

ABSTRACT

This research titled “Research Of Rhetoric Law In Martin Luther King Jr. Speech In Selma Film (2014)” and aimed to find and discover the rhetoric law significance within Martin Luther King Jr.’s speech in his struggle to enact civil and voting rights acts justice of the United States Afro – American People. This research tries to explain the Aristotle’s 5 cannon of rhetoric theories inside of his speech as his implementation toward *Inventio*, *Dispositio*, *Elocutio*, *Memoria*, *Pronuntiatio* in forming a good speech to people.

Researcher use qualitative descriptive approach as well as John Fiske semiotic in-depth analysis in explaining the research focuses encoded by the social codes: reality, representation and ideology. *Inventio* formed by the Martin Luther King Jr. speech, appearance and costume. *Dispositio* formed by speech social codes inside the *exordium* and *redundans*. *Memoria* formed by the representation codes: camera, angle, setting etc.) and *Pronuntiatio* formed by speech, gesture and expression through Martin Luther King Jr. in expressing his speech.

Keywords: Rhetoric, Speech, Mass Communication