The Persuasive techniques in Brutus’ speech

In his speech at the funeral of Caesar in Act 3, Sc 2, Brutus gives the public his reason for killing Caesar. He uses a number of persuasive techniques. On the right hand side of the page is an explanation of the techniques used. In the speech examples of each technique are underlined. Draw a line from the explanation on the right hand side to the example in the speech.

BRUTUS

Be patient till the last. Romans, countrymen, and lovers! hear me for my cause, and be silent, that you may hear: believe me for mine honour, and have respect to mine honour, that you may believe: censure me in your wisdom, and awake your senses, that you may the better judge. If there be any in this assembly, any dear friend of Caesar's, to him I say, that Brutus' love to Caesar was no less than his. If then that friend demand why Brutus rose against Caesar, this is my answer: --Not that I loved Caesar less, but that I loved Rome more. Had you rather Caesar were living and die all slaves, than that Caesar were dead, to live all free men? As Caesar loved me, I weep for him; as he was fortunate, I rejoice at it; as he was valiant, I honour him: but, as he was ambitious, I slew him. There is tears for his love; joy for his fortune; honour for his valour; and death for his ambition. Who is here so base that would be a bondman? If any, speak; for him have I offended. Who is here so rude that would not be a Roman? If any, speak; for him have I offended. Who is here so vile that will not love his country? If any, speak; for him have I offended. I pause for a reply.

Apologies to patriotism: You should agree with a point the speaker is making because you love your country.

Staying on message: Drill the message into the audience by repeating key words or phrases to do with the central idea of the piece.

Rhetorical question: A question which has only one, logical answer.

Repetition: Repeating a word or phrase to show how important it is.

Appeal to sense of freedom: You should agree with what the speaker is saying because you want to be free and not repressed.

Rule of three: A set of three words or phrases is used (I came, I saw, I conquered). It makes the speaker seem commanding.

Appeal to sense of the greater good: You should agree with the basic logic that sometimes we need to hurt a few people to help many.
The Persuasive techniques in Antony’s speech

In his response to Brutus' speech, Antony is careful to begin not by not attacking Brutus at first. However, these two speeches below are taken from later in the scene where Antony has begun to get the plebeians on side. He uses a number of persuasive techniques. On the right hand side of the page is an explanation of the techniques used. In the speech examples of each technique are underlined. Draw a line from the explanation on the right hand side to the example in the speech.

ANTONY

If you have tears, prepare to shed them now.
You all do know this mantle: [remember
The first time ever Caesar put it on;]
‘Twas on a summer’s evening, in his tent,
That day he overcame the Nervii:
Look, in this place ran Cassius’ dagger through:
See what a rent the envy Casca made:
Through this the well-beloved Brutus stabb’d;
And as he pluck’d his cursed steel away,
Mark how the blood of Caesar follow’d it,
As rushing out of doors, to be resolved
If Brutus so unkindly knock’d, or no;
For Brutus, as you know, was Caesar’s angel:
Judge, O you gods, how dearly Caesar loved him!
This was the most unkindest cut of all;
For when the noble Caesar saw him stab,
Ingratitude, more strong than traitors’ arms,
Quite vanquish’d him: then burst his mighty heart;
And, in his mantle muffling up his face,
Even at the base of Pompey’s statua,
Which all the while ran blood, great Caesar fell.
O, what a fall was there, my countrymen!
Then I, and you, and all of us fell down,
Whilst bloody treason flourish’d over us.
O, now you weep; and, I perceive, you feel
The dint of pity: these are gracious drops.
Kind souls, what, weep you when you but behold
Our Caesar’s vesture wounded? Look you here,
Here is himself, marr’d, as you see, with traitors.

Inclusive language: The speaker uses ‘we’ and ‘us’ to make the audience feel that they are part of the issue that is being spoken about.

Exaggeration: The speaker portrays something as bigger or stronger than it actually is.

Anecdote: The speaker tells a personal story which adds weight to what they are saying.

Attack: The speaker uses insulting language to speak about someone in order to make them seem villainous or untrustworthy.

Appeal to sympathy: The speaker appeals to the emotions and feelings of the audience.
ANTONY
Good friends, sweet friends, let me not **stir you up**
To such a sudden flood of mutiny.
They that have done this deed are honourable:
What private griefs they have, alas, I know not,
That made them do it: they are wise and honourable,
And will, no doubt, with reasons answer you.
I come not, friends, to steal away your hearts:
I am no orator, as Brutus is;
But, as you know me all, a plain blunt man,
That love my friend; and that they know full well
That gave me public leave to speak of him:
For I have neither wit, nor words, nor worth,
Action, nor utterance, nor the power of speech,
**To stir men's blood:** I only speak right on;
I tell you that which you yourselves do know;
Show you sweet Caesar's wounds, poor poor dumb mouths,
And bid them speak for me: but were I Brutus,
And Brutus Antony, there were an Antony
Would **ruffle up your spirits** and put a tongue
In every wound of Caesar that should move
The stones of Rome to rise and mutiny.

**Evaluation**

Brutus initially seems to persuade his audience that he did the right think. His speech is convincing. But then Antony's speech is more convincing. What does Antony do in his speeches above and in the rest of Act 3, Sc 2 that is more compelling for the audience than the words of Brutus?