

# In 60 Seconds: Soundbites



# What are soundbites?

Soundbites are short, memorable phrases or statements used in speeches, interviews, or media to quickly convey a message or idea.

- They are designed to capture attention, simplify complex issues, and leave a lasting impression on the audience.
- In politics, soundbites are often used to distill a politician's stance or policy into a catchy, easily repeated line that can be widely shared, particularly by the media.

# Some well-known soundbites

- "Make America Great Again" – Donald Trump
- "Yes We Can" – Barack Obama
- "I have a dream" – Martin Luther King Jr.
- "It's the economy, stupid" – Bill Clinton's campaign
- "Axis of evil" – George W. Bush



**It's the economy,  
stupid**

*William J. Clinton*

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if you agree that the  
**ECONOMY** and not the  
**MORALS** should be  
the **MAIN TOPIC**  
of present day debate...

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**YES,  
WE  
CAN.**

