

<p><b>Allusion</b> - Allusion is when one refers to the words of someone else. Including allusion in a speech gives it more ethos.</p>	<p>Referring to slave songs and the Bill of Rights are just a couple of allusions used by MLK, a technique that relies on the audience's knowledge and a shared system of values. Allusion adds credit or ethos to a speech. In other words, the people of America should care about what Martin Luther King is saying because he is quoting their Bill of Rights, a founding document of their country.</p>
<p><b>Attention grabber</b> - You can grab the audience's attention in several ways, with a quote, a joke, or a big, bold statement.</p>	<p>King starts by saying that it will be one of the most important days in the history of mankind. That's a rather bold statement.</p>
<p><b>Bond</b> - Gaining a rapport with your audience is easier when you say inclusive plurals like 'we', 'our', or 'us'. Bond is very much a part of ethos.</p>	<p>Besides referring to the common destiny of blacks and 'our white brothers', MLK also talks about 'one great nation' and repeats the word 'together'.</p>
<p><b>Destination</b> - Where is this speech going? Why should people continue to listen?</p>	<p>King sets the stage. He refers to Lincoln's promise and says it is a broken promise. We want to know why it is broken, and so we listen on.</p>
<p><b>Figurative speech</b> - Using metaphors and similes is one way of making abstractions become concrete.</p>	<p>'Injustice' cannot literally be hot, nor can oppression be 'sweltering'. That is why we call this type of talk figurative speech. MLK's speech is full of it.</p>
<p><b>Parallelisms</b> - A parallelism is grammatical construction in which the form of several sentence parts line up nicely in a sequence.</p>	<p>In the sentence that reads, 'With this faith we will be able to work together, to pray together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day,' we see the infinitive verb used five times followed by the adverb 'together'.</p>
<p><b>Anaphora</b> - This refers to the repetition of a particular idea or phrase.</p>	<p>'I have a dream' are the words we remember from this speech because MLK repeats them poetically. In essay writing this stylistic device is not usually encouraged. For the spoken language we see that it works quite nicely.</p>
<p><b>Varied sentence length</b> - Long sentences with many clauses, which state several points related to the main point like this one, can become highly effective when off-set with a kind of powerful punchy small sentence that follows shortly thereafter. This is one.</p>	<p>We see MLK doing this at the end of the fourth paragraph when he says, 'We cannot walk alone.'</p>