

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.*