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On December 7, 1941, Pearl Harbor was attacked by Japanese forces. The next day, Franklin D. Roosevelt addressed the United States with his memorable speech that will live in infamy. This speech was also used to urge Americans to declare war against Japan (which they did a few minutes later) and to gather the American people to support the war effort. In this discourse analysis article, we focus on Roosevelt's choice of words to see how they helped communicate their message. Then, from these options, we draw 5 key discourse writing lessons for you. This is the last thing in a series of speech reviews here at Six Minutes. I encourage you to: See the video of the speech; Read the analysis in this critical discourse; Study the transcription of the annotated discourse; and Share your thoughts on this speech in the comments. Video by Franklin Roosevelt's Pearl Harbor Address I couldn't find a full video recording, but I found these two options: Just full speech audio, but no video, or (Show below) Video by Roosevelt speaking the speech, but with some missing sections. Emotional and polarizing words: "...a date that will live in infamy..." Yesterday, December 7, 1941—the date that will live in infamy—the United States of America was suddenly and deliberately attacked by naval and air forces of the Empire of Japan. The most memorable phrase of this speech comes in its first line. The label "infamy" predicted the tone of the whole speech. Consider the very different tone resulting from the following alternatives: Yesterday, December 7, 1941 — a tragic date — ... Yesterday, December 7, 1941 — a crucial day for our country — ... Yesterday, December 7, 1941 — a date we experience pain... Yesterday, 7 December 1941, United States of America[i.e., suppose no label phrase was used at all] None of these alternatives is compatible withgol. roosevelt continues to hear living and emotional words throughout the speech, including: "Suddenly and deliberately attacked" "projected deliberately" "provoked" "premeditated invasion" against us" "this form of betrayal" these phrases continue the theme "infamy" and characterize Japanese actions as duplicitoo and dishonorable. What is the lesson for you in your next speech? deliberately choose words that match the tone of your speech. If your goal is to turn on polarizing emotions, then choose emotionally charged words as it has made roosevelt. on the other hand, the most neutral words would be more appropriate if their goal was to heal wounds. variations of "Japan" and "Japanese" consider the following phrases: [..] American states were sudden and deliberately attacked by naval and air forces of the Japanese empire. and later: yesterday the Japanese government also launched an attack on malaya. Last night Japanese forces attacked hong kong. Last night Japanese forces attacked guam. Last night Japanese forces attacked the Philippine islands. Last night the Japanese attacked wake island and this morning the Japanese attacked midway island. Therefore, the Japanese has embarked on a surprise offensive that extends throughout the peaceful zone. By using this wide variety of words ("Empire of Japan", "Japanese Government", "Japanese forces", "the Japanese", "Japan"), roosevelt makes it clear that the many components of the Japanese cannot be separated. That is, the attack was not done simply by the Japanese military, but by the empire, the government, the armed forces, and by itself. What is the lesson for you in your next speech? oe a variety of related terms to emphasize everything, for example, suppose you want to express opposition to a particular indotrialIn your community. In this case, you can use a variety of phrases to communicate the generalized opposition: [âgn ] Taxpayers oppose [âgn â € ! Last night the Japanese forces attacked `` â,~ â,~) mentioned above, they would have been abbreviated to the next prayer, which is identical in meaning; yesterday, the Japanese forces attacked Malaya, Hong Kong, Guam, The Philippine Islands, Wake Island and Midway Isla. Was this had the same retrograde effect as the six individual sentences? No, not even close! The use of Roosevelt repetition amplifies the message and calls attention to the two keywords: "Japanese" and "attacked." If one is asked to reduce the speech to only two words, those two words would be "Japanese attacked." What is the lesson for you in your next speech? Use the strategic repetition to highlight key words or phrases that have the weight of your message. The strong repetition will help these words to resonate with their audience. Pathos: There are hostilities of emotional attractiveness. There are no flashes because our people, our territory and our interests are in serious danger. This is the thirty -ease used throughout the speech. More important, this is the only appeal to the libic (logos) within the speech. Most of the rest of Roosevelt's speech is an attraction for emotion (pathos). It seems to be consciously pointing to an emotional response at the intestinal level of the American congress and people. This is in marked contrast to the speech that took the United States to the First World War, which was largely based on the of the libic (that is, we must enter the war because it is a fair war). What is the lesson for you in your neighbor? neighbor? Understand the roles of ethos, pathos, and logos in a persuasive speech. Make conscious decisions about when to invoke each one depending on your audience and your message. A Clear Call-to-Action Roosevelt'sÂÂÂs immediate audience for this speech was the members of the United State Congress. In the final sentence of the speech, Roosevelt clearly asks Congress to make the formal declaration of war: I ask that the Congress declare that since the unprovoked and dastardly attack by Japan on Sunday, December 7, 1941, a state of war has existed between the United States and the Japanese Empire. The other audience for this speech was the United States public as a whole. In the sentences which precede the final one above, Roosevelt makes his call-to-action clear to the American people: [eÂÂÂ] that always will our whole nation remember the character of the onslaught against us. No matter how long it may take us to overcome this premeditated invasion, the American people, in their righteous might, will win through to absolute victory. I believe that I interpret the will of the Congress and of the people when I assert that we will not only defend ourselves to the uttermost but will make it very certain that this form of treachery shall never again endanger us. Hostilities exist. There is no blinking at the fact that our people, our territory and our interests are in grave danger. With confidence in our armed forces, with the unbounding determination of our people, we will gain the inevitable triumph, so help us God. What'eÂÂÂs the lesson for you on your next speech? Make your call-to-action clear so that your audience will never wonder what you are asking from them. If your audience is comprised of different groups, use your audience analysis to match a call-to-action to each group. Legend to Annotations in the complete speech transcript below, the 8 charismatic leadership tactics are annotated with the following colors. 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