



Analyzing JFK's Inaugural Address (1961)

Introduction:

In his 1961 inaugural address, President John F. Kennedy urges unity and civic responsibility in the midst of Cold War tension. Speaking to both Americans and a global audience, he uses appeals to ethos, antithesis, and inclusive language to inspire collective action and highlight America's role as a moral leader.

Body Paragraph:

Kennedy establishes **ethos** by presenting himself as a committed leader aligned with the nation's values. Early in the speech, he declares, *"The torch has been passed to a new generation of Americans."* By identifying himself with generational renewal, Kennedy strengthens his credibility as a leader ready to guide the country through uncertain times. This appeals directly to his audience's trust and positions his administration as worthy of confidence.

Kennedy also relies on **antithesis** to sharpen contrasts and emphasize choices. He proclaims, *"Let us never negotiate out of fear, but let us never fear to negotiate."* The parallel phrasing forces the audience to consider the stakes of diplomacy, reinforcing his call for strength without aggression. This stylistic device underscores his central purpose: balancing firmness with peace.

Conclusion:



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Through ethos, antithesis, and inclusive appeals, Kennedy crafts a speech that both reassures and motivates. His address continues to resonate as a model of persuasive leadership during times of uncertainty.

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