Speeches That Changed the World: Using Software to Help Students Analyze Rhetorical Patterns

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Certainty
Indicates confidence

Optimism
Highlights positive features

Activity
Urges movement

Realism
Employs concrete language

Commonality
Reinforces shared values

What succeeds?
Comparative analysis. Pictorial comparisons. Graphical analysis.

What fails?
Reliance on Norms, but Norm method is hidden. Can be escaped by using Means and Deviations / Standardized Deviations.

Reference: