre as a unit of the speech event may be a part of the speech event, i.e. a "speech" in a campaign speech event or a speech event in itself--a poetry reading. Similarly genre may exist within a genre, as with the pledge of office repeated within the campaign speech:

Example F (NH) p. A-11

...so I'm telling you there is one thing I cherish in public office is the opportunity from the day you are installed to put your hand up and say:

Genre: Pledge "I swear before God to do my best."

Thank you.
Speech events are associated with activities and aspects of activities (Hymes, p. 56) that are governed by norms or rules for the use of speech. They take place in speech situations described in terms of "ceremonies," "fights," "meals," and so on. The speech situation for this paper is the "Candidate's Night" held during election time by community organizations in order that their members may meet the candidates running for office. The speech event is the candidate's speech beginning with his/her introduction by the chairperson of the meeting through the speech and the audience reaction.

The units that compare a speech event—speech acts—are analyzed in relationship to speakers' turns, sequencing and adjacency pairs and illocutionary acts. Sequences (Schegloff & Sacks, p. 295) are adjacency pair utterances composed of two pairs of utterances (1) produced by two speakers where the first pair part is followed by the second pair part in an ordered relationship and (2) the second pair part is from the same pair type as the first part and is thereby relevant to the first part. Another way to look at the idea of sequence is to describe the complete exchange of pair parts which may consist of one or more than one pair of speech acts. The speech acts in sequences are identifiable to members of a social group when they answer the question, "What are you talking about?" -- "We were saying hello."; "I was introducing Joe." (Ervin-Tipp, p. 242).

Illocutionary acts are categorized by Searle into five types of language use. First, the representative, where the speaker states that something is the case or asserts the truth of something.
There is a true-false dimension in the stated or asserted belief of the speaker in an attempt to find the words to match the world. 'Predict', 'state', 'suggest', 'insist', are examples of illocutionary acts common to representatives. Whereas differences can exist between suggesting and insisting that something be so, it is a matter of degree and both are essentially doing the same thing—belief in something—as opposed to making a request. Representatives may also encompass additional features evident in "boasting" or "complaining" both of which consider the interests of the speaker. (Searle, 1976, p.10) The basic structure of the representative follows these examples:

I predict John will come to the meeting.

I state that it is raining. (Searle, 1976, p.17)

Example H
(EWH) p. A-14
uh presently I am the full-time city prosecutor and I've been doing that for two years and I believe that experience gives me uh an outlook of the problems we uh have in this area. I also uh been a former employee of Steelworks in Centerville until I've worked with the working people of this community uh.

The candidate is stating that something is the case that his work experience covers these areas. In addition the "I believe" statement has the added expressed psychological state in relationship to the representative and depends on the sincerity of the speaker.

Example P
(UAW) p. A-22
While on city council, I dealt with hundreds of pieces of legislation, uh ...

This statement of events also has the interests of the speaker in its illocutionary point as well as an element of being a good (or bad) feature.
A sub-category of representatives are those illocutionary acts which 'diagnose', 'call', 'describe', 'class', 'classify' and 'identify'.

Examples include "I call him a liar." ("He's a liar.") and "I describe John as a Fascist." ("John's a Fascist.") This illocutionary act covers those things we say about the object referred to in the propositional content of the representative.

Example P
(UAW) p. A-23

The sanitation rate increase being proposed presently, goes a little like this: Big industry and the owners of apartments are asked to pay no increase. Retirees, citizens like you and I, homeowners are asked to pay a 100% increase.

categorizing Sounds like the same old story, the big guy get off scott-free and we get double the rates.

In introducing this subject the candidate describes the sanitation rate increase situation and who it affect. Then he puts the two groups into labeled categories.

Directives used in the interpretation of "It's cold in here." (p.13 ) meaning a request to close the window, makes the illocutionary point of an attempt, in varying degrees by a speaker to get a hearer to do something. Directives include the acts of 'dare', 'defy', 'challenge', 'order', 'command', 'request', 'invite', 'advise', and 'permit'. "I command you to stand at attention." (Searle, 1976, p. 17)

Example Q
(EWDC) p. A-24

and, uh, other than that I'll just say, get out and vote for all these good Democrats, every one of them and be sure to vote for the shortest speaker that ever comes in front of you and that's Nancy Nelson. Thank you.
This candidate refers to the topic of the vote with an order rather than as a request as most candidates do in the campaign, i.e.

(Example P: I hope you will give your consideration to a fellow by the name of Fred Bauer and William Adamski.)

She has ordered them to vote for all the Democrats and for herself, although she tempered her directive with a humorous statement: "the shortest speaker that ever comes in front of you."

Commissives, on the other hand commit the speaker, in varying degrees, to a future action. Both the directives and commissives are attempts to get the world to fit the words. A commissive is "I promise to pay you the money." (Searle, '76, p.17)

Campaign promises of all kinds come under this illocutionary act:

Example P: All I can do is promise you a solid effort.
Example C: I pledge to uphold and follow the rules...
Example D: I will keep and hire only the qualified in order that service to you will be top priority.
Example F: You know me so I'm going to tell you that I feel this is my responsibility to everyone and it's to do the very best job that you can. Do it with courtesy, and efficiency, and honor.

The fourth category of illocutionary acts are expressives where the speaker expresses feelings and attitudes about the state of affairs referred to in the context of the speech act. Expressive illocutionary acts are not intended to match words to the world nor the world to the words—they represent the psychological state of the speaker.

I congratulate you on winning the race- Congratulations on winning the race.

I thank you for paying me the money - thank for paying me the money.
Expressives are used with such verbs as 'thank', 'congratulate', 'apologize', 'condole', 'deplore', and 'welcome'. Thank-you's include:

Example H
(EWH) Thank you all--thank you to the Booster's Club for inviting me here, I appreciate it very much.

Example I
Thank you Mr. Chairman

An apology follows along with a thank you:

Example K: I want to say thank you and

I want to apologize at the same time.

The 'thank you' is the most common expressive used in campaign speech events.

Lastly, the declarative illocutionary acts bring about changes through speech acts. These are always associated with institutions and the roles of individuals as agents of institutions. A performance of a declarative brings about a fit to the world in such examples as a declaration of peace and an appointment of an individual to an office.

I now pronounce you husband and wife.
I declare the meeting is adjourned.
I resign. (Searle, '76, p.20)

A speaker in authority accomplishes the state of affairs specified in the speech act.

I pronounce you + you be husband and wife.
I declare + the meeting be adjourned.
I hereby declare + my job is terminated.

Although campaign speech events do not include any declarative illocutionary acts, political office holders perform these acts as part of their office responsibilities—adjourn meetings, perform marriages, hire & fire, declare peace and so on.
Although illocutionary acts specify verbs, their importance in the illocutionary act they perform within the speech act. The illocutionary act of advising, for example, is a directive, except in this sentence it is part of a representative:

Passengers are hereby advised that the train will be late.

(Searle, '76, p.22)

Concentration is not on what is actually said, but the act the illocutionary point is making. Looking at the illocutionary point of utterances to classify uses of language indicates that "we tell people how things are, we try to get them to do things, we commit ourselves to doing things, we express our feelings and attitudes and we bring about changes through our utterances."

(Searle, '76, p.23)
OPENING SEQUENCES IN SPEECH EVENTS

A speech event has a beginning which can be examined as an opening designated by its place in the speech event and by distinctive features. The opening place of the speech event consists of a sequence of speech acts or signals beginning the interaction between two parties. Initially, the first speaker signals to the second speaker, indicating that he or she recognizes the presence of the second speaker and the second speaker, understanding the meaning of the signal, takes his or her turn acknowledging the presence of the first speaker. The signals consist of various ways speakers do the activity; a common form is the speech act, a salutation: "Hi," and "Hello." A signal may also be a telephone ring where the exact meaning is secondary to a token meanings, that is the phone ring means a summons for the second party to answer.

One type of opening sequence in a speech event is a greeting/greeting (GG): A: "Hello!" B: "Hi!" The GG may stand alone as a speech event in itself or it may be the opening of a longer speech event. It is a formulaic speech event that takes several forms of the "Hello"—hi, yah, eh, how’re ya. Greetings of this type represent the simplest and most common opening of conversational interaction.

Another type of opening occurs as an offer/acceptance-refusal sequence which has the initial intention of A offering something to B.

A: May I help you?

B: No, I'm just looking...
Although this is a refusal and the speech event may terminate, A has initiated an offer and B, the customer may continue the conversation by accepting instead of refusing, or accept the offer of help later. If the request is answered in the affirmative, the conversation may go into a question/answer sequence since the affirmative response implies that in accepting the offer the speaker may ask for something. If the offer had been, "Do you want a piece of candy?" a yes would be sufficient because the contextual content of the sequence is referred to in the question. Other features of the O/A-R sequence, as an opening, are also common to question/answer sequences.

A question/answer (QA) sequence may be: A: "How are you?" and B: "Fine, just fine." Again A may take another turn or the two speakers may close off the conversation, as when two people greet each other as they pass on the street. This speech act, as a question, is one where a person who is concerned about the well-being of a friend asks him how he is. A is making an inquiry of B, the question asks a question. A feature of QA is that there may be a period of silence before the second party speaks. Another interpretation of the how-are-you question is its more common meaning of the greeting discussed above--a courteous recognition of two parties. In the O/A-R sequence and the QA sequence, A has a right to take another turn, but does not have the obligation to do so. (Schegloff, '72, p. 359)

The interpretation of the example for the QA sequence--is it a question or a greeting--is dependent upon the meaning of the speech act. Meaning is not necessarily the exact meaning of the words, but the interpretation of "the production of the token in the performance
of a speech act." (Searle, p. 36). As a rule a speech act may have a different meaning from the grammatical form of the utterance as in the case of A: "How are you?" and B: "Fine, thank you." In everyday speech, A does not intend that B answer the question: A intends that B interpret the question as a greeting and answer in the affirmative. Interpretation then is determined by voice stress and intonation, pauses, verb mood, as well as shared background information by the speaker and the hearer and the ability of the hearer to make inferences. (Searle, p. 61).

Just as a question can be interpreted as something other than a question, a statement may function as a question: "It's cold in here." may be interpreted as a request to close the window, meanings: "It’s cold in here; do you mind closing the window?"

In this example the illocutionary very indicates that the act is a report (a representative), whereas under certain circumstances the speech act will be interpreted as a request for someone to do something (a directive). Another interpretation of this speech act, another form of directive, is a command: If a lord in a palace said: "It's cold in here," his servant would most likely take the statement as a command to close the window.

Another type of sequence is the summons/answer (SA):

(1) A: Johnny? (2) A: Excuse me. (3) A: Bill?
B: Yes? B: Yes? B: (looks up)

The positionally free terms of address are a feature of these SA sequences (Schegloff,'72 p.358). That is, "Johnny..." is spoken in such a way as to get a man's attention. Terms of address stand alone and the terms are pronounced with a distinctive
pitched voice which rises in a slight interrogative or attention-getting tone. This use of positionally free terms of address is distinct from the use of terms of address in a restricted sense (Schegloff, '72 p.358) i.e. at the beginning of a speech act ("Kathy, where do you want to go?"); at the end of a speech act, (What do you think, Joe?); or in between phrases, (Tell me, John, how's Bill?). When the summoner calls to the summoned and does not get an answer he or she may repeat the summons. Responses to summons usually follow immediately after the summons rather than after a pause of some length as is possible after a question is asked in the QA sequence. Upon hearing the summons, the summoned cannot ignore it without giving the impression that they are giving an "answer" of insolence, insanity, etc. On the other hand, no answer may also mean that the person isn't there.

The SA sequence also has the feature of nonterminality (Schegloff, '72 p.359) the idea that after A attracts the attention of B and B responds, A then takes another turn. Unlike the GG sequence, a SA cannot be terminated with the completion of the first pair sequence; the first pair is considered a preliminary or an introduction to additional communicative activities. This point is made with the meaning of the most common response to the SA sequence: A: Jane? B: What is it? A directive made by A in the form of a question is followed by another directive made by B, also a question. The "question" that forms the answer and establishes the nonterminality of the SA sequence is ambiguous and open-ended. The summoned does not know what the conversation is going to be about when they answer the summons. This is in contrast to a questioner who has some idea
of the content of the answer when asking a question such as, "Tell me Dick, how did you get started in TV?" or at least a general idea of the conversation as in a doctor's inquiry, "What seems to be the problem?" (Schegloff, '72, p. 377) The question in the answer of the SA will be determined in the following speech act sequences. This feature shows up in telephone conversations-SA sequences in the initial uncertainty of the relationship of parties which does not become apparent until after the first sequence.

Summons/answer sequences in speech events are also illustrated by telephone conversations. (Schegloff, pp. 346-380). The simplest telephone opening is: A: phone ring B: hello. A: (next turn). The order of speech acts made by the parties in a conversation are defined by Schegloff's "distribution rule" (Schegloff, '72, p. 351) -- the rule behind the sequential ordering. In the case of telephone conversations, the distribution rule is that the answerer speaks first following the telephone ring. The rule assumes the basic turn-taking characteristics of conversation (Sacks, et al, p. 728) wherein parties distribute their speech acts in an ordered system of some kind, each taking a turn in speaking. The summons of A and the answer by B is a pair of utterances, recognized and used by individuals in a society as a standardized way to answer the telephone. They stand in relationship to each other, one dependent on the other by the fact that they are associated with the other as used in the situation of a telephone summons.

The S/A sequence for telephone conversations also has the feature of nonterminality in the fact that after the signal of a telephone ring attracts the attention of the answerer, and the answerer responds, the caller takes another turn.
<table>
<thead>
<tr>
<th>I</th>
<th>phone rings</th>
<th>Dispatcher:</th>
<th>Yes.</th>
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<tbody>
<tr>
<td>II</td>
<td>Caller:</td>
<td>Dispatcher:</td>
<td>Uh, Officer Novelada Yes, speaking</td>
</tr>
<tr>
<td>III</td>
<td>Caller:</td>
<td>Dispatcher:</td>
<td>Why uh, this is Sergeant Yes Sergeant</td>
</tr>
<tr>
<td>IV</td>
<td>Caller:</td>
<td></td>
<td>And uh I just talked to..(etc.)</td>
</tr>
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Example #88
(Schegloff,'72, p.352)

After the first sequence of a phone ring, and the answerer's turn, the caller requests a confirmation of the identify of the answerer (II). Officer Novelada answers the request affirmatively. The next pair of utterances (III) is a self-identification by the caller followed by an acknowledgement of the introduction by the answerer (dispatcher). The caller then takes his turn again and introduces the first topic of the conversation in IV.

Each of these sequences consists of two speech acts or a series of speech acts, adjacent to each other, produced by different speakers, and sequentially ordered such that they are related to each other. That is, A makes an offer before B refuses; A summons B before B can answer; A questions B before B answers and A greets B before B greets A. And in each sequence B must have had to hear and recognize A before responding.

A summation of the rules formulated by Schegloff for telephone SA sequences are as follows:

I. The occurrence of the summons provides the expectation of the answer.

II. Therefore it follows that the called talks first.

III. The answer terminated the SA sequence, but is also non-terminal for the conversation. (Summons: ring/Answer: Hello)

IV. The caller provides the first topic.
Thus far various openings have been described and explained in an effort to describe speech events. Each of the examples has provided a means of establishing the "availability" to speak for individuals and a way of "coordinating entry" into a sequence (Scheglof, '72, p. 378.) Some of these sequences are unique to the beginnings of speech events, but others are used within speech events to change the direction of the conversation or permit re-entry into interrupted conversation. This aspect of speech events will be discussed further under "Topics."

Conversations are two-party activities at the very minimum. Accomplishing the task of availability requires that the parties in a conversation co-operate. How this is comes about in the description of each of the opening sequences. The result of the interaction of the sequence permits people to begin to engage in activities and, as in the case of SA sequences, continue the course of interaction in some kind of orderly way. Presence is established first--the lifting of a telephone receiver signals presence. Next the party demonstrates his or her availability in a manner for all to hear--by answering the phone with a "hello" or saying, "Yes, what is it?" to a summons. Therein the speaker commits themselves to listen to the next utterance of the other party with a possible chaining effect to listen to another turn of speech. Sequencing, then, is a way of facilitating the flow of conversational interaction between individuals. It permits a coordinated entry for parties to a potential conversation.
OPENING SEQUENCES IN CAMPAIGN SPEECHES

THE INTRODUCTION/ACKNOWLEDGEMENT

**Introduction: n.** (1) an introducing or being introduced. (2) anything brought into use, knowledge, or fashion. (3) anything that introduces; specif, a) the preliminary section of a book, speech, etc; preface; forward. b) a preliminary guide or text. (4) the formal presentation of one person to another, to society, etc.

**Acknowledgement: n.** (1) an acknowledging; admission. (2) recognition of the authority or claims of. (3) a recognizing and answering, as to a greeting. (4) an expression of thanks. (5) something given or done in return, as for a letter, a favor, etc. (6) a legal certificate.

*Webster’s New World Dictionary, 1971.*

The beginning of a campaign speech event is an Introduction/Acknowledgement opening. It begins with the introduction of the candidate, continues through the candidate's acknowledgement of the introduction and ends at the beginning of the first topic.

The first speaker in this speech act is the Master of Ceremonies (MC) or chairperson of the Candidate's Night meeting. At the beginning of the program it is customery for the MC to welcome the audience and comment on the group which is sponsoring the program. The MC will often mention a time limit on candidates' speeches and inform them of any other restrictions, particularly the ways the time limit is to be enforced, i.e. signals, light signals, call of "time." From this general introduction, the MC begins to introduce individual candidates, his or her name, the title of the office and at some occasions, a few remarks about the candidate. At the completion of each speech by a candidate, the MC returns to the speaker's place and announces the next candidate and another speech event begins.
A departure from this format occurred at a meeting where the MC introduced a group of candidates at the same time, addressing them by title of office. The first group seated at the head table consisted of all the candidates running for judge, county commissioner and treasurer. They were instructed by the MC to speak in alphabetical order and to keep the speeches short. When the MC completed his comments, there was an extended pause while the candidates oriented themselves and determined which of them would go first. The first candidate then stood to make his speech; thereafter each proceeded in giving the speech as he or she did at other meetings—as if they were introduced to speak individually by the MC. Although this format began differently, the responses of the candidates was the same, acknowledging the group and leading into the main part of their speech.

Description of the campaign speech event as an introduction/acknowledgement recognizes that many of the distinctive features of the summons/answer are apparent in the IA. The slots in the rules are filled by different parties to the speech event but, the rules follow the same order. Whereas the rules Schegloff proposes for a telephone SA are cited on page 16, the SA between two individuals provides a more common fit between SA and IA. In the latter type of SA the rules would read:

I. The occurrence of the summons provides the expectation of the answer.
II. The distributive rule for the SA is that the summoner speak first.
III. The answerer terminates the opening SA while the speech act is nonterminal for the next speaker's turn.
IV. The summoner provides the first topic.
The summons/answer between two individuals as opposed to the summons/answer in a telephone exchange is similar to the introduction/acknowledgement of a campaign speech event.

The rules of the IA are:

I. The occurrence of the introduction provides the expectation of the acknowledgement.

II. The distributive rule for IA is that the introducer speaks first.

III. The acknowledgement terminates the IA opening while being non-terminal for the continuation of the acknowledger's turn.

IV. The acknowledger provides the first topic.
TYPES OF CAMPAIGN OPENINGS

In the study of campaign speech events (see appendix for a sampling of events) the following patterns came out of the data. As a proposed introduction/acknowledgement opening sequence this descriptive analysis relates the data to the rules and concepts outlined in the general opening sequence section.

The first pattern of openings for campaign speech events is as follows:

A: INTRODUCTION----B: (walks to speaker's platform) + ACKNOWLEDGEMENT + ..(TOPIC₁)

The pattern consists of (1) A's introduction: the name and/or title of office and (2) B's acknowledgement to the audience which takes several forms and/or a "thank you" signature.

The MC calls the candidate to the speaker's platform by stating the candidate's name and the political office. The terms of address--names and titles--can be examined as a type of summons, a greeting and an introduction.

The campaign speech opening event contains features found in the summons answer sequence. The form of the introduction, for example: "John Smith for King County Treasurer." has the free standing feature of a summons. (See pp.13-14) The positionally free terms of address are used without the distinctive voice change of an attention-getting tone of voice. Despite the change in voice quality the introduction serves as a summons because the MC is not always sure that the candidate or a representative is present. The voice quality is such that the MC assumes someone
is there to speak—voiced with no change of tone in the name or office—there to speak because the invitation has been sent out so the candidate is aware that the group expects him to appear. If the candidate does not attend the meeting, his absence will be marked by the group. The MC is obligated to call off the name even if he knows the candidate is not present. The aspect of the IA which has parallel features to a SA, then is the summons the MC makes for the candidate to address the group. The main feature differentiating the IA from the SA is the final rule of the IA, the candidate is aware of what is expected of him/her, his response is not a "what is it?" but a response to the other feature in the MC's introduction—a greeting or an introduction.

As a greeting, some examples use a very formal kind of exchange where the name is said in the same way as the MC said it: free standing, "John." This example as a greeting is similar to an exchange where a person's name is said along with a nod of the head or a slight bow of the head while tapping the fingers on the brim of a hat. This form of greeting does not use any of the conventions of "Hello," "Good Evening," etc. The candidate may use terms of address, as well as names in his or her free standing style.

Example K: A: For County Coroner, Dr. Paul Hart
(EWH)
Free-Standing B: Mr. Chairman, uh ladies and gentlemen,
Greeting fellow candidates, uh
p. A-19 I want to say thank you and...
Free standing greeting

The "Thank you John" phrase is covered later under signatures. After this phrase, the candidate's voice dropped, such that the initial comment was an acknowledgement to the introduction and the following free standing terms of address became a greeting to the council, candidates and friends.

A more informal response to the sequence as a GG is one in which the candidates uses a salutation in her response:

Example Q: (WDC) p. A-24
Informal Greeting -------- B: Good evening everybody.

You know when I was here in May Joe took all my time and tonight Grant gave the speech I was...

Example H (UAW) p. A-14
Informal Greeting -------- B: Good evening

My name is John Jones and I'm running for 54th District State Representative Democratic candidate.

The more informal openings were used by incumbents and candidates who held a political office while they were running for the current elected office. They were more relaxed with the audience and familiar as well. Many new office seekers used the more formal exchange, some varied their openings and others combined the formal openings with the "thank you."

Example N (UAW) p. A-20

A: 53rd. District on the Democratic ticket J. Leo Santis

B: Thank you John members of the CAP Council, candidates and all my friends and looking around the hall, I know all of you and hopefully you know me.

After this phrase, the candidate's voice dropped, such that the initial comment was an acknowledgement to the introduction and the following free standing terms of address became a greeting to the council, candidates and friends.
The introduction can be viewed in two ways if we look again at Webster's definition. If viewed in the sequence as an introduction to the group, the responses of greetings both formal and informal are used in conversational speech events when an individual introduces a friend to another friend. The introduction of a candidate to a group is also a factor in the common response in the openings, "thank you." The thank-you can be an expressive acknowledgement of the MC's introduction of the candidate to the group. This feature becomes an expression of gratitude for recognition which goes beyond a friendly greeting recognition because of the specific speech event. The thank-you can also be described as one of the types of terminal exchanges that marks the closing sequence--terminal exchanges also end speech acts within speech events. (see p. 39, terminal exchanges)

Even if there is a difference of placement of the thank-you in the opening sequence, the feature holds as a signature, a word which opens and closes the speech act, marking it accordingly. This points out one aspect of these openings—that more than one interpretation of these events sets up different cut-off places in the opening, particularly since they can be analyzed as greetings, introductions and summons.

Examples and explanations of some openings are as follows:

Example R: A: One of the other candidates up for re-election is our County Prosecutor and...he has a fellow who's another nit picker that likes to do a little arm twisting and twistin' it in ya, and up to his good OLE tricks again. But I think we have a county prosecutor who has been a fearless man who has *( )* in this county because it is a growing county. But he has handled the job admirably and he's gonna handle the job in the next four years admirably. He's going to be re-elected and we're gonna put him there. WE don't Like the style of the other guy--no way. Joe Greene...

*( )=inaudible
Example R, cont. B: Thank you Dick
Opening: Thank you--- and thank you candidates
Greeting --------- Good evening ladies and gentlemen.

Before I make my remarks 'cause I'm not used to having nice things said about me.

This opening is in response to the comments made to a candidate who was having a hard race—accusations were being thrown back and forth between him and his opponent. His opponent also had the support of the newspaper. The candidate's thank-you was directed to the MC's remarks and the other candidates who took their time to defend him at the meeting.

Example N: A: 53rd District on the Democratic Ticket
(UAW) p. A-20
Opening:-------- B: Thank you John,
Thank you members of the CAP Council, candidates and
Greeting --------- all my friends and looking around the hall...

As a continuation of the analysis from the previous section on formal greetings, the "Thank you" in this example is used as a signature or as a response to the MC's introduction.

Example D: A: Our next speaker...Margaret Brown
(LC) p. A-5
Opening:------- B: Thank you for the opportunity to speak to
you as the Democratic nominee for King County Recorder.

My name is Margaret Brown.
One of the first things that I've learned as the working
candidate is that few people
know what a county recorder
does.

This opening gives a reason for the thank you intended in this case. She is not responding to the introduction with a greetings, or as an acknowledgement to the MC's summons, but to
the purpose of the candidate's night meeting—to speak to the membership of the sponsoring group.

Example F (NH) p. A-8
---
A: no formal introduction—candidates spoke in alphabetical order after a general introduction/

Opening: Thank you & --- Greeting ---
B: Thank you very much Mr. Moderator, Leo, Rev. Green and all my neighbors in the south end.

After all I am kind of a privileged character up here on this end of town. I've been scolded by more of these people then the rest of you have been...

Example F (TM) p. A-12
---
A: Gil Kirby, County Treasurer

Opening: Thank you & --- Greeting ---
B: Thank you very much Mr. President, members of the association and guests, colleagues( )

grateful and honored to be allowed to come here once more.

This incumbent candidate has been in political office for over ten years. He begins his speech with a thank you directed to the leaders and members of each group—this is evident in the "thank you" being a part of the terms of address. The (NH) first example of the candidate for county treasurer included Rev. Green in the thank you. Rev. Green was not a part of the people participating in the program seated in the front of the room with the candidates—Leo and the moderator. But the Reverend was seated in the audience and is one of the recognized leaders of the citizen's group sponsoring this candidate's meeting... the candidate acknowledged his position in the community in the opening of the speech.
Pattern II has the self-identification frame used by the candidate (Speaker B). Self-identifications contain two parts: (1) a frame and (2) a term of identification. (Schegloff, '72, p.353). An example of a "frame" is: "My name is _____" or "I am ___." Terms of identification include first and last names, nicknames, and references to offices and party affiliation in politics.

Example J:
(A: Larry Jones for County Engineer
B: I want to thank the Band Boosters for inviting me here tonight. I also belong to the band boosters at Centerville Catholic. I know how important it is to the school and the band. I remember band last year.

Frame & terms of identification--My name is Larry Jones, the Democratic candidate for County Engineer.

While this position probably doesn't mean too much to many people when they go into the ballot box,...

Example D:
(A: Our next speaker...Margaret Brown
B: Thank you for the opportunity to speak to you as the

Terms of identification & Frame --Democratic nominee for King County Recorder.

My name is Margaret Brown.

One of the first things that I have learned

Example C
(A: Our next speaker--Billie Jo Smith
B: To our chairperson and persons in attendance.

Frame & terms of identification--My name is Billie Joe Smith seekin' the office of King County Recorder.

I am a high school graduate and received my business education from...
With regard to the use of names, this particular campaign had two women candidates who used their maiden name in framing their self-identifications. They were not consistent, however, in using it in their campaign speeches; the candidate in example D above used it only in her campaign literature and signs. The candidate in Example A, (Appendix p. 29) used the name frame in her closings only, including her maiden name which happened to be of an ethnic group making up a large percentage of the area.

Although the self-identification feature has emerged as a distinct feature of campaign speech events, it should be considered as a part of the acknowledgement rather than an additional feature of the opening sequence. The self-identification by the acknowledger becomes like an admission, a repeat of the name previously given in the introduction, "Yes, I am John Jones candidate for commissioner whom you just introduced." Since the use of self-identifications in openings correlate with the speeches of less experienced candidates it can be assumed that the name was also repeated because the person was new to the political election process and wanted to be sure their name was heard as much as possible—-one of the goals of a campaign.

The choice of frames and self-identification terms varies with the identity and relationship of the parties (Schegloff, '72, p. 354). The use of "My name is ___" is generally used in identifying oneself to a stranger (which is additional support for the reasons why new candidates use the frames as mentioned above). The terms, "Mr. Jones" or "Sam" each implies a kind of relationship existing between two parties—"Mr. Jones" used in a more formal sense and
"Sam" used more informally or intimately. Where unknown candidates use the self-identification frames more often than the incumbents in opening sequences, the incumbents tended to use them more in closing sequences.

The relationship between parties in a political campaign speech event is also apparent in the terms of address the candidate chooses to acknowledge the MC and the audience. As was pointed out above in the discussion of acknowledgements, the following example was given:

Example N:  

A: 53rd District on the Democratic Ticket  
J. Leo Santis

B: Thank you John, members of the CAP Council, candidates and all my friends and looking around the hall, I know all of you and hopefully you know me.  

I'm ah seeking my fifth term as State Representative from the 53rd District...

Here the candidate is showing an informal relationship with the MC by referring to him as John, although the relationship with the CAP Council is more formal. This example contrasts with Example Q, (also in the Acknowledgement section) "Good Evening everybody." which is more informal and friendly with the audience and the MC. It should be noted, however, that these examples may also reflect adjustments to the speech situation. Whereas both candidates were Democrats, Example N was used at a neutral--but leaning very heavy Democratic--labor group and Example Q, at a party organization function.
The use of the informal, friendly terms of address showing a kind of relationship which exists in speech events is illustrated in another way in the following opening sequence:

Example P: A: William Adamski, candidate for County Commissioner
(UAW) B: First thing I would like to do here this evening is ask for the support and endorsement of the CAP Council.
In addition to that I would like to ask for the endorsement of those in the audience...

This opening implies that the candidate is no stranger to the group, and he is aware that the group knows him. The candidate neither formally introduces himself, nor answers the introduction directly. Indirectly, however, he acknowledges the introduction by speaking and referring to the audience and the group while asking for their endorsement which is the purpose of the meeting. The endorsement by the group is a formal statement of support and a recommendation to the group's members and to the community as a whole. The audience's endorsement is a request for their recommendation to their friends and/or their vote on election day.

The distribution rule for the IA sequences of campaign speech openings is that the MC speaks first giving an introduction and the candidate speaks next with the acknowledgement. The MC is generally in a neutral role. His remarks signal the candidate to respond in a similar sense as the ring of a telephone. The MC speaks for the group sponsoring the Candidate's Night and not for himself as an individual. After the MC's introduction there is a pause, while the MC looks around the room or looks in the direction of the candidate for a response. The candidate responds by walking to the speaker's platform. Just as lifting the receiver of the phone by the caller in a SA, the candidate's movement to the stage
establishes his/her presence at the meeting. When the candidate answers the introduction she may address the MC, but she usually focuses on the audience including the MC as part of the audience. After these first two speech acts, the candidate recognizing the nonterminality feature of the IA sequence continues his turn of speaking by providing a lead-in to topics concerning his candidacy.

This phase of the sequence exhibits the candidate's commitment to carry on the conversation. The actions of the MC and the candidate have facilitated the entry of the candidate into the speech event in a co-ordinated manner. It is also the phase serving to introduce the presentation of the genre of "speech" associated with a campaign speech event.
SIDE SEQUENCE FEATURES
IN OPENING SEQUENCES

The patterns of IA openings also vary occasionally containing speech acts which are not features of the opening but are nevertheless relevant in some way to the conversation. Within an activity these "side sequences" (Jefferson, p. 294) occur seemingly as fragments, but in fact can be comments on some earlier utterance. The side sequence is related to these utterances by conditional relevance (Schegloff, 1972a, p. 76), that relationship of an utterance to a previous utterance. The conditions may include a reference to a prior utterance in the speech event itself, or other speech events at the speech situation or related events outside the situation—in the case of campaign speeches, reference to issues, the local newspapers, and so on. A simple example of a side sequence is the question of clarification, such as the following where A initially assumed B knew who "Percy" was:

A: If Percy goes with--Nixon, I'd sure like that
B: Who?

A: Percy  
(B: Who?

A: Percy, that young fella that uh--his daughter was murdered
B: oh yeah. Yeah  
(Jefferson, p. 309)

The interrogative, who, refers to Percy although the last name mentioned was Nixon. A was aware that Nixon was far more well-known than Percy and the interruption question is directed at clarification.
of who is "Percy." The topic of the conversation, apparently about possible running mates for Nixon, was interrupted on a point of clarification. After the side sequence in the conversation when the proper identification was completed, the topic continued.

Another way the interruption could have occurred is that after A made his remark, B could have responded: "Percy?" in a repeat, to challenge the speaker to clarify himself before continuing the conversation. What has been going on changes to something else, then resumes again.

The campaign speech events had some openings that had speech acts added to the basic patterns which can be explained by the characteristics of side sequences, although they appear in the candidate's turn of speaking and not in the sequences between two or more speakers.

Example H (EWH)

A: John Jones, candidate for the 54th District State Representative.

B: /audience remarks/ "give 'em hell, John"—laughter cheering and clapping... 

C: Want to thank, uh, our MC very much, that makes, uh, I get my name pronounced right Side about one out of ten times—you're a great man for Sequence doing that for me uh /pause .03 sec./ except it takes away part of our joke

B: /audience/ laughter

C: Thank you all thank you to the Boosters Club for inviting me here, I appreciate it very much. um, my name is John Jones and I'm running for State Representative from the 54th District which does include Middletown. It does make up about half of the district.

um, presently I am...
The candidate in Example H began his acknowledgement of the introduction by thanking the MC, or what seems to begin as a thank-you as the other candidates had done. But in this case the thank-you to the MC is for correctly pronouncing the candidate's name. This leads into another side sequence marked by a pause: "except it takes away part of our joke." which is responded to by the audience with scattered laughter. At this point the candidate returns to the opening sequence activity with thanks for all, etc. as the opening continues into Pattern II.

The side sequence is conditionally relevant to the remarks made by the MC in the introduction. The candidate chooses to comment on something rather than letting it pass. Instead of a clarification of conversational elements then, this example emphasizes the correct remarks itself. Rather than letting the MC's act of a correct pronunciation go by unnoticed, the candidate choose to talk about the pronunciation calling further attention to the name; then, in his following speech act he uses the self-identification feature of Pattern II, repeating his name again.

Example M

A: Allen Banski, Common Pleas Judge

B: Thank you very much.
I enjoyed dinner, uh,
side seq.---- good luck on your band boosters.
I passed out some of these cards
so I won't belabor you with my qualifications.

The candidate in Example M also begins his opening with a thank-you followed by a comment on the dinner. The thank-you in this case can be the general thank you used by the other candidates while at
the same time it can also be the thank-you referenced to the dinner, or both. Following is a short, "uh" pause and then the side sequence expressing "good luck" to the band boosters since the purpose of the candidate's meeting-dinner was also to raise funds for the booster club. The candidate then returns to the opening and comments on a phase of the opening, that of an identification which leads into his first topic, his qualifications.

Example J

p. A-27

A: Larry Jones for County Engineer

B: I want to thank the Band Boosters for inviting me here tonight.

Thank you

I also belong to the band boosters at Centerville Catholic. I know how important it is to the school and the band. I remember band last year..(  ).

Side Sequence

Frame & S.I.

My name is Larry Jones, the Democratic candidate for County Engineer.

The insertion of the side sequence in Example J is in reference to the speech situation, the band booster's fund-raising dinner. It constitutes a break away from the general topics of the opening sequence and permits the candidate to establish his ties with the sponsoring organization. At the same time, its relevance to the opening eliminates it from being considered a first topic of the speech event.

Example I

p. A-16

A: Mary Johnson...

B: Thank you Mr. Chairman.

Good evening ladies and gentlemen.

I am Mary Johnson and I am the Republican candidate for the 72nd House Seat which is now occupied by Mrs. Beck.

First Topic

I am...
The phrase "which is now occupied by Mrs. Beck" is a detail feature directly related to one of the general topics of all opening sequences that of identification, specifically the identification of the office being sought. Where there is no actual break, the interrogative, which?, serves to clarify the speech act with additional details about the political office, namely the individual presently holding the office.
CLOSING SEQUENCES IN

POLITICAL SPEECHES

The closing sequence in a political speech brings about the termination of the speech event, the opportunity for the candidate to solve the problem of completing his or her turn of speaking. (Schegloff & Sacks, p. 289)

The components in any closing speech act are (1) the initiation of the closing sequence which begins a routine that will bring about the (2) actual termination exchange properly closing the speech event. The features of the initiation of the closing sequence are (1) a downward intonation contour in the voice—"We--ell.." (This change in intonation is also present in some conversational exchanges to signal that a change in topic may take place.) (2) a pre-closing, that is, a reference to some previously mentioned topic in the conversation, "I gotta go," and answers to questions, such as:

A: An' I uh;;;it koo-took me about oh I don't know how long t'find a parking space in that area there, (0.4 sec.)
B: yeah

pre-closing -----
A: About a half hour. Are yih busy/
B: Uh no. My liddle gran'daughter is here.
A: Oh, Oh so it's hard f'you to //uh,
B: That's alright
A: -to uh;;; to listen. Then uh, look, enjoy yer gran' daughter, hh
B: I'll be taking her home soon,
A: An' I'll try to uh;;; uh to see you// on-
B: Yeah, it could be-would//be nice.
A: -on Thursday. (etc. to closing)

(Schegloff & Sacks, p. 314)
All these speech acts become offerings of pre-topic closings that can lead to a closing should both parties decide the conversation should terminate. At this point there will be a terminal exchange, more commonly known as the "goodbye". These terminal exchanges take the form of a confirmation, a farewell, arrangement-making, giving directions, references back to material talked about in the conversation and the signature "thank you". (Schegloff & Sacks, p. 316-317.)

1. A confirmation:
   A: ok?
   B: ok.

2. A farewell, any conventional expression used at parting
   A: Bye
   B: Bye, bye

3. making arrangements
   A: You'll call me?
   B: ya...

4. giving directions
   A: okey, meet me at the Attic at 12--
   B: right!

5. reference back to material talked about in the conversation.
   A: Well; it's time for me to go now...
   B: okey, bye..
In the following campaign speech, the candidate used a reference back to material talked about earlier in the speech to close his speech. As part of his opening, he explained why he had to leave immediate, then went on to say a few things, before repeating his apology for having to leave.

Example K: Mr. Chairman, uh ladies and gentlemen fellow candidates uh
pre-closing ** I want to say thank you and
subject... I want to apologize at the same time I'm gonna have to leave. I'm not going to another political meeting-- am team physician for King High School. It's a home game and this happens to be the only Saturday night game. ( ) All I want to say is that I have served as county coroner since 1973. I believe we've done a good job Despite rumors that I was not going to campaign which obviously now proven that I am going to campaign or any rumors that if I was elected I was going to resign... Those rumors are utterly ridiculous. uh I think this job is an important job and I pledge to you if I am reelected I will continue to do a good job pre-closing ** and I apologize once again. Thank you.

Example K also illustrates a sixth type of terminal exchange:

6. the "signature" of sorts, such as the "thank you."

The signature, "thank you" is often used as a convention to mark beginnings and ending of sequences in conversation. The clerk-customer transaction usually ends in both parties saying "thank you". Television and radio commentators and their guests
respond to each other with a thank you at the beginning of their turn to speak: "Thank you Chet." "Thank you David."

The data on campaign speeches included two patterns of closings: a thank-you immediately after the close of the final topic and a pre-closing reference to the vote and/or a self-identification frame.

Pattern I:  B:...(Topic_x)+ (no pause) "Thank you" ---- C: Audience, applause.

Example H:  (EWH) p.A-15

Last topic: "Well, I hope we can keep up with the money for education so this will never happen in this area--hopefully it will never happen anywhere in the State of Ohio. /no pause/..

Terminal Exchange: I thank you very much.

MC: returns to speaker's platform

Audience: applause

Example B  (EWH) p. A-3

Last Topic: I serve you, not special interest. I am chiefly paying for my campaign not special interests. /no pause/

Terminal Exchange: Thank you.

Example C (EWH) p. A-4

Last Topic: I am married and reside with husband, Richard at 1000 Lane Drive in Centerville. /no pause/

Terminal Exchange: Thank you.

In many ways the closings are very abrupt, but they are used this way and accepted by the audience by their response immediately after the terminal exchange. There was one noticeable exception to
the audience reaction. The candidate in the following example had been reading her speech at a fairly moderate rate of speed, then she added a section where she spoke without notes. During this section of the speech, she talked faster then paused, and went on again with her comments. The audience hesitated for a few seconds, very much as through they were catching up on her words which came faster and covered a different focus then her last topic:

Example D  
(LE)  
p. A-7  

Last topic: I will keep and hire only the qualified in order that service to you will be top priority.  
Sequence spoken without notes: I would like to make mention of one other fact. Four judges have already rules that the recorder must sell the microfilm at a reasonable fee.../06 sec.) and that's that's just what I've got to say. She she should comply by the law. I would comply by the State Revised Code and regardless the issue is not whether it is right or wrong but whether you must follow the guidelines of the code and the courts. And that is my only feeling toward the whole thing./no pause/ Thank you.

Pattern II: B: (TOPIX) + REQUEST FOR VOTE (OR MAKE A PLEDGE OR PROMISE) + (SELF-IDENTIFICATION) + "THANK YOU" ------C: Audience, applause

Example J  
(EWH)  
p. A-27  

Last topic: ...I would like to continue the present services but in addition start new programs od drainage and road ( )... not been started in the last eight years.
<table>
<thead>
<tr>
<th>Example N cont.</th>
<th>Request for vote: I'd appreciate your support in the fall.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Thank you: and thank you for inviting me here tonight.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Example I: (EWH)</th>
<th>Last topic: ...I'd love to see pride in public and private property initiated in our schools and homes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>p. A-18</td>
<td>Thank you: Thank you ever so much,</td>
</tr>
<tr>
<td></td>
<td>Request for the vote: I need your support.</td>
</tr>
</tbody>
</table>

Both of these candidates went immediately from the last topic to the closing sequence without a pause, before going on to ask for the vote and terminate with the thank you, or vice-versa.

Examples N- and O which follow made the same type of closing as the above examples, with the exception that both used a transitional phrase instead of going immediately from the final topic to the closing: "so again I ask..." and "In, uh, that spirit, I ask..."

<table>
<thead>
<tr>
<th>Example N: (UAW)</th>
<th>Last Topic: ...if I am reelected and sent to Columbus, it will continue to be one of my prime goals and prime concerns,</th>
</tr>
</thead>
<tbody>
<tr>
<td>p. A-21</td>
<td>Transitional --- so again I ask for your support and your help in the coming campaign.</td>
</tr>
<tr>
<td></td>
<td>Terminal Ex. Thank you very much.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Example O: (UAW)</th>
<th>Last Topic: ...I will maintain an open line. I will attempt to talk to your people. I will attempt to meet with your representatives to solicit your views</th>
</tr>
</thead>
<tbody>
<tr>
<td>p. A-31</td>
<td>Transitional In, uh, that spirit</td>
</tr>
<tr>
<td></td>
<td>Request for vote: I ask for your support in my bid for reelection</td>
</tr>
<tr>
<td></td>
<td>Terminal Ex. Thank you</td>
</tr>
</tbody>
</table>
The following examples are representatives of the addition of framing and identification terms which were also found in the opening sequences.

Example P: (UAW)  p. A-23

Last Topic: ...As County Commissioner, I'm not going to pretend that I'm gonna have all the answers. I may make some mistakes while I am there; after all I'm only human. All I can do is promise you a solid effort.

S-I Frame: My name is William Adamski. I'm running for County Commissioner.

Request for vote: I'd appreciate your consideration.

Terminal Exchange: Thank you.

Example A (LC)  p. A-29

Last Topic: ...In fact the candidates on the opposite ticket all welcome the fact that if I am elected they will be happy to work with me. I am sure this is what voters want and need. With your concern something can be done for all of King County.

Request for vote: and remember you are the winners if you elect

S-I Frame Helen Brown Smith, commissioner

Terminal Exchange: Thank you

To summarize, the basic patterns for closings in campaign speeches are a "thank you" and/or a request for vote or a candidate's promise. After the final topic of the speech the candidate uses the terminal exchange, thank you, without a pause after the topic or he/she leads into the closing with a transitional segment linking the final or a previously mentioned topic to the closing. A self-identification may also be included in the closing identical to those found in the opening sequences with frames and terms of self-identification. In these last variations, the "thank you" also
concludes the speech event; it is used in every speech and came as the speaker's termination exchange in all except one speech where it was the second to the last remark, followed by the request for the vote.

A review of these patterns follows the components described by Schegloff and Sacks for closing sequences. The initiation of the closing sequence begins with references to pre-closing topics, namely, the request for the vote and the self-identification frames. Both of these forms of pre-closings refer to either the MC's introduction, the candidate's self-identification or the purpose of the campaign speech which is to ask for the vote and support of the group's members. The terminal exchange follows the initiation of the closing offerings, using the sixth type of exchange--the thank you.
THE MIDDLE "SEQUENCE"
EXTENDED UUTRANCES OF
THE CANDIDATE

The remaining part of the campaign speech event to be analyzed is the material between the opening and the closing, the extended remarks of the candidate. One approach to this speech (genre) section of the speech event is to try to determine the cut-off places where the first topic begins and subsequent topics are introduced and ended. Many of the same characteristics which applied to the opening and closing sequences can be used in the analysis of topics. The topics in themselves have a beginning and an end, although some endings are difficult to analyze; some have no analyzable ending. (Sacks, et al. p. 305). Others have a topic shading where the speaker moves the talk to a different focus or a related aspect of the topic. Some topics are marked by a shutting down where partners in a conversation agree to close down, "okey?" "okey." or reach a concluding agreement through the use of a proverbial or aphoristic phrase expressing a moral or a lesson.

A: Uh-you know, it's just like bringin the blood up.
B: Yeah well, THINGS UH ALWAYS WORK OUT FOR THE//BEST
B: Uh huh,
Okey,
A: G'bye
B: Goodnight.

A: ...and uh, uh we're gonna see if we can't uh
tie in our plans a little better
B: Okay//fine
A: ALRIGHT?
B: RIGHT.
A: Okay
B: Okay
A: Bye//bye
B: G'night

(Schegloff & Sacks, p. 306)
Another type of closing for a topic refers to the pre-closing aspect of closing sequences mentioned on page 39 where the use of a pre-closing placed in a certain position in the speech event indicates a resolution or ending to it.

Example F (TM) p. A-12

Introduction of a pre-closing subject: Well, I want to remember something that my father said to me along time ago. He said if you tell the truth then you never have any trouble remembering what you've said.

Reference to pre-closing subject ends this topic/speech: Alright, so four years ago I said to you if you recall, if you re-elect me I'm gonna hold my arm up and take the oath of office and I'm going to swear to you before God and the people of the state and the nation and that's all any county official can do. (Candidate continues discussion with information, promise and issue topics...)

Many of you are my close friends ( ).

Well I'll say this to you again. I only make that one promise to you, if you make it possible I will hold my hand up next year and I'll take that oath of office before God to obey the law.

Thank you very much.

The candidate in example F uses a repeated form of the earlier mentioned subject introduced at that time in reference to honesty in government. The repeat serves to close the topic and in this speech, the speech itself while at the same time asking for the vote from the voters and the support from individuals who are in a position to influence voters.

Example H (EWH) p. A-15

Introduction of pre-closing subject: ...in the past by George Smith the former State Representative from this district.

Briefly I would like to say that I have a great desire to push for education and uh I would make sure ( ) would get proper funding that it needs.
Example H cont.

(Candidate continues to discuss issue) 
...and uh do away with our dramatics program.

Reference to pre-closing subject ends this topic/speech

Well, I hope we can keep up the money for education so that this will never happen in this area and hopefully it will never happen anywhere in the State of Ohio.

Thank you very much.

Again, the reference to funding of education, the pre-closing subject mentioned earlier, signals the end of this topic and of the speech.

Before going on to analyze how topics are introduced and cut-off in the speech acts of the candidate, the categories of topics found in the data on campaign speech events will be illustrated. For the purpose of this section, the examples come from the "middle" of the speech event, although it is recognized that many of these topic categories have already been identified in the opening and closing sequences.

I. Thank you topics: A thank-you is common in other speech situation such as the thank you to the committee who provided refreshments for a meeting; the thank you to the out-going president of an organization, or to a committee member or board member. In political situations candidates thank individuals, groups and organizations for their support, endorsement and assistance.

**EXAMPLE Q**

EDWC p. A-24

...I would like to thank everybody in this club for all the help they gave me four years ago.

**EXAMPLE F**

NH p. A-8

Then I went on to serve in the Governor's cabinet, came back to Middletown and with your help have been Treasurer in King County for 13 years.
Example Q is a direct thank you to the women in an organization the woman candidate has been an active member of for many years. Example F, is an indirect thank you, acknowledging the help the people in the south end of town gave the candidate in previous elections.

II. Self-Identification topics: As a general topic any reference made to the background of the candidate regarding education, employment or activities and political background are considered topics of self-identification.

Example H

EWH
p. A-14

... uh presently I am the full-time city prosecutor and I've been doing that for two years and I believe that experience gives me uh an outlook of the problem we uh have in this area.

I have uh been a former employee of the Steelworks in Centerville....

Example I

EWH
p. A-16

.....

I am not a stranger at all in this area.
I was born in Middletown and I lived three

.....

After my marriage 28 years ago, I moved to Venice and we are property owners and taxpayers for that length of time...

I have served on the Venice City Council for six years....

Example K

EWH
p. A-19

.....

All I want to say is that I have served as county coroner since 1973.

Example N

UA\n p. A-20

.....

I tried my best in 16 years as a legislator...

Example P

UA\n p. A-22

.....

In exchange for that endorsement and vote what have to offer is experience of two terms on City Council.
Example C:

(3WH)

p. A-4

I am a high school graduate and received my business education from X & X Business College.

I participated in the Women's Division of the Centerville Chamber of Commerce, the Centerville YWCA.

I have 14 years office experience ranging from PBX operator, receptionist.

The topics picked by the individual candidates correspond to their political experience. Incumbent, particularly those who have held office for two or more terms are very sketchy about their backgrounds--as in example N above, or

Example F

NH

Reference to___ I represent you. I can say this to you I believe because you know me...you know my family.

Background

p. A-9

Although the candidates in these cases do not assume every voter knows them and their qualifications, they have made enough speeches before the group that they know it is not necessary to go into the extended detail in Example C above (See analysis of Example C's speech on p. 58).

Those candidates who have held some political office, or participated in some phase of government as a member of city council (Examples I and F) or as city prosecutor (Example H), cite both personal background information and political experience in their speeches.

New candidates stress their educational, employment and community activity record to introduce themselves and their qualifications for the political position. In many cases this is the main topic of their speech.
III. Pledge or promise topics: Political candidates make promises or pledges to the voter in order to convince the voter that the candidate will represent their point of view. A promise generally does not have as strong a commitment as a pledge; it is probably verbal only. Whereas the pledge is usually more formal involving a signed commitment as when pledging money to an organization or a ceremony when the oath of office pledge is said. To the voters and the organizations who sponsor the candidate’s nights, the candidate’s promises are probably as important as his/her pledges—how candidates keep their promises is an indication of how they will keep their pledges. This is hinted at in the type of promise made by the candidate in Example P (UAW).

Example P
(UAW) p. A-23

...I thought we ought to cut some costs. Until those things happened I had a one word answer to the rate increase, "NO."

Promise -----
As County Commissioner, I'm not going to pretend that I'm gonna have all the answers. I may make some mistakes while I am there after all I'm only human. All I can do is promise you a solid effort.

My name is William Adamski
I'm running for County Commissioner.
I'd appreciate your consideration.
Thank you.

Example C
(EWH) p. A-4

... Keeping the lines of communication open, respecting the rights of others is an integral part in the smooth operating office and ( ) for satisfied customers.

Pledge -----
I pledge to uphold and follow the rules and ( ) by which this office serves.

I am married and reside with husband, Richard at 1000 Lane Drive in Centerville.

Thank you.
Example F (NH)  
B: ...you couldn't tell if it was black blood or white Irish blood or what it was. It was blood because we didn't take care of each other.

C: /muffled chatter from audience/

Example F (TM)  

Example F (UAW)  

I worked with most of you, all of you in fact all over the years in those budget hearings and trying to work out some of the problems. Many of you are my close friends ( ).

Well I'll say this to you again. I only make that one promise to you, if you make it possible, I will hold my hand up next year and I'll take that oath of office before God, to obey the law.

Thank you very much.

The candidate in Example F in both cases is talking about the pledge candidates make when they are sworn into office. In the first, he is expressing his attitude toward the oath of office; he cherishes the opportunity. In the second instance he promises to obey the law. The latter also is a reference to a campaign issue of political honesty because one of the party men in the county had been criminally charged with embezzling thousands of dollars from the State Bureau of Vehicles and it reflected on the honesty of the other party officials.

Example N (UAW)  

I tried my best in 16 years as a legislator to be aware of the aims and goals and the problems of organized labor and I used this term advisedly;
when I say organized labor I am talking about the rank-and-file—the average person. That's been my prime concern over 16 years and if I am re-elected and sent to Columbus, it will continue to be one of my prime goals and prime concerns, so again I ask for your support and your help in the coming campaign.

Thank you very much.

This candidate does not "frame" his promise or pledge in "I promise (pledge)...." but he makes a commitment to the goals and concerns he has been committed to in the past.
IV. Request for Vote or Support Topic: Part of the ritual of campaigning is the request a candidate makes of the voters for their vote and support. Whether the candidate is meeting people in a shopping center or advertising in the newspaper, he or she directly asks the voter for the vote, support, help, endorsement, recommendation, etc.

Example N
(UAW)
p. A-21

Request: support/help

if I am re-elected and sent to Columbus, it will continue to be one of my prime goals and prime concerns, so again...

I ask for your support and your help in the coming campaign.

Thank you very much.

Example P
(UAW)
p. A-23

I may make some mistakes while I am there; after all I'm only human. All I can do is promise you a solid effort.

My name is William Adamski. I'm running for County Commissioner.

I'd appreciate your consideration.

Thank you.

Example Q
(EDWC)
p. A-24

and, uh, other than that I'll just say, get out and vote for all these good Democrats, every one of them

and be sure to vote for the shortest speaker that ever comes in front of you and that's Nancy Nelson.

Thank you.

Example B
(UAW)
p. A-2

I feel that at this time it is important you choose the right person for this job. So I want to inform you what we do.

I have served you conscientiously with thrift and integrity.
Example B, cont.  
(UAW)  
Request-----

support  

p. A-2  

I ask for your support to return me to the recorder’s office for another four years.

I serve you, not special interests. I am chiefly paying for my campaign, not special interests.

Thank you.

Example F  
(TM)  

p. A-13  

I worked with most of you, all of you in fact all over the years in those budget hearings and trying to work out some of the problems. Many of you are my close friends ( ).

Well I’ll say this to you again. I only make that one promise to you,

if you make it possible, I will hold my hand up next year and I’ll take that oath of office before God to obey the law.

Thank you very much.

Example H  
(EWH)  

p. A-15  

I also worked previously at Legal Aide in Middletown and uh I’ve learned to ( ) the problems we have in this area—this State Representative area.

I ask you to allow me to go to Columbus and represent your interests as as your interests have been represented in the past by George Smith the former State Representative from this district.

Briefly I would like to say that I have a great desire to push for education....

These examples are self-explanatory in the request for a vote support, etc. from the voter and/or organization. Example F was also cited as an example of a promise; the request for vote is part of the promise/pledge made by the candidate.
V. Information Topics and Issue Topics: Candidates talk about their offices, other candidates, laws and ethics and other political subjects. They talk about themselves under the topic of self-identification explained earlier. As illocutionary acts, representatives, the candidates are saying something about something. There is a true-false dimension, but it does not change the topic itself—whether the information is correct or not is secondary to the expression of the belief made by the candidate about an information or issue topic. General topics are covered in information topics. Issue topics are information topics that have special relevance to a campaign.

Example B: (UAW) p. A-2

...me from the street to the administration building.

I have a column beginning tomorrow in the Journal and the Chronicle. It will be in each week between now and election time, perhaps oftener, maybe as often as twice a week, to explain what the office does

So many of you do not come into our office. You do not know what we do.

Example D (UC) p. A-5

My name is Margaret Brown.

One of the first things that I have learned as the working candidate is that few people know what a county recorder does.

Very simply a recorder records public instruments and keeps them on file for public information.

It goes without saying that these records much be accurate, accurately filed and accessible to the public. The office of...

Both these candidates—running for the same office—are presenting information in their speeches. Example B is about campaign ads in the paper which will give information about the services
performed by the office; Example D is a speech about that subject.

In contrast here are some excerpts from the speeches made by these two candidates which bring out some of the issues in the campaign:

Example B
(UAW) p. A-1

... I have kept abreast of everything pertaining to the Recorder's Office and I have found big and I have fought big business from getting special privilege in our office. Whether I win or not will be up to your state courts...

I guess this is the next step where our prosecutor will be taking us....

I have encouraged our employees to improve by taking them to conferences and seminars and to attend classes at LCCC.

Example D
(IG) p. A-5

... I would like to make mention of the fact that the fees and rules of the County Recorder are set by State Legislature and the budget is subject to the approval of the county commissioners.

There is no room for personal whims in the administration of policies. If it is to function properly, it must follow the guidelines of the State Revised Code and not branch out into policy-making confrontations.

I have no doubt that there are some areas presently existing in the revised code which....

The issue in this campaign was the setting of fees to cover the costs of copies of deeds used by local title companies. The county recorder insisted the title companies pay the same as individuals on a per copy fee; the title companies requested to pay for a micro-film roll of several deeds. It is an issue because the recorder and the title companies have made it an issue; some voters say the recorder is wasting the taxpayers money going to court, others agree that she is fighting big business.
Example H
(...)and represent your interests
as as your interests have been represented
in the past by George Smith the former State
Representative from this district.

Issue -------- Briefly I would like to say that I have a great
desire to push for education...

Example I
(...)some of the concerns that I have talked to
people about in the 72nd District include

Issue -------- local government control
Information ---- Revenue that meet appropriations
and I have a motto that I had during the primary
and I'll stick to it if I am elected: "If we
can't fund it, we can't afford it." There must
be money to meet the appropriations.

Issue -------- There also must be promotion of jobs and employment
instead of welfare and "Halloween Handouts."

In these two examples the information topics are slight changes
in focus which contribute an incidental point of information to the
speech act but not sufficient to become a side sequence. In example
H, the reference to George Smith reminded the audience that he
held the office prior to the present Republican incumbent. At the
same time Smith was very popular and was running for the United
States Congressional seat from the district. This point comes
out in other campaign speeches as well where candidates associate
themselves with other more important and experienced political
official in their speeches and campaign literature. Example I
is the comment by the candidate about how she related her primary
election to the issue of balancing the budget.
Analysis: Example C

#1 A: Our next speaker--Billie Jo Smith

This is a short introduction by the chairman of the meeting.

#2 B: To our chairperson and persons in attendance.

This meeting was held at a local community college which is a more neutral group than party meetings or labor groups. The MC was formal and deliberate in his opening remarks and the candidates, including, Ms. Smith were also formal in their remarks.

The novice candidate is unknown particularly outside of her hometown. There is no sample available of a speech given in her hometown for comparison. Not only does she use the formal acknowledgement "to our ..." but her use of "chairperson" is atypical in the campaign. This use, however, is typical with the black women's groups in this county.

#3 My name is Billie Joe Smith, seekin' the office of King County Recorder.

As with most new candidates she uses the frame with her self-identification which comes as part of the opening and is not used in the closing of the speech. Her term of address includes the office title. In some of her speeches, (this one was repeated at all the candidate's nights she spoke at ), she also mentions that she is an Independent Candidate.

Smith is a very articulate speaker...her words are pronounced distinctively and clearly, with a rhythmic lilt. Her use of seekin', however, fit very well into her speech and the words is also pronounced the same way by an incumbent black office holder in the county.
I am a high school graduate and received my business education from X & X Business College.

I participated in the Women's Division of the Centerville Chamber of Commerce, the Centerville YWCA, the Hawthorne School Program and the Lorain Educational Task Force.

I am a member of the Eastern Stars. I am a 13-yr., life member of the Negro Business and Professional Women ( ) chairperson. In my recently elected ( ) of 1200 women. I am a member of our local NAACP and have served as a board member ( ). I am a member and the public relations chairperson for the Friendship Baptist Church.

I have 14 years office experience, ranging from receptionist PBX operator, clerk, ( ) as a B.F. Goodrich employee.

This section is a listing of her educational, community activity, and business background. This "series of chronological statements" is also the organizational framework for an experienced officeholder in Example I (A-16) who uses it to discuss her background and then goes on to use the series to list the issue concerns of her district. The candidate in Example I makes some comments about the items but for the most part there is no discussion. In this example, the candidate lists only; she does not discuss which probably isn't necessary given the topic.

Keeping lines of communication open, respecting the rights of others is an integral part in the smooth operating office and ( ) by which this office serves.

In this topic the candidate refers to some of the issues of the campaign in very general terms, but it serves to lead into her promise statement.

I pledge to uphold and follow the rules and ( ) by which this office serves.

She makes her campaign promise or pledge, but then returns to the main topic of her campaign speech, her own identity with the *( ) inaudible because of lack of microphone.
I am married and reside with husband, Richard at 100 Lane Drive in Centerville.

In some variations of this speech, she mentions that she has no children. Perhaps this reference, too, indicates that she feels one of the qualifications for the job is that she has no family responsibilities.

Thank you.

The candidate terminates her turn with the signature "thank you" and concludes her speech.
A: For Clerk of Courts of Common Pleas, up for re-election. Certainly to be re-elected. Doing a great job, our own Nancy Nelson. Nancy....

This introduction was made by the chairman of the political party which the candidate represented. His reference to "our own" meant that she was from their city, holding a county-wide office.

B: Good evening everybody.

Here the candidate uses a very informal greeting in comparison to other candidates--it is informal in the sense that it is a greeting convention: "good evening" (p. 23) Most candidates use the thank you and specify people in the greeting--this candidate put everyone together under "everybody".

You know when I was here in May, Joe took all my time and tonight Grant gave the speech I was going to give word for word, right here (waves a piece of paper in her hand) everything I was going to say...

The candidate is moving into the position of giving up her turn to speak--she is starting to "pass" (Schegloff and Sacks, p. 304). Referring to a previous meeting when she had to give up her time to someone else, now she finds someone has given her speech. She begins to prepare for a pre-closing with this topic. As it is she continues after the next utterance, making this topic a pre-hint of a short speech.

So, I'll...guess I'll just, uh, well what shall I talk about?

Here she idles her time, having prepared the way to end the speech she opens the door again to continue. Again it is also
a possible pre-closing; she may choose to end the speech at this point. Instead she does not pause very long—less than a second—and continues.

#5 I think you all know me. I think you know all about my office because I've been here earlier this year and talked about my office to you.

As she moves to a new topic which refers to her identity, she also continues to suggest closing by not going into detail about her office and making references to the last speech she gave before the group. Although this is the third utterance after the opening, it relates to the opening in its self-identification feature. Instead of introducing herself, however, she say, "I think you know me"—here the underlying structure of campaign speeches being an "introduction" suggests that she mentions identity because it holds the status of a mentionable, what Schegloff and Sacks (p. 303) calls important topics to talk about otherwise if topics weren't talked about they would fade from importance. The candidate is well known with this group. She has been associated with it for many years while she was an employee of the courts and has continued her membership and activities with them since she has become an office-holder.

#6 I would like to thank everybody in this club for all the help they gave me four years ago.

and when I sent out petitions this spring I couldn't believe the response I got on them.

#7 I would like to thank the girls that are here and worked for me, particularly my chief deputy without whom I couldn't do anything, she's my right arm that's for sure.
Thank you topics are also important mentionables and here again she refers back to her first election four years ago and again earlier in the year when petitions were being circulated. In thanking the "girls" who worked for her, she seems to be referring to those who worked politically, but at the same time specifying her chief deputy, she is referring to the women who work for her in the courts. In either case, most of them are the same, they work for her politically and in the office.

The self-identification topic and the thank you topics represent the introduction and the main section of this speech. Next the candidate moves into her pre-closing topic, a request for the vote:

9 and uh, other than that I'll just say, get out and vote for all these good Democrats, every one of them
10 and be sure to vote for the shortest speaker that ever comes in front of you and that's Nancy Nelson.

With transitional words..."and, uh, other than that I'll just say" ...... "and be sure" she leads the speech into the pre-closing topic, the request for the vote, with the general request to vote--in the form of an order--for all Democrats then she narrows her point to herself--again with an order, but at the same time eased with the "shortest speaker that ever comes in front of you" phrase which adds humor to the order while at the same time referring back to the pre-closing topic hinted at in the second utterance when she found herself without a speech. (p. 7 and p. 53)

Finally she closes:

11 Thank you.

She concludes her speech, as most incumbents do with her complete name and a signed "thank you."
What appears on the surface as a simple thank you speech is also a well executed one with appropriate transitional points which moved the speech to a conclusion, mentioning identity, thank yous and a request for the vote.

One other aspect should be brought out about this speech—that is how her language, choice of words, lined up with her subjects. When she discussed representative illocutionary acts, (#3 and #5) she did not use "expressive"—emotive words. There is however, the hint of apology for not having anything more to say in the #3 utterance and a hesitancy to talk more about herself or her office in #5. Since the candidate always gave short speeches, the hints are very possible. When she expresses herself in #4, #6, #7, and #8, she uses expressive words—"guess" followed by a question and in the thank-you topic she is thanking and "couldn't believe" and uses figurative speech to describe her chief deputy: "she's my right arm..." Her directive illocutionary acts are forceful for others and tempered for herself—but directives nevertheless. She is a strong Democrat, often tells the story that she can remember living in the city when her parents were the only Democrats in the precinct which may explain her insistent order to go vote... Democrat.
ANALYSIS: EXAMPLE F

#1 A: Gil Kirby, County Treasurer

The candidate in this example is an incumbent of three, 4-year terms. Prior to holding county-wide office he was the mayor of the city and also worked at the level of state government for a Democratic governor. The candidate's night was at the county trustees meeting which is predominately Republican in political make-up. For the most part the generalization can be applied to the association leadership at the state level as well. All county officials are considered members of the county trustees association and attend the meetings throughout the year. The county trustees are the leaders of the rural area and townships throughout the county. They meet monthly in various parts of the county.

#2 B: Thank you very much, Mr. President, members of the association and guests, colleagues ( )

The candidate acknowledges the association, its leaders, and the rest of the audience. He does this formally using the term of address "Mr. President" and continues the formality with the greeting:

#3 grateful and honored to be allowed to come here once more.

#4 There's one fine thing that we heard this year. I'm very proud of it.

This is the beginning of a short story--the preface sequence which initiates the next set of utterances. (Sacks, p. 340).
This statement is tied to the previous one also because he is expressing his feelings first to the group and then leading into his feelings toward the state organization. He makes reference to the time of the story events: "this year" and then begins the next statement with the State Secretary Ted Hummer who originally made the remark.

At the annual banquet this year when your State Secretary Ted Hammer said that Gil Kirby was one of those few ( ) and that for two years of service with him on the local, uh commission on local government service, I voted with him consistently with him on township government. I think that's a fine statement and I'm proud of it.

He recounts the statement made at the annual banquet and the reasons why he was given the distinction. At one point he needs to correct the name of the commission, he says "...on the local, uh, commission on local government service,..." and again there is a repeat "I voted with him consistently with him on township government." The candidate then refers back to his opening of this story saying that it was "a fine statement"—referring to "one fine thing that we heard." Finally, "I'm proud of it" terminates the story and parallels his beginning... "I'm very proud of it." This sequence is the telling sequence (Sacks, p. 340) with the last sentence being the conclusion.

I have less than three minutes--two and a half. What can I say to you that I can say in all sincerity.

This statement is similar to the idling statement in Example Q, except it serves to introduce the main topic of the speech, indicating that the story was for the candidate, part of his introduction and acknowledgement to the group. The #6 statement is a lead-in to another story. The story is connected with this
statement with the first word of the next statement..."Well,..."

#7 Well, I want to remember something that my father said to me a long time ago. He said if you tell the truth then you never have any trouble remembering what you've said.

This is a proverbial saying used to set the boundaries of the topic for this section of the speech. It is referred to as a method of formulating closings, (Schegloff and Sacks, p. 306) but in this case, it clearly marks the beginning. The candidate is attempting to find a subject that will gain the approval of the group to go on with his speech, so he picks this lesson.

#8 Alright, so four years ago I said to you if you will recall, if you re-elect me I'm gonna hold my arm up and take the oath of office and I'm going to swear to you before God and the People of the county that I'm going to obey the law of the state and the nation and that's all any county official can do.

In this sequence, he makes his campaign pledge and request for the vote while referring to one of the campaign issues for the year--honesty in government. This statement also becomes an introduction of a pre-closing subject. It is a general statement which serves to introduce the next series of information, issue and repeated promises to the voters and leaders.

#9 County government like township government is an arm of the state government.

We follow the statutes as you do. I promise you that I will continue to maintain a staff of qualified people who are courteous, who respond to you, who are efficient and with what we have available to give people equal treatment to everyone.

#10 I don't care if this is the richest person in the county or the poorest. They must be ( ).
I worked with most of you, all of you in fact all over the years in those budget hearings and trying to work out some of the problems.

Many of you are my close friends.

After the listing of subjects under honesty in government and maintaining a functioning office, the candidate begins to turn the speech subject back to the relationship he's had with the people of the group... "Many of you are my close friends...."

Well I'll say this to you again. I only make that one promise to you, if you make it possible I will hold my hand up next year and I'll take that oath of office before God to obey the law.

This statement is the preclosing to end the main subject of the speech and to end the speech. It refers back to #8 and basically restates what he said there, request for the vote, promise and reference to the pledge he will take if elected.

Thank you very much.

Finally he terminates the speech with the thank you statement.
CONCLUSIONS

The introduction/acknowledgement opening sequence is a clue to the structure of the political campaign speech. The features of the opening:

the introduction; the thank you acknowledgement; the greeting; addressing groups and individuals; self-identification references (covering both personal characteristics and specifying public policy statements)--merge with the closing sequence:

the request for the vote, a campaign promise and finally the terminating utterance--

They identify the components of a campaign speech event. These components vary in style with the form the topic is given--a story, a series of comments or a referential phrase. They also vary with the choice of illocutionary act used to accomplish them--the expressiveness of the thank you and the degree of force used to make a directive whether a request or a command. Not only is there a difference in speaking between the novice and the incumbent (Examples C & F) but between incumbents and incumbents (Examples Q & F).

This descriptive analysis has taken a batch of fifty speeches, shifted out some distinctive features, arranged them together for investigation and then put the pieces back together again. The data is ready for further study:

the comments made in this study can be tested with the evidence from other speeches in this study that have not been analyzed, and

more questions may be answered about both political speech events and interaction in general:
  uses of language by women and
  uses of informal speech--"gonna" etc.
A: Dorothy Black for King County Recorder

E B: Mr. Chairman, ladies and gentlemen.

E I appreciate the opportunity to appear here before you to ask for your consideration in the November vote.

uhm, I hear a lot of labels tossed around here tonight. Are you this or are you that.

R I would like to think that at this point I'm a public servant.

I have served my first term and I have saved you thousands of dollars in the changes I have initiated.

and I have facts and figures to prove this.

I have kept abreast of everything pertaining to the Recorder's Office and I have fought big business from getting special privilege in our office.

Whether I win or not will be up to your state courts...

I guess this is the next step where our prosecutor will be taking us...

I have encouraged our employees to improve by taking them to conferences and seminars and to attend classes at LCCC.

I do not have a high-priced chief deputy.
When she retired a year after I took office the personnel and I absorbed her job.

They were grossly under-paid, the employees were, when I took the office.

and I spread the income of the high-priced chief deputy amongst my employees.

I have proof for that too.

This year we have had the largest fee year in the history of our office.

We have twelve full time and one-part time employee and myself.

I have participated in many community projects and no one has ( ) me from the street to the administration building.

I have a column beginning tomorrow in the Journal and the Chronicle

It will be each week between now and election time, perhaps oftener, maybe as often as twice a week, to explain what the office does.

So many of you do not come into our office. You do not know what we do.

I feel that at this time it is important you choose the right person for this job.

So I want to inform you what we do.

I have served you conscientiously with thrift and integrity.
EXAMPLE B

cont.

D I ask for your support to return me to the recorder's office for another four years.

R (I) I serve you not special interest I am chiefly paying for my campaign not special interests.

E Thank you.
To our chairperson and persons in attendance.

My name is Billie Jo Smith seeking the office of King County Recorder.

I am a high school graduate and received my business education from X & X Business College. I participated in the Women's Division of the Centerville Chamber of Commerce, the Centerville YWCA, the Hawthorne School Program and the Lorain Educational Task Force.

I am a member of the Eastern Stars. I am a 13-yr, life member of the Negro Business and Professional Women ( ) chairperson. In my recently elected ( ) of 1200 women. I am a member of our local NAACP and have served as a board member ( ). I am a member and the public relations chairperson for the Friendship Baptist Church.

I have 14 years office experience, ranging from receptionist, PBX operator, clerk, ( ) as a B.F. Goodrich employee.

Keeping lines of communication open, respecting the rights of others is an integral part in the smooth operating office and ( ) for satisfied customer.

I pledge to uphold and follow the rules and ( ) by which this office serves.

I am married and reside with husband, Richard at 0000 Lane Drive in Centerville. Thank you.
Our next speaker... Margaret Brown

Thank you for the opportunity to speak to you as the Democratic nominee for King County Recorder.

My name is Margaret Brown. One of the first things that I have learned as the working candidate is that few people know what a county recorder does.

Very simply a recorder records public instruments and keeps them on file for public information.

It goes without saying that these records must be accurate, accurately filed and accessible to the public. The office of county recorder is self-supporting and is not a profit-making organization.

Its prime function is to provide service at the actual cost of that service to the general public. If you try to make a profit, the additional cost will be passed on to the consumer and you have an unnecessary cost added cost.

The Laws of the State Revised Code clearly state that the recorder shall be the ( ) of records. If elected I take sworn oath to abide by Section 317 of State Revised Code regarding the duties and responsibilities of the recorder.

I would like to make mention of the fact that the fees and rules of the County recorder are set by State legislature and the budget is subject to the approval of the county commissioners.
There is no room for personal whims in the administration of policies.

If it is to function properly, it must follow the guidelines of the State Revised Code, and not branch out into policy-making confrontations.

I have no doubt that there are some areas presently existing in the revised code which would benefit from revision. This, however, does not fall in the administrative scope of the recorders office.

In my mind, the job of county recorder elected by you, the public is to administer existing procedures with efficient courteous and conscientious attention to public needs. After all the records on file with the King County Recorder are your records and not the Recorder's.

More concentration must be given to improving and updating the office as this county continues to grow.

Cooperation must exist with other department heads if the office is to function properly.

I'd like to bring back harmony and cooperation to the Recorder's Office.

I feel extremely fortunate to have as my county chairman the former County Recorder, Leona Morrison who served you with quiet dignity for 24 years.

I have no other commitments, special interests, other than you the general public.
I will keep and hire only the qualified in order that service to you will be top priority.

I would also like to make mention of one other fact. Four judges have already ruled that the recorder must sell the microfile at a reasonable fee.../06/

and that's, that's just what I've got to say. She should comply by the law. I would comply by the State Revised code and regardless the issue is not whether it is right or wrong but whether you must follow the guidelines of the code and the courts. And that is my only feeling toward the whole thing.

Thank you.
Thank you very much Mr. moderator, Leo, Rev. Green and all my neighbors in the south end.

After all I am kind of a privileged character up here on this end of town. I've been scolded by more of these people then the rest of you have been.

Rev. Green has taken me to task a few times and ammm some of the other people that I can see here in the south end when I was young I was told off.

I can remember one lady in the room here and I'm not even gonna tell you who it was--when I was mayor of Middletown and there was a telephone complaint I called on. And she made an unreasonable request. And you know I had to TELL her it was an unreasonable request. She looked at me and said I mighta known I wouldn't get anything from you. I got the same kind of service when you were my snotty nosed paperboy.

C: laughter

B: I feel very much at home-- when I was up here at Hamilton School and we got out of there and they said maybe one of our boys could make it Ya know ( ) we had a dream you helped me become Mayor of Middletown.

Then I went on to serve in the Governor's cabinet, came back to Middletown and with your help have been Treasurer in King County for 13 years.
And all of this time I tried to serve you with honor and dignity.

And there have been millions and millions and millions of public tax dollars that have been collected and certified under my jurisdiction and administration.

I think it is an important thing that every penny of this has been accounted for.

These important tax dollars that practically every candidate here has talked about... those tax dollars serve every governmental service that you've heard about here tonight.

My job's to see that their done and accounted for and distributed properly

I represent you
I can say this to you I believe because you know me you know my family

Along with Leo and some others we struggle up here at this Little League South and see that we're playing ball and many of you sit in the stands and support them.

You know me so I'm going to tell you that I feel this is my responsibility to everyone and it's to do the very best job that you can. Do it with courtesy, and efficiency, honor.

I think I have the valuable trust the people have given me to serve in public office to collect millions and millions of tax dollars and then to account for them properly.

and the last and maybe the most important thing is this
every person is treated with equal respect and do you want to know how I learned that real quick up on the south end.

Over at Hamilton school we started in the football program that we had in the sixth and seventh grade.

I couldn't run fast enough to be an end so they made a tackle out of me.

Bill T—- served on one side of me, Froggy C— was on the other side—- Jimmy S—- was there and Nick DeM—- and the Yagowski boys were on there—- we all together and there I was between Bill T—- and Froggy C—-

and I found out something real quick that If Bill T—- had a blocking assignment and got a little lazy and didn't get his man I got clugged

and then you know I thought it best that Bill learn a lesson; if I missed my man, he got clugged.

laughter

but I think the most important thank I found then
I hope this isn't too corny because I mean it from the bottom of my heart

Bill got smashed in the nose and I got smashed in the nose and the block started running down and you know it looked the same on both of us.

"that's right" mmha...
B you couldn't tell if it was black blood or white Irish blood or what it was. It was blood because we didn't take care of each other

C muffled chatter from audience

B so I'm telling you there is one thing I cherish in public office is the opportunity from the day you are installed to put your hand up and say: I swear before God to do my best,

Thank you.

C Amen... (single voice)
Gil Kirby, County Treasurer

Thank you very much 
Mr. President, members of the association 
and guests, colleagues ( ) 
grateful and honored to be allowed to 
come here once more.

There's one fine thing that we heard 
this year. I'm very proud of it.

At the annual banquet this year when your 
State Secretary Ted Hammer said that Gil 
Kirby was one of those few ( ) 
and that for two years of service with 
him on the local, uh, commission on 
local government service, I voted with 
him consistently with him on township 
government. I think that's a fine 
statement and I'm proud of it.

I have less than three minutes— 
two and a half. What can I say to 
you that I can say in all sincerity.

Well, I want to remember something that 
my father said to me along time ago. 
He said if you tell the truth then you 
ever have any trouble remembering what 
you've said.

Alright, so four years ago I said to you 
if you recall, if you re-elect me I'm 
gonna hold my arm up and take the oath 
of office and I'm going to swear to you 
before God and the people of the county 
that I'm going to obey the law of the 
state and the nation and that's all any 
county official can do.
County government like township government is an arm of state government.

We follow the statutes as you do. I promise you that I will continue to maintain a staff of qualified people who are courteous, who respond to you, who are efficient and with what we have available to give people equal treatment to everyone.

I don't care if this is the richest person in the county or the poorest. They must be ( ).

I worked with most of you, all of you in fact all over the years in those budget hearings and trying to work out some of the problems.

Many of you are my close friends ( ).

Well I'll say this to you again. I only make that one promise to you, if you make it possible I will hold my hand up next year and I'll take that oath of office before God to obey the law.

Thank you very much.
A: John Jones, candidate for 54th District State Representative

B: audience remarks: "give 'em hell, John"--laughter, cheering, clapping.

C: Want to thank, uh, our MC very much, that makes, uh, I get my name pronounced right about one out of ten times--you're a great man for doing that for me

C: uh, /pause .03 sec./ except it takes away part of our joke

B: audience laughter

C: thank you all thank you to the Booster's Club for inviting me here, I appreciate it very much. um, my name is John Jones and I'm running for State Representative from the 54th District which does include Middletown--it does make up about half of the district.

uh presently I am the full-time city prosecutor and I've been doing that for two years and I believe that experience gives me uh an outlook of the problems we uh have in this area.

I also uh been a former employee of Steelworks in Centerville until I've worked with the working people of this community uh

I also worked previously at Legal Aide in Middletown and uh I've learned to ( ) the problems we have in this area--this state representative area

I ask you to allow me to go to Columbus and represent your interests
as your interests have been represented in the past by George Smith the former State Representative from this district.

Briefly I would like to say that I have a great desire to push for education and uh I would make sure ( ) would get proper funding that it needs.

Now part of education is extra-curricular activities and I believe that the profits from tonight's dinner would go to for your Booster's Club and uh functions like band and sports and drama are all important people. They all help to develop young people to have strong personalities, gives them an interest for their future. Gives them more in high school except just working...gives them an interest say in dramatics, interest in music, these things are important and they should always be a part of the educational process.

and I think you see alot of times when we run out of when we have problems with money in school systems well we have to do away with the football team, have to do away with the band and uh do away with our dramatic program. Well I hope we can keep up the money for education so that this will never happen in this area and hopefully it will never happen anywhere in the --State of Ohio

I thank you very much.
Representative from the 72nd District
Mary Johnson

Thank you Mr. Chairman
Good evening ladies and gentlemen

I am Mary Johnson and I am the Republican candidate for the 72nd House Seat which is now occupied by Mrs. Beck.

I am not a stranger at all in this area. I was born in Middletown and I lived three doors from the Villa on Lake Avenue until the fifth grade and I used to attend the 5 room school house which is now an apartment on Lake Avenue.

After my marriage 28 years ago, I moved to Vermillion and we are property owners and taxpayers for that length of time.

I have served on the Venice City Council for six years and was President of City Council for two years.

So I feel that my background and experience will help me to represent you in the State Legislature.

uhmm, I am a mother and a housewife and ah businesswoman.

I resigned my job in June so that I might devote full time to campaign and also be a full-time legislature for you with no other business interests to interrupt my time.

Some of the concerns that I have talked to people about in the 72 District include

local government control
Revenue that meet appropriations
and I have a motto that I had during
the primary and I'll stick to it if I am
elected: "If we can't fund it, we can't
afford it." There must be money to
meet the appropriations.

There also must be promotion of jobs and
employment instead of welfare and
"Halloween Handouts"

The development of tourism and recreation
programs, highway expansion, equitable
equitable utility rates for both consumer
and utility companies.
Benefits for senior citizens on the
fixed incomes, including housing programs

Also I would like to see clarity of issues
on the ballots and I know that there are
alot of people in this room who have
been misguided when they've gone to the
poles and found that they had to vote
negative if they wanted an issue to
pass
or vote affirmative if they wanted to
defeat it and I'd like to see that
changed in the state

uh also audit into welfare abuse
funds for education. For the fiscal
year 1975 33% of the appropriations
went to education and I think we should
do better.

uh it would take a constitutional
amendment though to appropriate any
percentage of the income tax or the
lottery money for edu., specifically
for education.
I would like to see pollution and erosion control for public property and loan programs for private individuals, conservation of productive land and I would LOVE TO SEE pride of private and public property initiated in our school systems and in our homes.

Thank you ever so much,
I need your support.
Mr. Chairman, uh ladies and gentlemen fellow candidates

uh
I want to say thank you and
I want to apologize at the same time
I'm gonna have to leave.
I'm not going to another political meeting
am team physician for King High School.
It's a home game and this happens to be
the only Saturday night game. ( )

All I want to say is that I have served
as county coroner since 1973.
I believe we've done a good job.
Despite rumors that I was not going to
campaign which obviously now proven
that I am going to campaign or any
rumors that if I was elected I was
going to resign...
Those rumors are utterly ridiculous.
uh, I think this job is an important job
and I pledge to you if I am reelected I
will continue to do a good job

and I apologize once again.

Thank you.
Thank you John, members of the CAP council, candidates and all my friends looking around the hall, I know all of you and hopefully you know me.

I'm ah seeking my fifth term as State Representative from the 53rd District.

And as a rule every two years both the candidates come around and tell you what sweet kids they are and how you should vote for them.

That's fine that's part of the game.

But I think the real criteria of any incumbent is his record. That's all he can point to.

and that's all he can ah run on that's his record.

And his record will either show that he supported the aims and ideals of the organization we have here this evening or his record will say that he gave them lip service in being a candidate.

I tried my best in 16 years as a legislator to be aware of the aims and goals and the problems of organized labor and

I used this term advisedly; when I say organized labor I am talking about the rank and file--the average person. That's been my prime concern over 16 years and
if I am reelected
and sent to Columbus, it will
continue to be one of my prime goals and
prime concerns, so again
I ask for your support
and your help in the coming
campaign.

Thank you very much.
A: William Adamski, candidate for County Commissioner

B: First thing I would like to do here this evening is to ask for the support and endorsement of the CAP Council.

In addition to that I would like to ask for the endorsement of those in the audience...

You are going to have an opportunity to vote for two county commissioners on November 2. I hope you will give your consideration to a fellow by the name of Fred Bauer and William Adamski.

In exchange for that endorsement and vote what I have to offer is experience of two terms on City Council.

While on city council, I dealt with hundreds of pieces of legislation, uh several affects most of us here--about all of us here...

The utility rates we all enjoy presently, I voted 100% of the time against them.

Not simply because it was a popular stand at the time. I did some homework on it.

and I traveled to Columbus. In fact and umm and presented our case against the telephone company to the PUCO.
The sanitation rate increase being purported presently, goes alittle like this:

Big industry and the owners of apartments are asked to pay no increase. Retirees, citizens like you and I, homeowners are asked to pay a 100% increase.

Sounds like the same old story, the big guy gets off scott-free and we get double the rates.

I thought a few things ought to happen before we talk about rate increases.

I thought perhaps big industry ought to carry its fair share. I thought the guys that own apartments ought to carry their fair share.

I thought we ought to cut some costs.

Until those things happened I had a one word answer to the rate increase, "NO."

As County Commissioner, I'm not going to pretend that I'm gonna have all the answers.

I may make some mistakes while I am there after all I'm only human.

All I can do is promise you a solid effort.

My name is William Adamski.
I'm running for County Commissioner.
I'd appreciate your consideration.
Thank you.
Good evening everybody

You know when I was here in May, Joe took all my time and tonight Grant gave the speech I was going to give word for word, right here everything I was going to say

So, I'll...guess I'll just, uh, will what shall I talk about?

I think you all know me. I think you know all about my office because I've been here earlier this year and talked about my office to you.

I would like to thank everybody in this club for all the help they gave me four years ago.

and when I sent out petitions this spring I couldn't believe the response I got on them.

I would like to thank the girls that are here and worked for me, particularly my chief deputy without whom I couldn't do anything, she's my right arm that's for sure.

and, uh, other than that I'll just say, get out and vote for all these good Democrats, every one of them

and be sure to vote for the shortest speaker that ever comes in front of you and that's Nancy Nelson.

Thank you.
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A: one of the other candidates up for re-election is our County prosecutor and he has a fellow who's another nit picker that likes to do a little arm twisting and twistin' it in ya, and up to his good OLE tricks again. But I think we have a county prosecutor who has been a fearless man who has ( ) in this county because it is a growing county. But he has handled the job admirably and he's gonna handle the job in the next four years admirably. He's going to be re-elected and we're going to put him there. WE don't like the style of the other guy—no way. Joe Greene...

B: Thank you Dick
and thank you candidates

Good evening ladies and gentlemen....

Before I make my remarks 'cause I'm not used to having nice things said about me...

but is there a newspaper reporter here? there is, okey we're being covered tonight which is different from what normally happens

other candidates have spoken very nicely of me probably found I've been abused more than others because my opponent has been absolutely lying.

and what happens is we go down to these talks and do our speeches and my opponent gives his speech and tells lies and I get an opportunity to rebut and I tell them how it is

and when I'm done the people there believe me like they should because its true and you know what happens cont'd.
I want thank
Elyria Band Booster
inviting me here tonight

I also belong to band
booster at Lorain Catholic
I know how important
organization is
to school and band
I remember band last
year...

name is Lt. democratic
candidate for CE
while this position
probably doesn't mean
too much to many people
when they go into the
ballot box, I think one
of most important jobs
you might vote for.
There are 18 townships
in Lorain Cty. need
engineering services
take care of townships
and rural areas
responsible for tax map
department at Cty Adm.
Bldg.
responsible for guidance
of road control
& other incidental items
the average person not
aware of.
like to continue the present
services
but in addition
start new programs
drainage
& road?
not been started in last
8 years
appreciate your support in
fall & thank you for inviting me here tonight.
Mr. Chairman, students, colleagues, friends one of First people start univ. denied trusteeship because not in right party was assist. prof. helped for: U.S. Steel group big business--Lor. Cty. $130 million spent 1350 employees; 280 CETA jails sewers taxes 9 levies public welfare What Commis. should be... are part-time commissioners Club Anonymous opponent 8 yrs in club anonymous he replaced commis./same party then he said "We need a new start" I say; we need it again. he claims experience many people doing lousy job in gov. keeps secrets conversations confined to private office & backrooms Buck i. carefully passed to other officials. Prosecutors office-needs assistants Juvenile Court needs travel $ Oppon. camp. mgr. on Cty payroll & uses cty own car
you find qualified candidate competent knowledgeable accountable dependable responsible a positive achiever integrity record of adminis. mgn. leadership of organiz. skilled in communication & listening community action make Lorain Cty. a better place live & work 25 yrs. employment supported all of mankind

As commiss. I pledge live within cty. income no deficient spending after 16 yrs. chg. needed countywide represent. restore checks & balances

my fresh determination prove work all people candidates on the opposite ticket all welcome the fact if I am elected they happy to work with me. sure this is what voters want & need with your concern sometime can be done for all it. and remember you are the winners if you elect commissioner

Thank you
Thank you very much members of the CAP council and ladies and gentlemen.

I am here tonight in my campaign for re-election to the House of Representatives from the 5th

As most of you know this is my first term in the legislature and I feel that I have learned a lot when I was down there.

I worked very hard and I have tried hard to understand the issues and be fair to all parties.

I try to keep an open mind and listen to all sides I think is most important thing that an elected official can do.

I have had occasion in the past where I have sat down with members of this organization to listen to your views pledge to and if re-elected I will continue those efforts.

I think we can make it even more frequently then we did before. Because I am interested in hearing from you people and representatives about the issues which are important.
Republicans who voted in favor of the Minimum Wage Legislation

I have been particularly active in Consumer Issues

and I voted in favor of the __________ formula
Rate Structure
and to establish the people's council which was something that organized labor has recommended to members of the legislature

During that particular debate, I was instrumental in eliminating the special __________ clause which had been inserted in the bill.

I'm not quite sure how it got there; had it stayed there it would have been detrimental to the home owner.

So I come here before you as someone I think has shown that votes with organized labor and I feel those positions are fair.

And I don't kid you there have been cases when I haven't main
I will __________ an open line
I will attempt to talk to your people. I will attempt to meet with your representatives to solicit your views.
in uh that spirit I ask for your support in my bid for reelection.

Thank you
Thank you very much

I enjoyed dinner
uh good luck on your
band boosters

I passed out some of
these cards so not
going to belabor you
my qualifications
going to share with
you alittle preview
Rick Zarbaugh gave
both Mike and I five
questions but
knowing how people don't
read answers, I thought
give your questions, give
you my answers
we're ahead by about three
weeks

1) why most qualified to be
common pleas judge
answer is I have experience
26 years of it
both in public and private
sector
also I have right temperament
I hope--well I trust I can
listen with an open mind
analyze with a probing
intellect and decide fairly
and justly.

2) what do improve court
procedures
actually we are in the third
year of new civil rules of
procedure as Joe pointed out
we have new criminal rules of
procedure
The new court rules are really
excellent and about July, 77
they have a new system of rules
of evidence, so that, I think
our supreme Court is really
riding herd
jails are crowded and we are not just turning from the idea of reformation to the idea that punishment is the only answer. Last but not least I like to be your com. pksjudge. November 2 vote for. Thank you very much.
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