

Speech Analysis Worksheet



Background Information:

Who is the speaker?

What is the title of the speech?

When was the speech delivered?

Where was the speech delivered? (location, event, occasion)

Who is the intended audience of the speech?

Content/Persuasive Analysis: What does the speech say and How does it persuade??

What is the tone of the speech?

What is the purpose/objective of the speech?

What is the overall persuasive technique used in the speech? Use evidence from the speech to support your answer.

Emotional Appeal: These are appeals to the emotions of the audience. What *evidence* can you find of this persuasive technique in the speech?

Logical Appeal: These are appeals to logic and fact, or to the power of reason. What *evidence* can you find of this persuasive technique in the speech?

Ethical Appeal: These are appeals based on the credibility and manner of the speaker. What *evidence* can you find of this persuasive technique in the speech?

How effective was this speech as a persuasive speech? Why? GIVE REASONS!