

Today we are launching a campaign called "HeForShe."

Challenging people to choose to support her.

I am reaching out to you because I need your help. We want to end gender inequality—and to do that we need everyone to be involved.

Inclusive language challenging everyone

Venture/endeavour
Sincere tone

This is the first campaign of its kind at the UN: we want to try and galvanize as many men and boys as possible to be advocates for gender equality. And we don't just want to talk about it, but make sure it is tangible.

Ardent tone
No one has done it yet

inclusive accessible

forceful
-wants people to take action

I was appointed six months ago and the more I have spoken about feminism the more I have realized that fighting for women's rights has too often become synonymous with man-hating. If there is one thing I know for certain, it is that this has to stop.

Challenging awareness

Past tense to demonstrate growth

positive ramifications due to the action

analogy
personal growth

imitation of change
reoccurring m

For the record, feminism by definition is: "The belief that men and women should have equal rights and opportunities. It is the theory of the political, economic and social equality of the sexes."

logos
reinstatement

I started questioning gender-based assumptions when at eight I was confused at being called "bossy," because I wanted to direct the plays we would put on for our parents—but the boys were not.

Stereotyping

men are usually the ones to be in control

Personal challenge
difficulty faced

When at 14 I started being sexualized by certain elements of the press.

anecdote

Alluding to her acting career
Stereotyping how celebrities should act + behave

might give birth to a child one day. These influencers were the gender equality ambassadors

that **made me who I am today**. They may not know it, but they are the inadvertent feminists

who are **changing the world** today. And we need more of those.

reflective tone

truncated sentence to emphasize the need for change.

And if you still hate the word—it is not the word that is important but the **idea** and the

ambition behind it. Because not all women have been afforded the same rights that I have.

In fact, statistically, very few have been.

In 1995, **Hilary Clinton** made a famous speech in Beijing about women's rights. Sadly many

of the things she wanted to **change** are still a reality today.

Sombre tone

emphasising lack of change

But what stood out for me the most was that only 30 per cent of her audience were male.

How can we affect **change** in the world when only half of it is invited or feel welcome to

participate in the conversation? rhetorical question to make the audience reflect on Watson's point

Men—I would like to take this opportunity to extend your formal invitation. Gender equality

is your issue too. persuasive text/tone - target male audience

proving her point to have equality - direct address

societies expectations

Because to date, I've seen my father's role as a parent being valued less by society despite

my needing his presence as a child as much as my mother's.

(consequences due to other's beliefs and ideas)

I've seen young men suffering from mental illness unable to ask for help for fear it would

stastical language

make them look less "macho"—in fact in the UK **suicide is the biggest killer of men between**

20-49 years of age; eclipsing road accidents, cancer and coronary heart disease. I've seen

language.

Personal growth

- change in character

attempt

to contrast the meaning

logos

how the world has or hasn't transformed

Still using personal reflections/experience

Stereotyping/ideal pathos

- confronting language.

know if I am qualified to be here. All I know is that I care about this problem. And I want to make it better.

Someone needs to make the change.

And having seen what I've seen—and given the chance—I feel it is my duty to say something. English Statesman Edmund Burke said: "All that is needed for the forces of evil to triumph is for enough good men and women to do nothing."

personal challenge

In my nervousness for this speech and in my moments of doubt I've told myself firmly—if not me, who, if not now, when. If you have similar doubts when opportunities are presented to you I hope those words might be helpful.

inspiring tone/language

Because the reality is that if we do nothing it will take 75 years, or for me to be nearly a hundred before women can expect to be paid the same as men for the same work. 15.5 million girls will be married in the next 16 years as children. And at current rates it won't be until 2086 before all rural African girls will be able to receive a secondary education.

Persuasive use of statistics

logos - factual information - confronting

If you believe in equality, you might be one of those inadvertent feminists I spoke of earlier.

And for this I applaud you.

We are struggling for a uniting word but the good news is we have a uniting movement. It is called HeForShe. I am inviting you to step forward, to be seen to speak up, to be the "he" for "she". And to ask yourself if if not me, who? If not now, when?

transitioning

inclusive language

rhetorical question

Thank you.

reoccurring motif - inspiring quote/tone