

from THE SPEECHES, MAY 19, 1940

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Literary Analysis

SPEECH

An effective **speech** combines **rhetorical devices** that grab and keep an audience’s attention with **persuasive techniques** that convince. Churchill uses a variety of strategies to maintain interest, emphasize key ideas, and persuade his audience:

- Repetition is the use of a word or phrase more than once to emphasize an important concept. Audiences are more likely to remember a repeated phrase.
- Parallelism is using similar grammatical structures to express related ideas. Parallelism can create a compelling rhythm and a sense of musicality.
- Loaded language includes words and phrases with strong positive or negative content. Using these words can create strong listener reactions.
- Emotional appeals are images and ideas that inspire a strong emotional reaction.
- **Clear narrative** is a forceful, easy-to-follow “story.” A speaker might simplify a situation to make the narrative more compelling.

Directions: In the chart, record at least one example of each technique from the speech.

Example	Persuasive Technique	How Effective Is It?

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