ABSTRACT: This study refers to the *Iago*’s persuasive speech, a character of the play *Othello, the Moor of Venice* (1604) written by the English playwright William Shakespeare. For this research, we intend to analyze the discourse of *Iago* and his power of persuasion. We emphasize that *Iago* uses the language's power to manipulate each character. However, for this analysis we are going to emphasize *Iago*'s speech related to *Othello*, presenting some relevant passages in which other characters are also handled, after all, the fact that they act according to *Iago*’s intentions is what causes the drama's tragic outcome. Therefore, the aim of this work is unveiling the neutrality of the language and the power that it has in the development of Shakespearean plot.

KEYWORDS: persuasion; speech; language.