

Analysing political speeches

Analyse how XY/ Examine the way in which XY
 tries to convince his listeners that ... / tries to win the audience to support ...
 by examining / Focus on
 the line of argument(ation) / the content of the speech / communicative strategies
 / techniques of persuasion / use of language / use of rhetorical devices.

Some rhetorical devices:

- alliteration “Let us go forth and lead the land we love.” (J. F. Kennedy)
- assonance sweet dreams
- metaphor Holidays are heaven.
- simile Holidays are like heaven.
- hyperbole I’ve told you a million times not to exaggerate.
- litotes not bad
- euphemism collateral damage
- enumeration “... nothing to offer but blood, toil, tears, and sweat” (W. Churchill)
- antithesis “We must learn to live together as brothers or perish together as
fools.” (M. L. King)
- anaphora “We shall not flag or fail. We shall go on to the end. We shall fight
in France. We shall ...” (W. Churchill)
- parallelism What you see is what you get.

Some other techniques:

- using first person pronouns (*we/us*)
- using pronouns to address the audience (*you*)
- using positively/negatively connoted words
- using (in)formal expressions
- making an allusion to / alluding to
- using quotes / quoting
- making an appeal to the audience

Useful expressions for your analysis text:

The speaker	informs about ... alludes to ... suggests that ... criticizes ... draws the audience’s attention to ... appeals to feelings and emotions by ... draws a comparison between ... and ... compares ... with ... contrasts ... with ...
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The speaker	intends to tries to	convince persuade manipulate	the audience by ...
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The speaker	uses employs makes use of	colloquial formal technical	words expressions terms	such as ...
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The speaker uses	images examples alliterations	to convey a		lively vivid	impression. the listeners’ attention.
		to	attract maintain		

The speaker	repeats ... uses a repetition uses analogies	to underline to stress to underscore	that ...
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Second homework assignment for the third quarter:

Analyse how David Cameron tries to convince the British people of the effectiveness of his government and win their sympathy. Focus on communicative strategies and language use.