

Abraham Lincoln And The Structure Of Reason

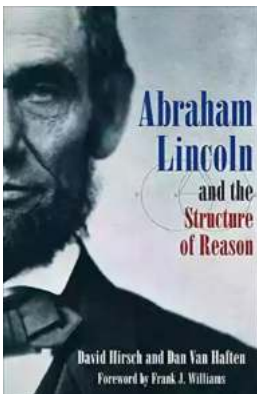


Abraham Lincoln is certainly one of the most iconic figures in American history. Known for his role in abolishing slavery and his captivating speeches, Lincoln possessed a unique ability to effectively communicate and persuade. Much of his

success can be attributed to his mastery of the "Structure of Reason," a technique he employed to organize his thoughts and present logical arguments.

The Importance of Reason

Reasoning is the foundation of any successful argument or persuasive speech. It involves presenting a series of logically connected ideas in order to support a particular viewpoint. Lincoln understood the significance of reason and embraced it throughout his political career.



Abraham Lincoln and the Structure of Reason

by David Hirsch (Kindle Edition)

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By structuring his arguments around a clear logical framework, Lincoln could effectively appeal to both the intellect and emotions of his audience. His speeches were meticulously crafted, with each point building upon the previous one, leading to a that was difficult to dispute.

The Structure of Reason

Lincoln's speeches followed a specific structure that consisted of three main components:

1. **Introduction:** Lincoln would start his speeches by capturing the attention of his audience. He would often begin with a captivating anecdote or a thought-provoking statement that immediately grabbed the listeners' interest.
2. **Body:** The body of Lincoln's speeches contained the core arguments and evidence to support his viewpoint. He would present a series of well-structured and logically connected points, each building upon the previous one.
3. **Conclusion:** In the conclusion, Lincoln summarized his main arguments and clearly stated his desired outcome. He would often use powerful and memorable language to leave a lasting impact on his listeners.

Impact on Society

Lincoln's exceptional use of reason and persuasive techniques had a profound impact on American society. His ability to communicate effectively and convey complex ideas in a logical manner played a crucial role in mobilizing public support for important causes such as the abolition of slavery.

Furthermore, Lincoln's speeches continue to inspire and influence leaders around the world. His emphasis on reason and the structure of arguments remains a valuable lesson in effective communication and persuasion.

Applying Lincoln's Technique

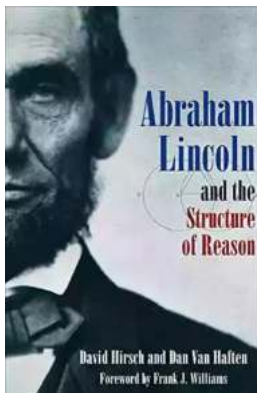
The structure of reason utilized by Lincoln is not limited to political speeches; it can be applied in various areas of life. Whether it's a business presentation, a

debate, or even a casual discussion, employing a logical structure can greatly enhance the impact and effectiveness of the message being conveyed.

By carefully organizing thoughts, presenting well-supported arguments, and leaving a memorable , individuals can increase their persuasive power and effectively communicate their ideas.

Abraham Lincoln's mastery of the structure of reason elevated him to legendary status in American history. His ability to construct compelling arguments and communicate persuasively has left a lasting impact on society.

By studying and applying Lincoln's techniques, individuals can harness the power of reason to influence and inspire others. Whether it's in politics, business, or everyday conversations, the structure of reason remains a powerful tool for effective communication and persuasion.



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The authors broke "Lincoln's code" regarding how he wrote his speeches. Unknown to previous Lincoln scholars, he used a regular template and it is replicatable. Anyone can do it. We prove it in our book, explain it line by line, and show you how it is done. Now anyone can speak and argue like Lincoln.

For more than 150 years, historians have speculated about what made Abraham Lincoln great. How did Lincoln create his iron logic, his compelling reason, his convincing oratory, and his memorable writing? Some point to Lincoln's study of grammar, literature, and poetry. Others believe it was the deep national crisis that elevated Lincoln's oratory. Most agree though that he honed his persuasive technique in his work as an Illinois attorney.

Authors Hirsch and Van Haften persuasively argue, for the first time, that it was Lincoln's in-depth study of geometry that gave our sixteenth president his verbal structure. Although Lincoln's fascination with geometry is well documented, most historians have concluded that his study of the subject was little more than mental calisthenics. In fact, conclude the authors, Lincoln embedded the ancient structure of geometric proof into the Gettysburg Address, the Cooper Union speech, the First and Second Inaugurals, his legal practice, and much of his substantive post-1853 communication.

Modern science can be traced back to Greek geometric method, but rhetoric, which morphed into speech and then into communications, has barely advanced since Aristotle. Lincoln's structure emancipates speech from Aristotle and unleashes limitless possibilities. Indeed, his use of geometric method in rhetoric and writing has long been a secret hiding in plain sight. Virtually any literate person can become an Abraham Lincoln by structuring speech with iron logic, as aptly demonstrated by this remarkable new study.

Among other things, the authors artfully demonstrate the real importance of the Cooper Union speech (which helped make Lincoln president), offer a startling revelation about the Declaration of Independence that connects Lincoln to Thomas Jefferson more closely than anyone previously realized, and show how the structure of the legal system played an even more important role in Lincoln's greatness than heretofore realized.

With the publication of *Abraham Lincoln and the Structure of Reason*, Lincoln immediately takes on a new importance that will open an entirely new avenue of scholarly study.

About the Authors: David Hirsch is an attorney in Des Moines, Iowa. He has a BS from Michigan State University and a JD, with distinction, from the University of Iowa College of Law. He clerked for an Iowa Supreme Court Justice from 1973-1974. Hirsch co-authored the technology column for the American Bar Association Journal for over a decade. The idea for this book came from a column he co-authored for the ABA Journal in 2007.

Dan Van Haften lives in Batavia, Illinois. He has BS, with high honor, and MS degrees in mathematics from Michigan State University, and a Ph.D. in electrical engineering from Stevens Institute of Technology. He began his career with AT&T Bell Laboratories in 1970, and retired from Alcatel-Lucent in 2007. His work involved software development and system testing on telecommunication systems.



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