

The social movement I chose is called the “Cuarta Transformación”, which is a way of describing a period of transformation within a country, specifically Mexico. So, the fourth transformation in of itself is more than just a social movement, it is a wide-spread transformation of an entire country. To give a bit of context, the “Cuarta Transformación” (the Fourth Transformation) is a phrase coined by the current president of Mexico, Andres Manuel Lopez Obrador (AMLO for short). This phrase is defined as the fourth because there were other three transformation periods that are known in Mexico history: the first being the War of Independence, the second being called “La Reforma”, and the third being the Mexican Revolution. The Fourth Transformation is what Mexico is currently in, as it is AMLO’s campaign’s way of making beneficial change to the country. Many problems have plagued Mexico and its people for decades, including corruption/privilege abuse, privatization, elections, the economy and how it has impacted the people, and more. The Fourth Transformation-as described by the president and its countless supporters-is a way for Mexico to make progressive change for the betterment of democracy, as well as combating the problems previously stated, and it will be done peacefully (as opposed to the previous transformation periods, which included war/violence). In support of the Fourth Transformation and what it aims to accomplish, millions of people within the country come together for annual marches. As a result, there are many examples of rhetoric being used during these marches, gatherings, and overall support whenever the moment calls for it.

The first example(s) of rhetoric that I want to describe are three posters by supporters in annual marches. The first being a sign that says “La 4T No Se Toca. Derrocada La Dictadura del INE.”¹ (The 4T, fourth transformation, is not to be touched. Overthrow the dictatorship of INE (the national electoral institute). The second sign says “Más Democracia con menos dinero. Es un honor marchar con Obrador. La patria no se vende...”² (More democracy with less money. It is an honor to march with Obrador. The country is not to be sold...). The final sign says “Tenemos patria. Tenemos lider”³ (We have a country. We have a leader). All three of these signs are utilizing Logos, emphasizing the message itself. All three of these do this by the sentences being strong statements, meaning they are very direct. To go more in depth, another thing that sign 1 and 2 does well is the color scheme for the audience. Sign 1 has a white background with red and black text, while sign 2 has a red background with white text. These are very strong/bold colors, and especially in sign 1 the red text is the main focus, as it includes people who doubledowned on their support for AMLO and the Fourth Transformation through media/youtube (I didn’t include those people in the quote I gave for the first sign), as well as highlighted for us viewers the word INE, which given the context has been corrupt for decades. The INE is the national electoral institute, where parties are formed and people can vote/elect, but some parties perform corruption. For the second sign, you have a clear photo of the president alongside the text, with a rhyme that resonates well with audiences. This has been repeated by numerous people, not just written in posters. The phrase “es un honor marchar con Obrador” or “es un honor estar con Obrador” was made in support of the president, and it just works well

because it's a simple yet impactful phrase. It has implications to it, where if you don't stand with AMLO or the transformation, you have no honor. For the final sign, it is a well-made graphic of the president with his clothes being colored in representation of the flag's colors: green, white, red. The message that accompanies it is reassuring the audience or the people who see this sign that we have a leader, meaning someone who is able and ready to lead and make change for the country.

The final example I want to give is arguably the most important. There is something called the "Grito de independencia" (cry of independence or known as the cry of Dolores) in Mexico, which is an historic event done annually in order to commemorate the independence of Mexico. This is very important, as it is a ceremony where people recite this anthem/cry. Not only is it done on a national level, it is done by state and taught in schools for civil activities and commemoration of history! To give context, this cry/anthem has a specific set of lines that need to be recited. One of the most important and repeated words is "¡Viva!" (live, or long live in this case), which is used to say things like "¡Viva Mexico!" or used to say "long live" important historical figures within Mexican history, such as Josefa Ortiz de Domínguez and others. However, the president during the recent 2022 Cry of Independence ceremony in the National Palace (El Zócalo), decided to add some extra verses within the cry. The whole concept is to start with the word "Viva!" and continue on with the verses, but during the ceremony on the night of September 15th live in front of thousands, he said, "Mexicanas, mexicanos: ¡Muera la corrupción! ¡Muera el clasismo! ¡Muera el racismo!", then finished the rest of the cry as intended with "Viva México! ¡Viva México! ¡Viva México!". "Muera" means die, and in this case what he said was death to corruption, death to classism, and death to racism. This has never been done before ever in the history of Mexico, and as expected this was heavily talked about all over. This is a great example of rhetoric, as it hit the nail on the head for the rhetorical triangle, which includes ethos, pathos, and logos. No one else could have said or done this, no one else other than the president himself. Because he said the death to things like corruption, this shows his ethics and character, which makes him as the speaker feel more credible and meaningful in the words he says. Not only that, he decided to say this in front of thousands, where he is yelling to the top of his lungs reciting the cry while the rest of the crowd is also reciting along. The president says a verse, and the crowd responds with "¡Viva!", but they also had to respond with "¡Muera!" when it came to those extra verses. It further amplifies the connection between the speaker and the audience, as the audience took a split second to react to these new verses, but repeated it loud and confidently anyway. This had a strong emotional appeal for the audience, not only from the message itself, but because given the circumstances of where they were and how historically important it is to do this cry, people get to experience that strong sense of independence when united and have that belief of fighting for something. This also uses some aspects of Cicero's canons of rhetoric, because the president had to come up (invent) with these lines to add upon something important, and the delivery was perfectly executed. Because it is a cry, it is almost as if the place this ceremony was delivered in was engulfed in truth. Not only

that, he is holding the flag as he delivers this cry, something very symbolic and adds to how much it means to him. Overall, rhetoric is used everywhere, and it is great to see how much significance it adds to a cause, whether it be from someone who makes their own poster from scratch to show support, or the president himself making history on an annual day.



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