**SCLA 102: Transformative Texts, Critical Thinking & Communication II: Modern World**

**Connecting the Dots: Learning from Others (at least 250 words excluding questions)**

One of the best ways to improve your presentation skills is to learn from others. Watch Killer Mike’s speech/news conference and answer the following questions about his content and delivery:

* Mike used these persuasive appeals: *logos* (appeals to reason or logic), *pathos* (appeals to emotions or feelings) and *ethos* (appeals to credibility, including competence, character and goodwill). Which of these resonated the most with you? Please explain.
* Mike made an argument (e.g., claims, evidence and warrants) and issued a call to action. Did you find it effective and persuasive? Please explain.
* Mike used a variety of language techniques to convey his main points, maintain his audience’s interest and enhance his argument (e.g., rhetorical devices, personal/inclusive pronouns, concrete words, vivid imagery, emotive language, figures of speech, regional or colloquial expressions, repetition, alliteration, parallelism). Which of these techniques did you find the most effective? Please explain.
* Mike used definitions, descriptions, explanations, analogies and examples to help his audience understand his topic more easily and strengthen his argument. Which of these did you find the most effective? Please explain.
* Do you think Mike’s delivery style was impromptu or extemporaneous? Do you think his delivery style was effective?
* Does the assignment include *and* meet the word count *(at least 250 words excluding questions)*?

***Note: Include the word count, which doesn’t include the questions, after the last sentence of your assignment (e.g., Word Count: 275).*** *If you have questions, please don’t hesitate to ask me. I’m here to help you learn and succeed!*

The most prominent persuasive appeals from Killer Mike’s speech at the Atlanta Mayor’s press conference that resonated with me were his uses of ethos as well as logos. Specifically, I noticed he referenced events and people from the past as examples for his argument. For example, he used Coca Cola’s withdrawal from Africa to show how the government has the power to influence politics for good. By demonstrating his awareness of past events and his ability to relate them to what is happening now, he showed that he is knowledgeable in this topic and established his credibility.

Mike implored the audience to exercise their right to vote and to hold people in power accountable as part of his call to action. He outlined specific steps that the audience themselves should take, conveying to them that he intends for them to follow his instruction. Examples of this include telling the audience to fill out a census form and encouraging them to replace the politicians they disagree with. Through this, he is effective in inspiring the audience to use the resources at their disposal to create the change they want to see.

I noticed his use of vivid imagery and emotive language to illustrate his speech in the minds of his audience. One instance of this was when he described the events of George Floyd’s death and talked about how his family was affected by it as well as communities nationwide. This aided him in instilling his argument in the audience and inspiring them through pathos. Mike’s delivery style was impromptu but had aspects of an extemporaneous speech like an organized structure. I think this was effective in letting him appear closer to the audience and showed that he was speaking to the audience personally.

Words: 193

Mike, K., & T.I. (2020, May 20). *George Floyd: Killer Mike makes emotional speech about*

*protests* [Video]. YouTube. <https://www.youtube.com/watch?v=kSWasOhArfM>

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