

Martin Luther King Jr.
"I Have A Dream Speech"

I. The Exigence

1. This speech took place during the March on Washington on August 28, 1963 as part of the Civil Rights Movement. MLK Jr. was the key speaker at this event and a figurehead of the movement.
2. That he sees the future to be equality amongst African Americans and Whites.
3. This was a key speech/event in the Civil Rights Movement. It is one of the most well known speeches of today.

II. The Rhetor's Purpose

1. The goal was to change the minds of those who opposed them. To persuade them to join their side of the movement.
2. They sought to change how they viewed African Americans and to persuade them to fight for equality and integration, not segregation.
3. He used the history of America and its key documents (i.e. declaration of independence), along with the current status of African Americans. He also used his vision and dream of what American could be with equality.

III. The Rhetor

1. He is a beautiful speaker and well informed on the topic.
2. MLK was a very effective communicator, as he doesn't use overly complicated words and is very direct with his message. I understood the meaning of this speech in 4th grade.
3. The audience was very involved and on his side. They loved his speech, they clapped and cheered often.
4. He was speaking in English, but he also used some body language.
5. This was a very formal speech, but he kept it from being overly complicated so that all could understand his message.