John Doe repeatedly highlights a few key phrases to drive home his main points and rouse the passion of his audience.

Wanda Fish used a number of strong images and metaphors to appeal to her audience’s emotions and rally them to make specific changes in their world.

Suzy Q did a masterful job of anticipating and defusing counterarguments, so that even those who disagreed with her had to admit the power of her speech.

Although Bobby Jo’s speech is full of logical holes, it was popular among those he spoke to because it connected with their own sense of self-interest.

Even though Sally Mae presented lots of strong reasons for her position, she was addressing an America not yet ready to hear her ideas.

Tommy Tuckett’s speech was too unusual to gain full acceptance in his day, but his sound logic set forward an argument that has grown in strength and continues to impact us today.