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Martin Luther King Jr. Speech Rhetorical Analysis

In December of 1964, Martin Luther King Jr gave a speech at City Temple in London, England, presenting the case for the urgent dismantling of segregation and discrimination. In the recording of this speech, we hear Dr. King, having just seen the United States of America through the passage of the Civil Rights Act of 1964, speak of the challenges and victories in the journey to civil rights in the United States. Through variations in tone, immersive storytelling, collective language, and repetition, he leads his audience through the historical and modern causes of and solutions to civil injustice. He successfully uses an amalgamation of rhetorical devices to impress upon his audience that while much has been achieved in the realm of civil rights, there is still a significant amount of work to do.

Martin Luther King Jr.’s familiar cadence and intonation serve as the foundation for connecting to his audience. Throughout his speech, he varies his vocal tone, volume, word emphasis, and speaking rhythm as a strategic tool to indicate feelings of optimism, injustice, and urgency. While discussing the passage of the Civil Rights Act of 1964, he seamlessly transitions between a solemn description of Governor Wallace’s attempt to block integration and a bemused explanation of the bill’s filibuster in Congress. The tonal shift acts to engage the audience while framing the threat of the opposition as persistent but ineffective. Dr. King’s delivery accentuates his message and the urgency of his calls to action.

This delivery, combined with King’s use of repetition and collectivist language, strengthens the speech's persuasive power. In one example of repetition, he uses the phrase “a long, long way” in various contexts, effectively leading the audience through the progression of the movement through the past, present, and future. His repeated use of “we” and “our” cultivate a sense of community and shared responsibility. In one such instance, he states, “And so we must help time, and we must realize that the time is always ripe to do right.” Framing calls to action as a mutual effort encourages a feeling of shared responsibility between himself and the audience. Dr. King’s strategic use of language and intonation engages his audience and impresses upon them the importance of action.

STRUCTURE – “Compliment sandwich” – How things have improved – history of slavery to modern era. Still work that needs to be done – adopts a structure of problem, acknowledgement of opposition, response to opposition, call to action. Includes South Africa. By using this approach, Dr. King clearly outlines the problems at hand and the steps necessary to solve them.

IMAGERY – Storytelling language, poetic phrasing, metaphors, similes. By leveraging imagery, Dr. King creates a vivid experience in the mind of the audience, imparting both urgency and a sense of shared humanity that will spur his audience to action.

LOGOS PATHOS ETHOS KAIROS – Logos – voting numbers, economic numbers, laws. Pathos – Empathy, concern, pride, humor. Ethos – Bible, calls to morality, historical knowledge. Kairos – Mandela, Sobukwe. 1964 Civil Rights Act passage. LBJ beating Goldwater – “we can’t help”, and Wallace – segregationist. Dr. King skillfully weaves these rhetorical elements to convince the audience that work remains to further the civil rights movement and that their own actions are urgently needed.

CONCLUSION – Reiteration of rhetorical devices used. Reiteration of thesis and how proven. Dr. Martin Luther King Jr.’s masterful use of rhetorical devices ensures his audience leaves with a deep understanding of the progress made, the challenges still faced, and the path one must take to get there. He compels each listener that contributing to the struggle is not only a necessity for Black Americans but a moral imperative crucial for the progression of humanity itself.