



Unit 5 — Political Discourse

Track E · Klasse 12 · Niveau E (Basisfach / Leistungsfach)

Learning objectives

- *I can read / listen to a political speech and identify rhetorical moves (anaphora, antithesis, tricolon, frame-setting).*
- *I can use the vocabulary of rhetorical analysis (ethos / pathos / logos, kairos, frame, register shift).*
- *I can write a 400-word rhetorical-analysis essay.*

Lead-in

The class read three short speech excerpts from different decades and political camps: Lincoln's Gettysburg Address (1863), Margaret Thatcher's *the lady's not for turning* (1980), and a 2024 climate speech by a 17-year-old delegate at COP30. Mr. Yilmaz framed the question: *what makes each of these technically effective, regardless of whether you agree with the content?*

Key points

- *Lincoln (1863): Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.*
- *Thatcher (1980): To those waiting with bated breath for that favourite media catchphrase, the U-turn, I have only one thing to say. You turn if you want to. The lady's not for turning.*
- *COP30 delegate (2024): I am seventeen. The policy you write today is the policy I am eighty-two years old in. I would like, accordingly, to be more than a footnote in this room.*

Practise

- Match: ethos → speaker's authority; pathos → emotional appeal; logos → reasoned argument; kairos → timing.
- Identify: *Four score and seven years ago* uses what acoustic move? (parallelism / archaic register / both)
- For each excerpt, identify one structural and one lexical rhetorical move.

Your turn

Rhetorical-analysis essay, 400 words. Pick one of the three excerpts. Identify ethos / pathos / logos balance + 3 specific rhetorical moves + 1 kairos observation. Use 4 integrated quotes + 6 academic discourse markers + 1 cleft.

Reflect

- I can identify ethos / pathos / logos balance and 3 specific rhetorical moves.
- I can use 6+ rhetorical-analysis terms.
- I can write a 400-word rhetorical-analysis essay.