

## Project: Rhetorical Analysis of a Speech

Use this website to find a commencement speech. This is a long list of speeches. Find one that appeals to you!

**[apps.npr.org/commencement/](https://www.apps.npr.org/commencement/)**

Your Job:

1. You will explain whether or not your chosen speech is effective in communicating its message.
2. You will explain how effectively the speaker uses rhetorical strategies (logos, pathos and ethos) to communicate that message.

I would suggest explaining how the speaker uses the following rhetorical strategies:

Logos is a Greek word meaning logic. Logos is a literary device that can be defined as a statement, sentence or argument used to convince or persuade the targeted audience by employing reason or logic.

How does the speaker use logic in their speech?

Pathos is a quality of an experience in life or a work of art that stirs up emotions of pity, sympathy and sorrow. Pathos can be expressed through words, pictures or even with gestures of the body.

Pathos is an important tool of persuasion in arguments. Pathos is a method of convincing people with an argument drawn out through an emotional response.

How does the speaker play on your emotions in their speech?

Ethos represents credibility or an ethical appeal which involves persuasion by the character involved. It is a means of convincing others of the character or credibility of the persuader.

How does the speaker show that they are credible and trustworthy?

While you Watch or Read the Speech Take Notes:

What is the message(s) of this speech?

What are examples of logos (when did they give examples, reasons why, statistics, facts...)?

What are examples of pathos (how did they touch on your emotions)?

How did they establish ethos (how did they present themselves or what did they say that proved they could be trusted)?

## Paper Outline

### Introduction:

Name the speaker, the topic of the speech and briefly summarize their main points.

Thesis: (Author's name) effectively communicated the message of their speech through the use of rhetorical strategies.

### Body Paragraphs:

Topic Sentence: Logos was used to communicate the message.

-Give at least three examples of how logic was used in the speech.

Topic Sentence: Pathos was used to communicate the message.

-Give at least three examples of how emotion was used in the speech.

Topic Sentence: Ethos was used to communicate the message.

-Give at least three examples of how the speaker showed they could be trusted/believed in the speech.

### Conclusion:

Explain how you will apply the message of that speech to your life. How will you follow the speaker's instructions/suggestions?