

ANALYZING ETHOS

2 bullet points total

- 1st bullet:
 - First, pick **direct** or **indirect characterization**.
 - Then, note the **character trait (adj.)** revealed by the quote.
 - Finally, identify the **specific role** in which the trait provides credibility for the speaker
- 2nd bullet:
 - This can be any other device that is present in the quote that you wish to analyze.

EXAMPLE 1:

In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of maximum danger. **I do not shrink from this responsibility**-- I welcome it. I do not believe that any of us would exchange places with any other people or any other generation.

- Excerpt from John F. Kennedy's inaugural address, delivered on January 20, 1961
- I.C. → courageous → gives credibility as strong president and leader
- Implication → suggests his leadership and strength amidst adversity to be unique qualities others lack

EXAMPLE 2:

We aren't going to let any mace stop us. **We are masters in our nonviolent movement** in disarming police forces; they don't know what to do. I've seen them so often. I remember in Birmingham, Alabama, when we were in that majestic struggle there, we would move out of the 16th Street Baptist Church day after day; by the hundreds we would move out. And Bull Connor would tell them to send the dogs forth, and they did come; but we just went before the dogs singing, "Ain't gonna let nobody turn me around."

- Excerpt from Martin Luther King Jr.'s "I've Been to the Mountaintop" speech, delivered on April 3, 1968
- I.C. → assertive → gives credibility as a leading activist
- Authoritative diction of "masters" creates a hopeful tone, inspiring further bravery and control in protest