

King's Use of Appeals

Ethos

King uses Ethos throughout his letter to show his credibility and show that he is trustworthy. In the quote below, he responding to the clergymen being influenced by views that argued against “outsiders coming in”. King explains why he is there and what he is there for.

- “I have the honor of serving as president of the Southern Christian Leadership Conference, an organization operating in every southern state, with headquarters in Atlanta, Georgia. We have some eighty-five affiliated organizations across the South, and one of them is the Alabama Christian Movement for Human Rights.” (King 2020 pg.1)

Pathos

King uses Pathos in his letter to touch the readers emotions. In the quote from his letter below, King was responding to the clergymen calling what King and the protesters are doing a demonstration, and the churches looking down on what they are trying to do.

- “In spite of my shattered dreams, I came to Birmingham with the hope that the white religious leadership of this community would see the justice of our cause and, with deep moral concern, would serve as the channel through which our just grievances could reach the power structure. I had hoped that each of you would understand. But again, I have been disappointed.” (King 2020 pg.8)

Logos

King uses Logos throughout his letter to talk about what he is arguing, and he is also using logical evidence. In the quote below, he is responding to the clergymen saying they need to let the court decisions should be peacefully obeyed.

- “We have waited for more than 340 years for our constitutional and God given rights. The nations of Asia and Africa are moving with jetlike speed toward gaining political independence, but we still creep at horse and buggy pace toward gaining a cup of coffee at a lunch counter.”