

Exercise #4



Creative writing Within the context of the article, King is responding to the charges of having engaged in violent activities. The author is persuading the audience to engage in non-violent approaches of undertaking negotiations. The author is able to establish his credibility as an individual through explaining the understanding of past events in relation to the matter of violent actions. Responding to these actions and accusations indicates that King has profound understanding of the underlying issues. The author demystifies the myths that have been in existence regarding the effectiveness of addressing many issues facing the clergymen through the use of non-violent actions. The direct action approach proposed by King is considered to be effective and capable of resulting in negotiations.

King uses his own authority as the person who has been president of Southern Christian Leadership Conference. The size of the organisation which King heads, seeks to establish the credibility of King's authority. His audience comprises of fellow clergymen and these people all have a previous understanding of the issues being discussed. The arguments fall into the categories of general and dismissal of evidence contexts. The general appeal is presented by his arguments and presentation of authority as leader of an organization. The presentation of various facts in a different situation indicates the dismissal of evidence.

Pathos refers to a figurative speech which is aimed at appealing to the emotions of the audience and it is one of the most powerful strategies of public speaking. It provides a way through which the author uses to demonstrate agreement with an underlying issue with the audience.

Logos refers to the presentation of a logical argument which seeks to appeal to the understanding of the audience about a topic. The presentation of

logical information which is based on facts makes the speaker to look knowledgeable on the subject under discussion. While it is a strong strategy for building credibility among the audience, many facts can confuse the audience.

Ethos refers to the form of appeal which seeks to establish the authority and credibility of the author to the audience. It seeks to present the author as someone who is well qualified to speak on the topic being discussed. It is a strategy which enables the author to demonstrate the mastery of the subject.

King uses logos and pathos as the two most effective strategies in persuading his audience in the letter which he has written. There are various facts which king presents within the context of the article which define the logic of the argument being presented. He describes the case which happened involving the commissioner of public safety and uses it to present a solution to the current situation facing the clergymen. Pathos has been effectively utilised within the context of the letter through describing the empathetic situation facing the clergymen. This is utilised when king describes himself as the president of an organisation; hence is credibility as one of the persons affected by the same issues (King Center, para 2).

References

King Center. (1963). Letter from a Birmingham Jail, Martin Luther King, Jr., 1963. Retrieved April 24, 2015, from <http://coursesa.matrix.msu.edu/~hst306/documents/letter.html>