

Device or Strategy	Definition and Example
Ethos	Persuasive appeal of one's character – 'As a father and as a husband, I feel well qualified to say to you . . .'
Pathos	Persuasive appeal to emotion – 'Imagine for a moment an orphaned child, alone, sick . . .'
Logos	Persuasive appeal to logic – 'The scientific evidence is clear; the climate is changing and we must . . .'
Parallels or repetition	Repetition of the same, or similar, words, phrases or sentences to emphasise a point – ' we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields . . .' (Winston Churchill)
Rhetorical question	A question not to be answered but to encourage the listener to reflect on what the answer must be – 'How much longer must our people endure this injustice?' (Martin Luther King Jr)
Symbolism	When speeches utilise figures of speech, like metaphors, similes and allegory: 'All the world's a stage, And all the men and women merely players; They have their exits and their entrances . . .' (William Shakespeare) 'With him as the captain, the team could be headed for the rocks.'
Slogan or soundbite	Famous examples of these are: 'Ich bin ein Berliner.' (John F. Kennedy) 'The only thing we have to fear is fear itself.' (Franklin D. Roosevelt)
Allusion	A reference to another person, event or story – 'We struggle on, carrying the weight of the world on our shoulders.' Reference to the Greek myth about Atlas who supported the world on his shoulders.
Analogy	Making a comparison between things that are essentially alike. This is to persuade an audience that the logic of an idea should be accepted as it like an established idea – 'Withdrawal of U.S. troops will become like salted peanuts to the American public; the more U.S. troops come home, the more will be demanded.' (Henry Kissinger)
Alliteration	Repetition of initial word sounds. It draws attention to an idea and fixes it in a listener's mind – 'Let us go forth to lead the land we love.' (John F. Kennedy)

Device or Strategy	Example found in 'Blood, Toil, Tears and Sweat' speech – Winston Churchill
Ethos	
Pathos	
Logos	
Parallels or repetition	
Rhetorical questions	
Symbolism	
Slogan or catchphrase	
Allusion	
Analogy	
Alliteration	

'BLOOD, TOIL, TEARS AND SWEAT' – WINSTON CHURCHILL

13th May 1940

Excerpt From His First Speech as Prime Minister to the House of Commons

. . . but it must be remembered that we are in the preliminary stage of one of the greatest battles in history, that we are in action at many points in Norway and in Holland, that we have to be prepared in the Mediterranean, that the air battle is continuous, and that many preparations have to be made here at home . . . I would say to the House as I said to those who have joined the government: **'I have nothing to offer but blood, toil, tears and sweat.'**

We have before us an ordeal of the most grievous kind. We have before us many, many long months of struggle and of suffering. You ask, what is our policy? I can say: It is to wage war, by sea, land and air, with all our might and with all the strength that God can give us; to wage war against a monstrous tyranny, never surpassed in the dark, lamentable catalogue of human crime. That is our policy. You ask, what is our aim? I can answer in one word: Victory – victory at all costs, victory in spite of all terror, victory, however long and hard the road may be; for without victory, there is no survival. Let that be realised; no survival for the British Empire, no survival for all that the British Empire has stood for, no survival for the urge and impulse of the ages, that mankind will move forward towards its goal. But I take up my task with buoyancy and hope. I feel sure that our cause will not be suffered to fail among men. At this time I feel entitled to claim the aid of all, and I say, 'come then, let us go forward together with our united strength.'