

FINAL REPORT

AN ANALYSIS OF PERSUASIVE AND ARGUMENTATIVE TECHNIQUES IN “I HAVE A DREAM” SPEECH BY MARTIN LUTHER KING JR. (1963)



**To fulfill one of the graduation requirements for the D-III English Study
Program Politeknik Negeri Sriwijaya**

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2026**

APPROVAL PAGE

The Final Report titled:

**AN ANALYSIS OF PERSUASIVE AND ARGUMENTATIVE TECHNIQUES IN
"I HAVE A DREAM" SPEECH BY MARTIN LUTHER KING JR. (1963)**
prepared by M. Sakban (NIM 062330901786) has been approved by the advisors for
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VALIDATION PAGE

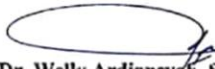
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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 13th March 2026



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MOTTO AND DEDICATION

"Indeed, with hardship comes ease."
(Surah Ash-Sharh 94:5–6)

"And whoever puts their trust in Allah, then He is sufficient for them."
(Surah At-Talaq 65:3)

"Dream with faith, strive with sincerity, and leave the rest to Allah. Every step taken with patience will eventually lead to the destination He has prepared."

This final report is lovingly dedicated to Allah Swt, whose endless mercy, guidance, and blessings have made everything possible.

To my beloved parents and family, whose unconditional love, prayers, sacrifices, and support have been my greatest source of strength.

To my supervisors, lecturers, classmates, friends, and everyone who has encouraged and inspired me throughout this journey.

To my late grandparents, whose love and prayers remain in my heart, and whose memories continue to inspire me every day.

To all the people who have become part of my life's journey, whether near or far, thank you for every kindness, lesson, and unforgettable memory.

And finally, this work is dedicated to myself, for choosing to keep moving forward despite every challenge, for believing in the process, and for never giving up. May this achievement be the beginning of many greater accomplishments in the future.

ABSTRACT

This study aims to analyze the persuasive and argumentative techniques used in the speech entitled “I Have a Dream” delivered by Martin Luther King Jr. in 1963. The focus of this research is to identify how persuasive elements such as ethos, pathos, and logos, as well as argumentative structures including claim, evidence, and reasoning, are employed in the speech. This study uses a qualitative approach with document analysis as the main method. The data were collected from the official transcript of the speech and analyzed using discourse analysis and rhetorical theory. The results of the study show that Martin Luther King Jr. effectively combines persuasive and argumentative techniques to deliver a powerful and influential message. The use of pathos is dominant through emotional expressions and repetition, while ethos is reflected in the speaker’s credibility as a civil rights leader. Logos is also present through references to historical and constitutional principles. In terms of argumentative structure, the speech clearly presents claims about racial equality, supported by evidence and logical reasoning. It can be concluded that the integration of persuasive and argumentative techniques plays an important role in making the speech impactful and memorable. This study is expected to contribute to the field of discourse analysis and help students understand how language is used effectively in public speaking.

Keywords: *argumentative techniques, discourse analysis, martin luther king jr, persuasive techniques, speech analysis.*

PREFACE

First of all, the writer would like to express the deepest gratitude to Allah Swt for His blessing and guidance so that this final report entitled “An Analysis of Persuasive And Argumentative Techniques in “I Have a Dream” Speech by Martin Luther King Jr. (1963)” can be completed. This report is written as one of the requirements to complete the Diploma program in the English Study Program, Department of Language and Tourism.

The writer would like to express sincere gratitude to the advisor, Mrs. Nurul and Mrs. Pratiwi, for her guidance and support, as well as to all lecturers, family, and friends who have given motivation and encouragement during the completion of this report. The writer realizes that this report is still far from perfect; therefore, suggestions and criticisms are highly appreciated. Hopefully, this report can be useful for the readers.

Palembang, 13 Maret 2026

The writer

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A meaningful quote once said, "Success is not defined by what you achieve, but by the courage to continue moving forward despite difficulties." This reminds the author that completing this final report is not only about knowledge, but also about perseverance and determination. Throughout the process of writing this report, there were moments of doubt, confusion, and challenges. However, with strong determination and the support of those around me, the author was able to overcome these difficulties. Therefore, this final report is sincerely dedicated to those who have supported, encouraged, and inspired me throughout this journey:

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