# Handout 1: Speech Analysis

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| JFK | REAGAN |

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| Date | Date |
| Audience | Audience |
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| 1. What **cultural factors** affect how the speech is given? | |
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| 2. What is the **historical context** of the speech? (Why was the speech necessary?) | |
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| 3. What were the **main ideas** of the speech? | |
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| 4. What was the **goal** of the speech? | |
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| 5. How does speaker portray him/herself in the speech? (Personality) | |
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| 6. Rate the speech on overall effectiveness.  Using evidence from the text, justify your rating.   (1 = not effective, 2 = somewhat effective or 3 = very effective) | |
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