**The Syllabic Particulars of American Elocution**

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The syllabic particulars form the core of effective communication in the Global English world. They enable the speakers to impart their ideas, feelings and attitudes in the best possible way. This is what Cognitive Syllabics is about, which since its emergence in the late 80s of the 20th century has sought at every level to optimize the teaching-learning process by studying the functional-communicative potential of English syllabification. It was made abundantly clear that syllabification and rhythm can be used creatively as a powerful means of rhetorical expressivity. In view of this, the efficacy of the syllable-based approach in our studies of American rhetoric and elocution is also beyond any doubt.

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For our analysis we have chosen President Obama's Second Inauguration Address. His performance is highly dynamic and flexible – it is endowed with different speech mechanisms which on the whole are akin to the speaking image he strives for. To be more exact, it helps him to present himself as the embodiment of unity where the speaking experience of his predecessors are wrapped up in a peculiar fashion.

The analysis has shown that Barack Obama varies his voice parameters and modulate his loudness, tempo and rhythm consciously by means of English syllabics. In other words, by relying on the syllables as the basic articulatory units of speech, he makes people both interested in what he is saying and understand his ideas and pronouncements.

To sum up, the use of purely American syllabic characteristics makes one’s performance absolutely unique and original.

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