One recurring characteristic of demagoguery present in Wallace’s speech is constant use of double-standards, or what Roberts Miller refers to as, “rejection of the notion of reciprocally binding rules or principles” (p. 5). Wallace incessantly suggests that they, The South, should not give up their freedoms and should continue to deny segregation without any mention that his opponents, whom he persistently refers to as communists and tyrants, are attempting to fight for the very thing he suggests segregation is taking away from them: freedom. He continues to compare their plight against civil rights to the confederate soldier’s during the Civil War claiming that, “They fought. They followed no false doctrine. They knew what they wanted and they fought for freedom!” (P. 5). It is clear that Wallace wants his people to fight for their freedoms, but does not see his ‘communist rivals’ as possessors of those very same rights. In other words, he does not see freedom as something that should be equally available to both groups and refuses to recognize that those in favor of ending segregation are fighting for their freedoms; instead, he verbally persecutes them and victimizes his own plight by claiming their freedom will be stolen if segregation is made illegal. He bases his entire platform on this double-standard in order to undermine his rivals and by appealing to his audience’s self-interests. Unfortunately, due to the civil turmoil at the time and the location in which this speech was given, it was probably a very effective tactic for the audience, who we can assume were mostly southern white people that voted for Wallace as governor of Alabama. Wallace’s use of this demagogic tactic would not make it easy for someone to argue against unless they were willing to be accused of threatening freedom as a communist or tyrant, and therefore, it was safer and easier for them to accept and agree.