

Communicating for impact

Speech Analysis: Steve Jobs' 2005 Commencement Speech

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EVALUATE STEVE JOBS' SPEECH USING ETHOS, PATHOS, AND LOGOS

FOCUS AREAS

Credibility
(Ethos)

Emotional
Appeal
(Pathos)

Logical Reasoning
(Logos)

Speech Type and
Improvements

ETHOS (CREDIBILITY)

Steve Jobs establishes
credibility through

- Personal anecdotes (e.g., dropping out of college).
- Professional achievements (Apple, Pixar).

EXAMPLE
QUOTE

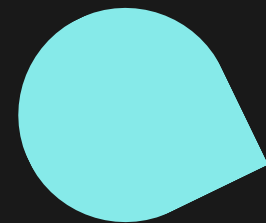
"I never graduated from college and this is the adjacent I've ever gotten to a college graduation."

PATHOS (EMOTIONAL APPEAL)

The emotional connection created
through

- Stories about overcoming challenges (e.g., being fired from Apple).
- Themes of mortality and living purposefully.

EXAMPLE QUOTE



" he said that Your time is limited, and then don't waste it living someone else's life" by Steve Jobs

LOGOS (LOGIC AND REASONING)

Logical structure with three key narratives:

1

CONNECTING
THE DOTS

2

LOVE AND
LOSS

3

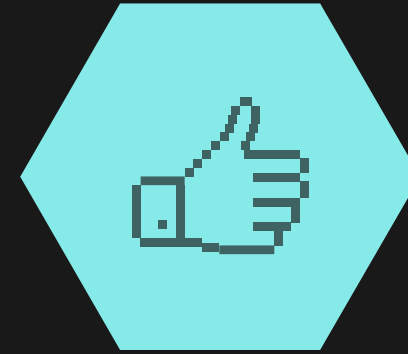
FACING
DEATH

4

EXAMPLE QUOTE

"You can't connect the dots looking forward; you can only connect them looking backward."

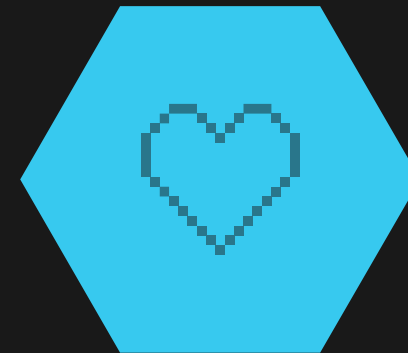
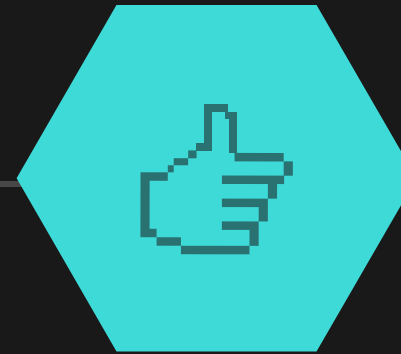
TYPE OF SPEECH



SPEECH TYPE

Informative and
Inspirational

Aligns with a commencement
format



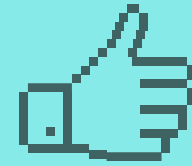
EXAMPLE QUOTE

"Stay hungry, stay
foolish."

IMPROVEMENTS

Suggestions for enhancing engagement

1



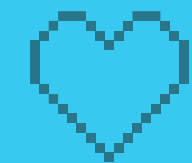
ADD VISUAL ELEMENTS OR SLIDES TO HIGHLIGHT KEY POINTS

2



VARY TONE AND PACING FOR MORE ENERGY DURING EMOTIONAL MOMENTS

3



EXAMPLE

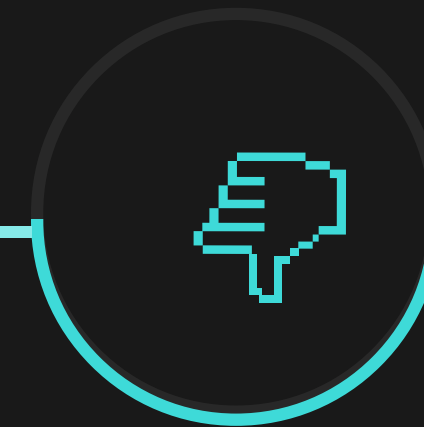
The cancer story could have transitioned more quickly to a positive conclusion.

VISUAL APPEAL OF THE SPEECH



STRENGTHS

- Calm demeanor, eye contact, and pauses enhance impact.



IMPROVEMENT

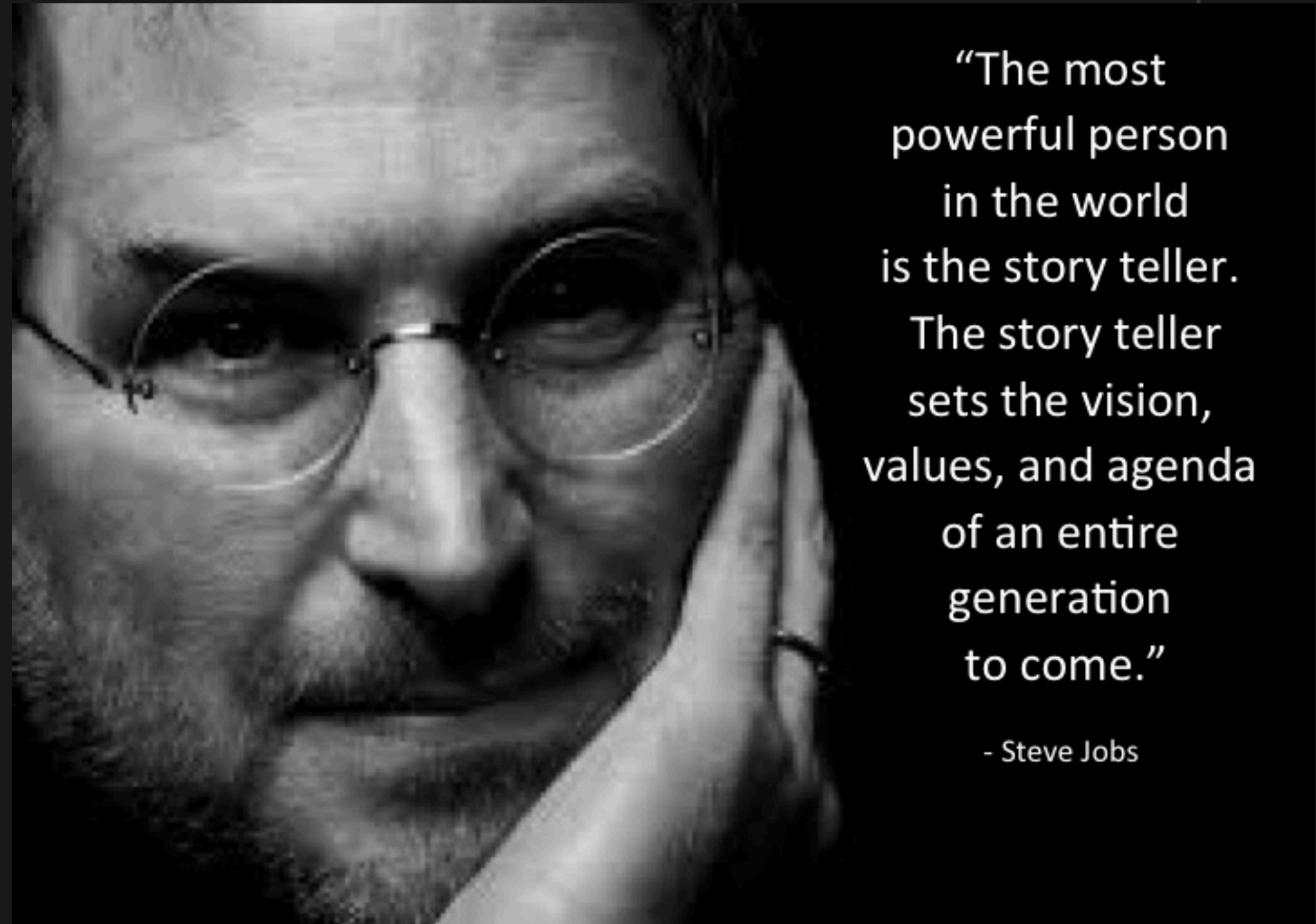
- Minimal stage setup could be enhanced with visuals or props.

SUMMARY AND REFLECTION

- Steve Jobs uses ethos, pathos, and logos to inspire his audience.

KEY TAKEAWAYS

- The importance of storytelling
- Balancing credibility, emotional appeal, and logic



“The most powerful person in the world is the story teller. The story teller sets the vision, values, and agenda of an entire generation to come.”

- Steve Jobs

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