Acoustic Analysis of Persuasive Speech: A Multi-Scale Examination of Ten Influential Orations

Abstract:

Throughout history, the skill of persuasive speaking has had a significant impact, leading to profound transformations and serving as a source of inspiration for many people. This research aims to explore the acoustic foundations of persuasion via an analysis of ten historically significant speeches. The procedure of selecting these talks was led by a thorough scale that was constructed by Thomas et al. (2019). The speeches discussed above, made by notable individuals such as Martin Luther King Jr., Winston Churchill, and John F. Kennedy, include many historical periods and circumstances, therefore presenting a wide range of persuasive techniques.

Our objective is to use rigorous acoustic analysis techniques in order to reveal the intricate variations in pitch, intensity, length, and other acoustic characteristics that contribute to the captivating and influential qualities of these talks. Our study extends beyond a single scale and offers a comprehensive analysis of persuasive communication using a multi-scale approach. We evaluate the persuasive attributes of 10 chosen speeches across many dimensions. Through the analysis and deconstruction of these auditory elements, our research endeavors to unveil the enigmas surrounding proficient communication and enhance our comprehension of the processes that engross and persuade audiences in many contexts and disciplines.