

# "The Dream Speech"

DR. MARTIN LUTHER KING JR. National Mall, Washington, D.C. (28<sup>th</sup> August 1963)

Personality Type (MBTI)  
**INFJ** 



**FRONTLINE**  
"Cold open"  
(3 mins)

**WHAT COULD BE**

**WHAT IS**

**BOTTOMLINE**  
"We must make the pledge that we shall always march ahead."

**HEADLINE**  
"I still have a dream."

**OUTLINE**  
Speech Structure

**SIDELINES**  
My Country, 'Tis of Thee

**"BUT" we refuse to believe that the bank of justice is bankrupt.**

**WHAT COULD BE**

**WHAT IS**

**FRONTLINE**

**BOTTOMLINE**

**HEADLINE**

**OUTLINE**

**SIDELINES**

0:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00

**Speaking** (Blue)







**Repetition ("Freedom" 20X, "Dream" 11X)** (Yellow)

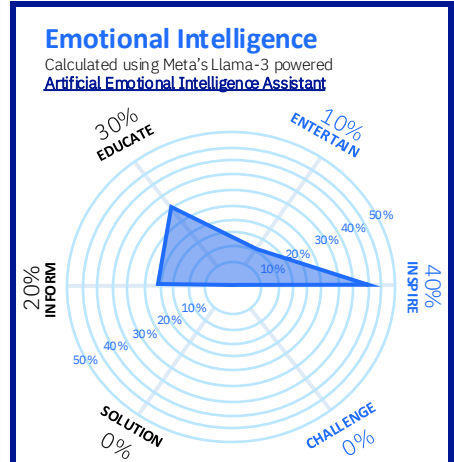
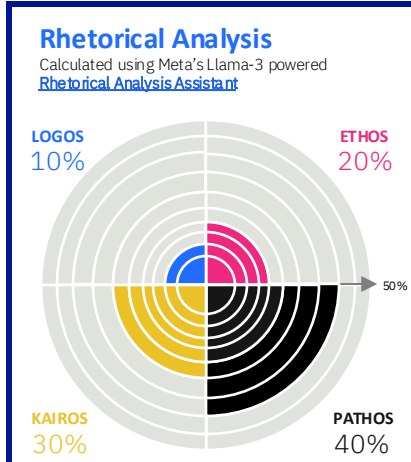
**Metaphor, Visual Words** (Purple)

**Songs, Scripture, Literature** (Green)

**Political Reference** (Orange)

Time: [988]	<b>16:28</b>
Words:	<b>1,655</b>
Speaking: (Words per Minute)	<b>100</b>
Readability Score (GFI)	<b>12.14</b>
Lexical Density	<b>45.35</b>

 <b>Problem</b>	Martin Luther King Jr. is trying to solve the issue of racial inequality and injustice in the United States, particularly in the context of the Civil Rights Movement. He is highlighting the fact that despite the Emancipation Proclamation, African Americans are still not treated as equals and are subjected to segregation, discrimination, and violence.
 <b>UVP</b>	Use of <b>METAPHORS</b> (e.g., "the bank of justice is bankrupt") and biblical references (e.g., "the whirlwinds of revolt") adds a powerful and poetic dimension to the speech. Repetition of the phrase "I have a dream" creates a sense of urgency and emphasizes the importance of the vision for a better future and moral courage in the face of adversity.
 <b>Surprise</b>	The use of the <b>METAPHOR</b> of the "bad check" to describe the failure of the United States to deliver on its promises of equality and justice is a striking and unexpected image. The repetition of the phrase "I have a dream" creates a sense of wonder and optimism about the possibility of a better future.
 <b>Urgency</b>	The phrase "now is the time" is repeated several times, emphasizing the need for immediate action to address the injustices faced by African Americans. The speech also references the "fierce urgency of now" and the need to "make real the promises of democracy" in the present moment.
 <b>"But"</b>	<b>B</b> 6X (Av. 2:45) <b>"BUT" one hundred years later, the Negro still is not free.</b> This sentence creates a sense of contrast between the promise of freedom and the reality of ongoing oppression.
 <b>Credibility</b>	The speech references the Emancipation Proclamation and the Constitution, demonstrating Martin Luther King Jr.'s knowledge of American history and his ability to frame the Civil Rights Movement within the context of the country's founding ideals. This helps to establish his credibility as a leader and a thinker.



# Mission-Critical Script

Title/Headline: \_\_\_\_\_

## COLD OPEN: THE HERO'S WORLD (AS IT IS)

♥ \_\_\_\_\_

♥ \_\_\_\_\_

♥ \_\_\_\_\_

⚡ \_\_\_\_\_

⚡ \_\_\_\_\_

⚡ \_\_\_\_\_

## BUT... THE PROBLEM

## THE TRANSFORMATION... THE SOLUTION

😊 \_\_\_\_\_

😊 \_\_\_\_\_

😊 \_\_\_\_\_



	What PROBLEM is this story solving?
	How is this story UNIQUE or DIFFERENTIATED?
	Did anything in this story SURPRISE you?
	Was there a sense of URGENCY to act?
	Was the word "BUT" used to add contrast/drama?
	Did the presenter establish their personal CREDIBILITY?

All great stories have:

**4 WORDS:**  
 • Brevity • Levity • Charity • Clarity

**5 LINES**  
 Outline • Headline • Frontline • Sideline • Bottomline

**“There is within  
human nature an  
AMAZING POTENTIAL  
for goodness.”**

*DR. MARTIN LUTHER KING JR.*

