

Worksheet: Great Speeches

We are going to study 2 great speeches: the “I have a dream” speech by Martin Luther King and a university graduation speech by Steve Jobs. Work through the worksheet step for step. Turn in your work for credit on the date assigned.

Before you read:

1. Write down everything you already know about the two men in the pictures. If you can't fill the page, do a little Internet Research and write down what you find out here.



2. Now skim (überfliegen) each speech from front to back (maybe 5-10 minutes for each speech) and write down 'first impressions'. Include comments on:

- what kind of language is used
- what the main ideas are
- what is the same in the two speeches
- what is different in the two speeches
- what thoughts come into your mind while skimming the speeches

Martin Luther King	Steve Jobs

3. Now listen to the speeches and read along. You will find CDs with the speeches on them in the LEZ or you can also stream the MP3 from the following web sites:

Steve Jobs

<http://www.americanrhetoric.com/speeches/stevejobsstanfordcommencement.htm>

Martin Luther King

<http://www.americanrhetoric.com/speeches/Ihaveadream.htm>

4. Without looking back at the text, write a 150-word summary of the Speech by Martin Luther King. Tell me in your own words the most important points of the speech.

5. Without looking back at the text, write a 150-word summary of the Speech by Steve Jobs. Tell me in your own words the most important points of the speech.

6. Now, we are going to look at the speeches in terms of rhetorical devices. There are many techniques that public speakers use to interest their audience and make their argument convincing. These techniques have been called CLAPTRAPS, because speakers use them to get the audience participating by clapping, cheering or booing. Your task is to **identify** as many of the five different kinds of CLAPTRAPS you can in the speeches and **list** them in the spaces provided. Give the line number in the speech where they are found.

CLAPTRAP 1: Lists of three

Example: ...a time for sadness, a time for struggle, a time for rebuilding...

CLAPTRAP 2: Contrasting Pairs

Examples:

...bigotry and hatred... ...hope and future

...time for sadness...time for hope

CLAPTRAP 3: Repetition of words or grammatical structures

Examples:

No one cared ...no one cared

We see America's character in our Military... We see it...We see it

CLAPTRAP 4: Rhetorical questions

Example:

What if we do what adults should do – and make sure all our children are safe in the afternoons after school?

CLAPTRAP 5: Using Metaphor

Examples:

An America where we are all in the same boat.

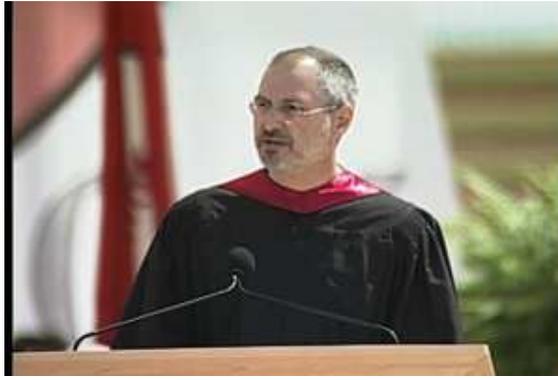
The sun is rising ...we have a calling from beyond the stars to stand for freedom.

7. Compare and contrast the two speeches in terms of the rhetorical devices used. What rhetorical devices do you find in the speeches that are NOT one of the claptraps?

8. Now, say what it is in the two speeches that you personally find most effective and say why you think so.

9. Write a 3-Minute persuasive speech on a topic of your choice and deliver it to the class on the date assigned. Use at least one example of each of the claptraps in your speech.

"Stay Hungry, Stay Foolish."



delivered 12 June 2005, Palo Alto, CA

Thank you.

I'm honored to be with you today for your commencement¹ from one of the finest universities in the world. Truth be told, I never graduated from college, and this is the closest I've ever gotten to a college graduation. Today, I want to tell you three stories from my life. That's it. No big deal. Just three stories.

The first story is about connecting the dots. I dropped out of Reed College after the first six months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed² graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife -- except that when I popped out they decided at the last minute that they really wanted a girl.

So my parents, who were on a waiting list, got a call in the middle of the night asking, "We've got an unexpected baby boy; do you want him?" They said, "Of course." My biological mother found out later that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented³ a few months later when my parents promised that I would go to college. This was the start in my life.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition⁴. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life.

So I decided to drop out and trust that it would all work out okay. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes⁵ that didn't interest me, and begin dropping in on the ones that looked far more interesting.

It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms. I returned coke bottles for the five cent deposits to buy food with, and I would

¹ Feier f der Verleihung akademischer Grade

² unverheiratet

³ sich erweichen lassen

⁴ Schulgeld

⁵ Pflichtfächer

walk the seven miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and sans serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first [Macintosh computer](#), it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the "Mac" would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on that calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards 10 years later.

Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something -- your gut, destiny, life, karma, whatever -- because believing that the dots will connect down the road will give you the confidence to follow your heart, even when it leads you off the well-worn path, and that will make all the difference.

My second story is about love and loss.

I was lucky -- I found what I loved to do early in life. Woz and I started [Apple](#) in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a two billion dollar company with over 4000 employees. We'd just released our finest creation -- the Macintosh -- a year earlier, and I had just turned 30.

And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. And so at 30, I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down -- that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from [the valley](#). But something slowly began to dawn on me: I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named [NeXT](#), another company named [Pixar](#), and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer-animated feature film, [Toy Story](#), and is now the most successful animation studio in the world. In a remarkable turn of events, Apple

bought NeXT, and I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together.

I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometime life -- Sometimes life going to hit you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love.

And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking -- and don't settle. As with all matters of the heart, you'll know when you find it. And like any great relationship, it just gets better and better as the years roll on. So keep looking -- don't settle.

My third story is about death.

When I was 17, I read a quote that went something like: "If you live each day as if it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I've looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something.

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything -- all external expectations, all pride, all fear of embarrassment or failure -- these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.

About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumor on my pancreas. I didn't even know what a pancreas was. The doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months. My doctor advised me to go home and get my affairs in order, which is doctor's code for "prepare to die." It means to try and tell your kids everything you thought you'd have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy, where they stuck an endoscope down my throat, through my stomach into my intestines, put a needle into my pancreas and got a few cells from the tumor. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and, thankfully, I'm fine now.

This was the closest I've been to facing death, and I hope it's the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept: No one wants to die.

Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because Death is very likely the single best invention of Life. It's Life's change agent. It clears out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually become the old and be cleared away. Sorry to be so dramatic, but it's quite true.

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma -- which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

When I was young, there was an amazing publication called [The Whole Earth Catalog](#), which was one of the "bibles" of my generation. It was created by a fellow named [Stewart Brand](#) not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 60s, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and Polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along. It was idealistic, overflowing with neat tools and great notions.

Stewart and his team put out several issues of The Whole Earth Catalog, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay Hungry. Stay Foolish⁶." It was their farewell message as they signed off. Stay Hungry. Stay Foolish. And I've always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

Stay Hungry. Stay Foolish.

Thank you all very much.

⁶ tōricht

Martin Luther King, Jr.: "I Have a Dream"



delivered 28 August 1963, at the Lincoln Memorial, Washington D.C.

I am happy to join with you today in what will go down in history as the greatest demonstration⁷ for freedom in the history of our nation.

Five score years ago, a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation⁸. This momentous decree came as a great beacon light of hope to millions of Negro slaves who had been seared⁹ in the flames of withering¹⁰ injustice. It came as a joyous daybreak to end the long night of their captivity.

But one hundred years later, the Negro still is not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles¹¹ of segregation¹² and the chains of discrimination. One hundred years later, the Negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later, the Negro is still languished¹³ in the corners of American society and finds himself an exile in his own land. And so we've come here today to dramatize a shameful condition.

In a sense we've come to our nation's capital to cash a check¹⁴. When the architects of our republic¹⁵ wrote the magnificent words of the Constitution and the Declaration of

⁷ Kundgebung

⁸ He's talking about when Abraham Lincoln freed the slaves in America.

⁹ versengen

¹⁰ ausdörend

¹¹ Fesseln

¹² Rassentrennung

¹³ verschmachtet

¹⁴ Americans pay by personal check (Scheck) or by credit card

Independence, they were signing a promissory note¹⁶ to which every American was to fall heir¹⁷. This note was a promise that all men, yes, black men as well as white men, would be guaranteed the "unalienable¹⁸ Rights" of "Life, Liberty and the pursuit of Happiness." It is obvious today that America has defaulted on¹⁹ this promissory note, insofar as her citizens of color are concerned. Instead of honoring this sacred obligation, America has given the Negro people a bad check, a check which has come back marked "insufficient funds."

But we refuse to believe that the bank of justice is bankrupt. We refuse to believe that there are insufficient funds in the great vaults of opportunity of this nation. And so, we've come to cash this check, a check that will give us upon demand the riches of freedom and the security of justice.

We have also come to this hallowed²⁰ spot to remind America of the fierce urgency of Now. This is no time to engage in the luxury of cooling off or to take the tranquilizing drug of gradualism²¹. Now is the time to make real the promises of democracy. Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice. Now is the time to lift our nation from the quicksands of racial injustice to the solid rock of brotherhood. Now is the time to make justice a reality for all of God's children.

It would be fatal for the nation to overlook the urgency of the moment. This sweltering²² summer of the Negro's legitimate discontent²³ will not pass until there is an invigorating autumn of freedom and equality. Nineteen sixty-three is not an end, but a beginning. And those who hope that the Negro needed to blow off steam and will now be content will have a rude awakening²⁴ if the nation returns to business as usual. And there will be neither rest nor tranquility in America until the Negro is granted his citizenship rights. The whirlwinds of revolt will continue to shake the foundations of our nation until the bright day of justice emerges.

But there is something that I must say to my people, who stand on the warm threshold²⁵ which leads into the palace of justice: In the process of gaining our rightful place, we must not be guilty of wrongful deeds. Let us not seek to satisfy our thirst for freedom by drinking from the cup of bitterness and hatred. We must forever conduct our struggle on the high plane of dignity and discipline. We must not allow our creative protest to degenerate into physical violence. Again and again, we must rise to the majestic heights of meeting physical force with soul force.

The marvelous new militancy²⁶ which has engulfed the Negro community must not lead us to a distrust of all white people, for many of our white brothers, as evidenced by their presence here today, have come to realize that their destiny is tied up with our destiny. And they have come to realize that their freedom is inextricably bound²⁷ to our freedom.

We cannot walk alone.

And as we walk, we must make the pledge that we shall always march ahead.

We cannot turn back.

¹⁵ the founders of America

¹⁶ Schuldschein

¹⁷ erben

¹⁸ unveräußerlich

¹⁹ etwas vernachlässigen, mit etwas im Rückstand sein

²⁰ heilig

²¹ The attitude that says: „take it slowly – step by step – all in it's good time.“

²² vor Hitze vergehend

²³ Unzufriedenheit

²⁴ ein unsanftes Erwachen

²⁵ (Tür)Schwelle

²⁶ Kampfgeist

²⁷ unlösbar verflochten

There are those who are asking the devotees of civil rights, "When will you be satisfied?" We can never be satisfied as long as the Negro is the victim of the unspeakable horrors of police brutality. We can never be satisfied as long as our bodies, heavy with the fatigue of travel, cannot gain lodging in the motels of the highways and the hotels of the cities.²⁸ We cannot be satisfied as long as a Negro in Mississippi cannot vote and a Negro in New York believes he has nothing for which to vote. No, no, we are not satisfied, and we will not be satisfied until "justice rolls down like waters, and righteousness like a mighty stream."



I am not unmindful that some of you have come here out of great trials and tribulations²⁹. Some of you have come fresh from narrow jail cells. And some of you have come from areas where your quest³⁰ -- quest for freedom left you battered³¹ by the storms of persecution and staggered by the winds of police brutality. You have been the veterans of creative suffering. Continue to work with the faith that unearned³² suffering is redemptive³³. Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed.

Let us not wallow in the valley of despair, I say to you today, my friends.

And so even though we face the difficulties of today and tomorrow, I still have a dream. It is a dream deeply rooted in the American dream.

I have a dream that one day this nation will rise up and live out the true meaning of its creed³⁴: "We hold these truths to be self-evident³⁵, that all men are created equal."

I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

I have a *dream* today!

²⁸ At this time there black people were not allowed in many hotels, restaurants, buses and other public places.

²⁹ Grosse Strapazen

³⁰ Suche, Streben, Trachten

³¹ zerschlagen

³² unverdient

³³ erlösend

³⁴ Glaubensbekenntnis

³⁵ selbstverständlich

I have a dream that one day, down in Alabama, with its vicious³⁶ racists, with its governor having his lips dripping with the words of "interposition³⁷" and "nullification³⁸" -- one day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers.

I have a *dream* today!

I have a dream that one day every valley shall be exalted, and every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight; "and the glory of the Lord shall be revealed and all flesh shall see it together."

This is our hope, and this is the faith that I go back to the South with.

With this faith, we will be able to hew out³⁹ of the mountain of despair a stone of hope. With this faith, we will be able to transform the jangling discords⁴⁰ of our nation into a beautiful symphony of brotherhood. With this faith, we will be able to work together, to pray together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day.

And this will be the day -- this will be the day when all of God's children will be able to sing with new meaning:

My country 'tis of thee, sweet land of liberty, of thee I sing.

Land where my fathers died, land of the Pilgrim's pride,

From every mountainside, let freedom ring!

And if America is to be a great nation, this must become true.



And so let freedom ring from the prodigious hilltops of New Hampshire.

Let freedom ring from the mighty mountains of New York.

Let freedom ring from the heightening Alleghenies of Pennsylvania.

Let freedom ring from the snow-capped Rockies of Colorado.

Let freedom ring from the curvaceous slopes of California.

³⁶ böseartig

³⁷ Eingreifen

³⁸ Nichtigerklärung

³⁹ aushauen

⁴⁰ klirrende Dissonanzen

But not only that:

Let freedom ring from Stone Mountain of Georgia.

Let freedom ring from Lookout Mountain of Tennessee.

Let freedom ring from every hill and molehill of Mississippi.

From every mountainside, let freedom ring.

And when this happens, when we allow freedom ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when *all* of God's children, black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual:

Free at last! Free at last!

Thank *God* Almighty, we are free at last.