

6.02 Evaluating a Speech

| Lines from the Speech | Logos | Ethos | Pathos | Example/Impact on the Audience |
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| Example: "We are confronted primarily with a moral issue. It is as old as the Scriptures and is as clear as the American Constitution." | | ✓ | | This is an example of ethos because Kennedy is working to establish credibility with the audience. He wants the audience to trust in what he is saying. Kennedy lets the audience know that they are facing a battle that has been around for hundreds of years. |
| "The Negro baby born in America today, regardless of the section of the Nation in which he is born, has about one-half as much chance of completing a high school as a white baby born in the same place on the same day, one-third as much chance of completing college, one-third as much chance of becoming a professional man, twice as much chance of becoming unemployed, about one-seventh as much chance of earning \$10,000 a year, a life expectancy which is 7 years shorter, and the prospects of earning only half as much." | ✓ | | | In this part of his speech, JFK is using details to effectively make the listener realistically think about what he is saying, in a real-world way. |
| "We preach freedom around the world, and we mean it, and we cherish our freedom here at home, but are we to say to the world, and much more importantly, to each other that this is the land of the free except for the Negroes; that we have no second-class citizens except Negroes; that we have no class or caste system, no ghettos, no master race except with respect to Negroes?" | | | ✓ | JFK here is trying to explain the principles in which the country was founded on. He is trying to compare that to the current state of the country. Through this statement he is asking the viewer why it is different for them. This helps them connect with him on what he is saying. |
| "A great change is at hand, and our task, our obligation, is to make that revolution, that change, peaceful and constructive for all. Those who do nothing are inviting shame as well as violence. Those who act boldly are recognizing right as well as reality." | | ✓ | | In this instance, JFK is trying to explain that something needs to happen for change to happen. You can't just sit around and expect something to happen. He is asking the viewer to do their part to help combat this problem. |

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| "One hundred years of delay have passed since President Lincoln freed the slaves, yet their heirs, their grandsons, are not fully free. They are not yet freed from the bonds of injustice. They are not yet freed from social and economic oppression. And this Nation, for all its hopes and all its boasts, will not be fully free until all its citizens are free." | | | ✓ | Just like in the part where he explained the founding principles, JFK is trying to use facts from history to help exemplify what he is saying, to make a connection with the viewers. |
| "Who among us would be content to have the color of his skin changed and stand in his place? Who among us would then be content with the counsels of patience and delay?" | | | ✓ | JFK here is trying to make the audience think to themselves "Do I want to be treated like that if I were in their shoes?" He also makes them think of one of the oldest rules of all time "Do unto others as you would have them to unto you." |