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Melting a Solidified Pot

In a cruel world full of discrimination, Democrats like to pride themselves for being the “Change that matters (Democrats.org).” In the Democratic Party platform under the plank “Protect our values, “the Democratic Party expresses their drive to create a world free of judgement and prejudice. Whether it’s a person’s race or sexual preference, the Democratic Party would like to create a “safeguard” for “vulnerable minorities.” The democratic “protect our values” planks states “Our values of inclusion and tolerance inspire hope around the world and make us safer at home (Democratic plank).” That statement is the thesis of the plank. The Democrats support their thesis with each subsection in the plank. Also, they believe that everyone should be included in social safety, therefore there is no qualifier. When Americans can combine together in the melting pot, then the American society will be truly be safe from discrimination and separation. The Democratic Party views everyone as equal and emphasizes the need to treat everyone as so. In this platform they use many rhetorical devices to convey their message. They capture their readers with their numerous appeals to the Aristotle triangle to ultimately win the election.

The most important aspect of this platform is the audience. Although the intended audience is everyone, it is more targeted toward voters. As a political party, the Democrats main focus is to persuade **and inform**. They must select their words wisely to convince the audience that they have their best interest in mind. In the “protect our values” plank the Democrats stress the need for cohesion in a productive society. **Throughout each subsection in the “protect our value” plank the Democrats list many minority groups to reiterate the fact that we are all one.** This need for cohesion gives the Democrat party an advantage. Upon expressing that everyone is equal, they are more likely to attract a plethora of diverse people to their party. **One of the anticipated results of a political platform is to attract voters.** In the Democratic platform, the Democrats use different rhetorical devices and strategies to captivate their audience.

There are several rhetorical devices used in the “Protect our values” plank in the Democratic Party platform. One of the most prominent appeals used is Pathos, or the appeal to emotions. The Democrats uses powerful phrases such as “perpetuate the evil” to sub-consciously access the reader’s emotions. Also the Democrats occasionally mention controversial topics such as Donald Trump statements as a whole. Such topics has the ability to spark up emotions in the certain readers, compelling them to want to vote in favor of Democrats. In addition to the topic of Donald Trump’s statements the Democratic Party also briefly mentions President Obama’s Presidential Memorandum speech, in which they applaud him. By appealing to the reader’s emotion, the democrats are gaining trust. **The emotional phrases and memories allows the reader to settle in a vulnerable state. When readers settle in this vulnerable state they trust and accept more easily.**

In addition to pathos, the Democratic Party slightly appeals to ethos. While not in the “protect our values” plank, it is in the beginning of the platform. On the cover page it states “As Approved by the Democratic Platform Committee.” This inform the readers that multiple people approved of this message. Attentional or not, this also gains the readers’ trust. The statement is to ensure the audience that every claim and belief expressed in the plank reflects on the holistic values of the democrats.

The Democrats stress their values. The warrants of the Democrats include equality, equity, and unity. In the plank it states “We strive to ensure that the values upon which our country was built, including our belief that all people are created equal, are reflected in everything our nation does.” **This statement the backing to the warrants.** Making sure that everyone has the same opportunities and abilities to take advantage of those opportunities is a hefty message in the Democrats’ agenda. They believe that in order to truly succeed as a country, we must thrive in unison. As Americans we should build each other up. The success of the country is not a personal success, but one as a community. The Democratic Party stresses the importance of parity. “United we stand divided we fall.” We will only flourish if we stand as one and act as one.

The “Protect our value” Plank is extremely detailed and substantial. There could be many reasons that would cause the Democrat to feel obligated to make such an exhaustive plank. One of those causes could be the diminishing factor of political correctness. More and more people are starting to abandon the tradition of Political correctness, which affects mostly minorities. The Democrats would like to blatantly inform minorities, of all sorts, that they are here for support. In addition to the decrease of political correctness, the uproar in activism

may have caused the democrats to go into so much detail in this plank. In the plank, the democrat's state they will "continue to bolster groups and individuals who fight for fundamental human rights democracy, and rule of law." With the rise of activism such as feminism or #blacklivesmatter the democrats, with this plank, can be voicing that they are standing with them. Activism surrounding minorities is very controversial, therefore the democrats feel as if it's their job to support minorities in their battle for equality.

There is one obvious exigent circumstance for this plank, the 2016 presidential election. Every election each party creates a platform to inform and persuade. In the more modern elections there have been two dominant political parties, Democrat and Republican. The two parties seem to oppose in a many views and values. The Republicans value the "traditional" lifestyle, whereas democrats respect diversity in a household. The Republican would like to reform the American society to a previous state, while Democrats would like to improve the current state. The Republicans do not have a plank equivalent to the "protect our values" plank, however their values are spread throughout other planks. Planks such as "Restoring the American Dream" and "Great American Families, Education, Healthcare, and Criminal Justice" express their morals as Republicans. Although the two parties may oppose in many values, they have a lot in common. They both share the same exigent motivation, audience, and even the methods of gaining attention, and hopefully votes, from the audience. Although the Republican Party and the Democratic Party are in opposition, they share the same purpose and approach.

In this plank there is no rebuttal, but if there was one it may be on the range of some statements "We strive to ensure that the values upon which our country was built, including our belief that all people are created equal, are reflected in everything our nation does." This is

one of the stronger sentences of the “Protect our values” plank. Although this statement is euphoric and encouraging, it is very broad and almost impossible. America will continue to breed hate, even at its slightest amount. It is impossible to eliminate hate or discrimination entirely. As their message is to acknowledge, but not to accept, that hate will somehow be in America always. This is why the Democrats make such improbable statements. Although they know that discrimination and injustice will still occur, they will not tolerate it. Democrats strive to end all discrimination and hate therefore, making statements that reflect their mission.

In the recent election, the Democratic Party did not receive the results they wanted. Hillary Clinton was short 38 electoral votes of the win, although exceeding Donald Trump’s popular vote by more than 2 million. In Clinton’s concessions speech she reflects many of the values that are present in the “Protect Our Values” plank. One of the warrants included in both the speech and the plank is unity. In the concession speech Hillary reiterates that we are “stronger together.” She explains that although she does not share some of the “values” and “visions” with the Republican Party, she has contacted Trump to offer to “work with him on behalf of our country.” Clinton’s this is the unity the Democrats echoes in the plank. Also, Clinton also mentions that the “American dream is big enough for everyone.” Both in the concession speech and in the Democratic plank inclusion of minorities has been a primary focus. Clinton wants to reassure everybody that we are one, no one more than the other. Throughout the “Protect our values” plank and the concession speech, this has been the message.

Work cited

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