



ANALYSIS OF GRETA THUNBERG'S "HOW DARE YOU" SPEECH.

September 23, 2019



SIMEON AZEH KONGNYUY

1

Who is Greta?

She is a Swedish environmental activist known for challenging world leaders to take immediate action to mitigate the effects of human-caused climate change.

2

3

4

5

6

7

8

9

Context of Greta's speech.

(UN Climate Action Summit, 2019)

Greta's short speech contained harsh criticism on the world's leader's negligence to climate change (Victoria, 2019). She made it her duty to respond to the lack of change in the world's environment in regards to climate.



Ethos: Greta's Credibility



Ethos consists of convincing your audience that you have a good character and you are credible for your words to be trusted

- ✓ Greta Thunberg has a background as a climate activist.
- ✓ She Mentions her school strike for climate, global influence and personal sacrifices.
- ✓ She Quotes: "My message is that we'll be watching you!"
- ✓ She mentions her Asperger's syndrome with reference that people with this condition didn't engage in lies and mixed messages of social interaction.

1

2

3

4

5

6

7

8

9

Pathos: Greta's Emotional Appeal

Empathy, sympathy & pathetic are derived from pathos. Greta uses this to persuade by appealing to her audience's emotion.

- ✓ Emphasis on the use of emotional language to convey urgency and desperation
- ✓ She made her audience feel guilty for failing to protect the planet for young people.
- ✓ By describing the potential consequences of inaction, she instilled fear and a sense of impending doom
- ✓ She shared stories about her life when she was young and her dreams that didn't happen.

1

2

3

4

5

6

7

8

9

Logos: Greta's Logical Argument

Greta effectively employs logos by providing concrete evidence and logical reasoning to support her arguments about climate crises.

- ✓ Clear logical flow from problem to call to action.
- ✓ She presents factual data about climate change.
- ✓ Thunberg highlights the long-term economic costs of inaction on climate change, demonstrating the logical consequences
- ✓ She quotes, "People are suffering, People are dying. Entire ecosystems are collapsing."

1

2

3

4

5

6

7

8

9

Type of speech

✓ Classification as a persuasive speech aiming to mobilize action

✓ Supporting quotes illustrating the persuasive nature.

“—
I want you to panic, I want you to feel the fear I feel everyday. And then I want you to act. I want you to act like you would in a crises.
—”

Greta's speech can be classified as a call to action even though it includes elements from other speech types.



Visual aids in Greta's speech

While Greta didn't use traditional visual aids like slides or props, her body language, facial expressions and tone of her voice were incredibly effective in conveying her message which allowed her to connect emotionally with her audience.



1

2

3

4

5



6

7

8

9

Improvements that could be made by Greta

- 1  Her speech effectively highlighted a problem, but could've been strengthened. By providing more concrete solutions. e.g. prioritizing renewable energy
- 2
- 3
- 4  While the emotional appeal of her speech was powerful, adding more logical arguments could have strengthen it's persuasive nature.
- 5

6 While Greta's quotes were emotional and convincing, these few could be improved as such:

7 “——
8 You, the leaders of the world have failed us. But we, the
9 people still have the power to demand change. Let's unite to create a sustainable future

This way, Greta would have been involving a larger audience.



Conclusion

Greta Thunberg's speech significantly influenced the global climate conversation, combining credibility, emotion, and logic to deliver a compelling call to action. Her passionate delivery continues to inspire and mobilize climate activists worldwide.

1

2

3

4

5

6

7

8

9

References



1

IvyPanda. (2023, April 15). Ethos, Pathos, and Logos in Greta Thunberg's Speech. <https://ivypanda.com/essays/ethos-pathos-and-logos-in-greta-thunbergs-speech/>

2

3

4

5

Wikipedia. (2022). Greta Thunberg.
https://en.wikipedia.org/wiki/Greta_Thunberg

6

7

8

Mateusz Brodowicz. (2024, March 11). Ethos, Pathos and Logos in Greta Thunberg's speech. <https://aithor.com/essay-examples/ethos-pathos-and-logos-in-greta-thunbergs-speech>

9

Victoria M.('22). (2019, Oct 19). "How dare you!": Young people are rising up for a better, more eco-friendly world. <https://www.seisen.com/student-life/seisen-post/features/~board/seisen-post/post/how-dare-you-young-people-are-rising-up-for-a-better-more-eco-friendly-world#:~:text=Her%20short%20speech%20contained%20harsh,in%20regard%20to%20the%20climate.>