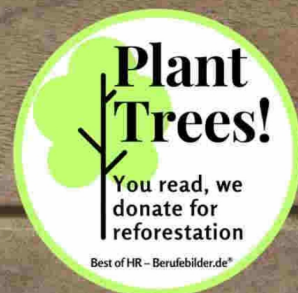


Inspire & convince people self-confidently, self-branding public relations & marketing, rhetoric charisma & communication for more success in business

Simone Janson (ed.)

Become  
**Visible**  
with Respect



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# **Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book**

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# **Becoming visible like Barack Obama: touching people, awakening emotions like Hitchcock**

## ***// By Michael Moesslang***

When Barack Obama was in the election campaign, he published an image film on his website entitled "The road we've traveled". Tom Hanks speaks. Obama hardly. Because it's about touching people.

### **The message: Powerful and energetic**

Because the winner of the presidential election will not be who has more arguments. The winner will be the one who touches more people. Emotions create presidents, just as emotions are crucial in other situations. Does the film manage to generate the right emotions?

The film's dramaturgy is classic. With the question "What do we remember?" the viewer is transported into a cheering scene from the 2008 election campaign. But immediately afterwards, Obama is faced with the harsh reality after the victory.

### **Generate emotions**

So also in the movie. The stock market, the banks, the real estate! Shown are film clips, photos, statements by eyewitnesses and pictures of Obama. It is shown alternately in two poses: thoughtful and powerful. The message: Obama acts deliberately and then energetically!

Exactly after the first quarter of the movie follows the first plot point (turning point). This is classic for feature films. In this case, a graph is shown in which the employment figures in the last months of the Bush era go down drastically. The color of the bars is red, like that of the Republicans.

### **The heroic journey: Obama, the lone warrior**

Now this begins an important and usual up and down of the hero for an exciting dramaturgy. After Obama has successfully launched measures for employment (for example, bridge building), the next crisis follows: the builders are asking for money. The lights turn out dramatically in a factory hall. The situation is serious. Even ex-President Bill Clinton has his say.

Because everyone else wants to do nothing or do nothing, it's Obama, the heroic lone fighter, who saves the auto industry. In addition a speech excerpt and a picture of the young Obama between his grandparents, who taught him how important it is

to have a job. Obama saves the automotive industry. But the next problem is already at hand: the health system.

### **Turning point in the middle of the film**

Since Nixon a topic - and again Clinton has its say. With a graph showing the skyrocketing cost, however, this graph does not have the meaning of the employment graph. It is interesting that - as in classical dramaturgy - she is shown exactly at the center of the film.

A photo of Obama's mother, who died of breast cancer and who could have lived longer with a better-funded healthcare system, will be shown. For the first time, Obama will speak for a moment. And also his wife Michelle.

### **The second plot point**

After that, it is about foreign policy: Iraq soldiers could be brought home. Bin Laden's death is also listed on the credit side. Obama refers to his feelings in this situation and supports Bill Clinton's comments. And as a proof of the correctness of the killing, a picture of Obama at the Ground Zero monument is shown.

And again as random, but for experienced presentation eyes quite clearly recognizable: after three-thirds of the film the second plot point. In the last four minutes it is about the direct benefits for the citizens and thus voters. Now it is enumerated what the individual of Obama's achievements has.

### **In the end: Obama's performance instead of crises**

It goes up. No more crises. Solutions. The pictures: First affected people, then great personalities like the Dalai Lama, President etc. and then Obama cheering people.

Shortly before the final sentence the climax. That too is classic. The employment graph from the first inflection point is now continued with blue bars (the color of the Democrats). In doing so, she keeps going up to prove for the last time what Obama has done.

Even the auto industry does not stop again after less than two years and invests all around. Here are news pictures. A true highlight! While Obama is now being cheered on by workers, children and voters, there follows a strong conclusion and then the logo of Obama and Biden, his deputy.

### **Even the words convince - and generate emotions**

In the choice of words is clear on what the central message of the film. Obama makes decisions. And the right ones. Especially if others do not know what to do. Or maybe you would do the wrong thing. Obama, on the other hand, makes the right decisions, which gives the feeling of security.