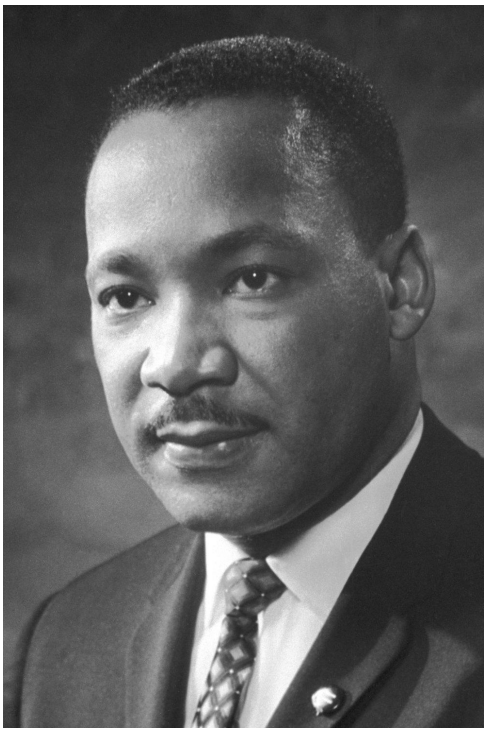
Leaders

Which 3 qualities are essential for a leader?

Who are they? Are they relevant to leadership? Why?
What made them leaders?





Martin Luther King

Task 1: Match 1-10 with a - to form expressions.

1. Civil …..	A. a goal
2. Advance …..	B. the Nobel Peace Prize
3. Accomplish …..	C. a speech
4. Racial …..	D. civil rights
5. Federal ….	E. campaigns
6. Deliver …..	F. segregation and discrimination
7. Win …..	G. law
8. Combat …..	H. rights movement
9. Lead …..	I. a boycott
10. Nonviolent ….	J. racial inequality

Task 2: Work in 6 groups of 3-4 students.

GROUP 1 – MLK: THE STRUGGLE

What was King fighting against?

GROUP 2 – MLK: METHODS

How did King try to achieve change?

GROUP 3 – MLK: IMPACT

What was King's impact?

GROUP 4 – MANDELA: THE STRUGGLE

What was Mandela fighting against?

GROUP 5 – MANDELA: METHODS

How did Mandela try to achieve change?

GROUP 6 – MANDELA: IMPACT

What was Mandela's impact?

Leaders of the 20th century
Martin Luther King's timeline

Video on Civil Rights Movement Edpuzzle

Video on MLK Jr National Geographic Edpuzzle

Biography for children - video MLK
Martin Luther King's timeline

Martin Luther King Nobel prize acceptance speech

The lunch date video

What does the woman think about
a) the black man trying to help her pick up her things?
b) the black man eating the salad?
c) What does the black man think about the woman?
d) What does this short film teach us about stereotyping?

Differentiated lesson plan

Nelson Madela

Match the halves to form correct phrases

1.	political	…..	A. racism
2.	head of	…..	B. to victory
3.	democratic	…..	C. election
4.	institutionalised	…..	D. in deep respect
5.	racial	…..	E. politics
6.	dismantle	…..	F.leader
7.	coalition	…..	G. state
8.	promulgate	….	H. government
9.	hold sb	…..	I. a new constitution
10.	lead sb	…..	J. the legacy of apartheid
11.	foster	…..	K. segregation
12.	anti-colonial	…..	L. racial reconciliation

Nelson Mandela's Timeline

Apartheid explained video Edpuzzle

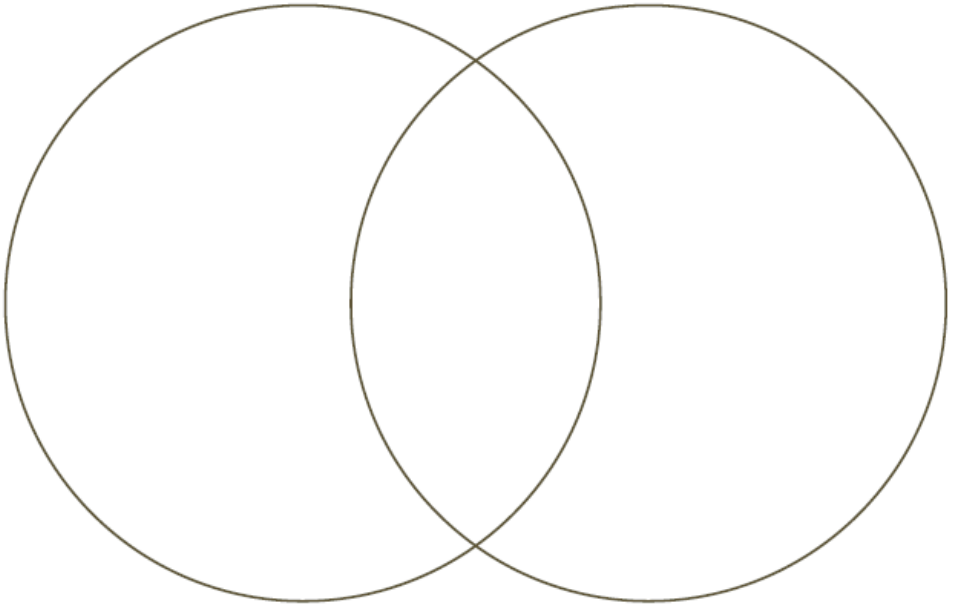
Apartheid in 90 seconds BBC

Mandela's biography

Mandela's biography II edpuzzle

Mandela esl video

Can you find any similarities and differences between the two leaders? Fill them in the Venn diagram below.



Use the words from page 89 to complete the sentences.

1. The government was in the process of …… the state-owned industries.
2. The system of racial …… that used to exist in South Africa was called apartheid.
3. The feeling among the …… of the Party is that the leaders are not radical enough.
4. His last novel was published …… .
5. She believes the research understates the amount of …… women suffer.
6. The leaders were often more concerned with status and …… than with the problems of the people.
7. The new law was finally …… in the autumn of last year.
8. The government has refused to …… with the strikers.
9. We must try to …… poverty and illiteracy.

‘I Have A Dream’ has been widely acclaimed as a **rhetorical masterpiece**.

What is Rhetoric?

Here are some famous definitions:

Plato: [Rhetoric] is the “art of enchanting the soul.”

Aristotle: Rhetoric is “the faculty of discovering in any particular case all of the available means of persuasion.”

Cicero: “Rhetoric is one great art comprised of five lesser arts: inventio (invention), dispositio (arrangement), elocutio (style), memoria (memory), and pronunciatio (delivery).” Rhetoric is “speech designed to persuade.”

Quintilian: “Rhetoric is the art of speaking well.”

Francis Bacon: “The duty and office of rhetoric is to apply reason to imagination for the better moving of the will.”

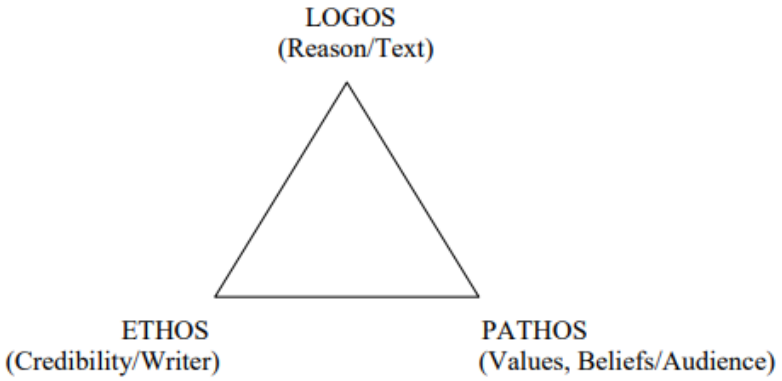
George Campbell: [Rhetoric] is “that art or talent by which discourse is adapted to its end. The four ends of discourse are to enlighten the understanding, please the imagination, move the passion, and influence the will.”

Aristotle’s Rhetoric

Logos appeals to reason. Logos can also be thought of as the text of the argument, as well as how well a writer has argued his/her point.

Ethos appeals to the writer’s character. Ethos can also be thought of as the role of the writer in the argument, and how credible his/her argument is.

Pathos appeals to the emotions and the sympathetic imagination, as well as to beliefs and values. Pathos can also be thought of as the role of the audience in the argument.



Rhetoric is the art of persuasive speech-making. The main purpose of rhetoric is to persuade people to follow your ideas.

Effective leaders often use the following persuasive techniques in their speeches:

- Repetition
- Questions
- Lists
- Opposites (or antithesis)
- The rule of three (repeating something three times for emphasis)

The traditional ordering of the arguments in a speech, according to Aristotle, are: **ethos**, **logos**, **pathos**.

Ethos – An **appeal to the listener** based on the character of the speaker. The tone of the speech should establish the speaker's virtue and moral worth (you should listen to me because I have a good reputation and authority; I know what I am talking about).

Logos – An appeal based on **logic** or **reason**. The argument is demonstrated by examples and maxims (you should listen to me because of the indisputable facts).

Pathos – An appeal based on **emotion**, often associated with suffering or sympathy and the emotions induced in the audience (you should listen to me because here is a problem and that affects you personally). Arguments involving pathos often use metaphor or simile to allow the audience to make an emotional connection with an abstract notion.

http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/490125/shakespeare_lives_schools_pack_for_web_v2_17dec15.pdf

Political Speeches Nowadays

For Collins, great political speeches need three key ingredients:

1) a serious argument which leaves the audience thinking something new or resolved to act;
2) great delivery that stirs the emotions as well as appealing to reason;
3) and a sense of occasion.

He says: "Martin Luther King could get away with elevated language because his cause was a noble one. You can't really do that when you are talking about the reform of local government. It just isn't as big an affront to justice. So, there is a very good reason we have fewer remarkable speeches which is that we don't need them as much as we did."

Nevertheless, a good political speech can make all the difference. David Cameron owes his leadership of the Conservatives to two speeches, he says – one he gave which was well received and one given by his rival David Davis which "bombed". He adds that it is hard to imagine Barack Obama would have become President without his oratory powers.

The audience is clearly vital for any speech writer and Collins says people's attention spans have declined, as has the breadth of their vocabulary and range of reference. Mass democracy means that references to high culture divide an audience where they would once have united it, he says. There are also more political speeches than there used to be.

Barack Obama's 2004 speech

How does King persuade his audience?

Aristotle identified three main means of persuasion in rhetoric:

1. ETHOS — Credibility and character

Why should the audience trust the speaker? Consider the speaker's credibility, values, moral authority and the principles he represents.

2. PATHOS — Emotion

How does the speaker appeal to the audience's feelings? Consider hope, anger, compassion, fear, pride and the use of vivid imagery.

3. LOGOS — Reason and argument

How does the speaker appeal to the audience's reason? Consider claims, explanations, cause and effect, contradictions and the logical relationship between ideas.

Group A: ETHOS

Your question: Why should the audience trust King and take his message seriously?

1. Find a phrase that reveals King's values or moral principles.
2. How does his reference to the American creed strengthen his credibility?
3. How does the reference to his four children help the audience perceive his character and intentions?
4. Does King establish his authority mainly through his personal identity, his values, or the principles he represents? Explain.
5. Choose the strongest example of ethos and explain its persuasive effect.

Group B: PATHOS

Your question: How does King make the audience feel the urgency of his dream?

6. Find two expressions that evoke strong emotions.
7. What feelings are created by the contrast between the "valley of despair" and the "oasis of freedom and justice"?
8. Why is the image of Black and white children joining hands emotionally powerful?
9. How does the repetition of "I have a dream today!" influence the audience?
10. Choose the strongest example of pathos and explain the emotions it is likely to evoke.

Group C: LOGOS

Your question: How does King use reasoning to support his argument?

11. What contradiction does King highlight between America's stated ideals and the reality of racial injustice?

12. Examine the statement: “And if America is to be a great nation, this must become true.” What argument is King making?
13. How does his reference to equality as a founding principle of America support his position?
14. Identify a claim in the extract and explain how King supports it.
15. Is the speech based more on logical argument or emotional persuasion? Justify your answer with evidence.

Task 2. Build the evidence table

As a group, share your findings and complete the table. Use precise quotations from the extract.

Rhetorical appeal	Quotation from the speech	How does it persuade the audience?
Ethos		
Pathos		
Logos		
Ethos and pathos		
Pathos and logos		

Do you agree with the following statement?

> “Pathos is the most powerful of Aristotle’s three rhetorical appeals in Martin Luther King Jr.’s I Have a Dream speech.”

[The Declaration of Independence]