**Comparing Edward VIII and Julia Gillard speeches.**

Both obviously are persuasive, with some informative elements in support of their persuasive points, but broadly relying on a range of either rehearsed or scripted rhetorical elements to make their language forceful, memorable and inspiring in politically elevated contexts of power and ceremony that demand formality and decorum. They are also both engaged in a political context and are addressing large public audiences through a broadcast medium. However, there are a number of important differences contextually which impacts on the language choices used and which you will need to bear in mind should you decide to do a formal speech for your Non-fiction writing – there are many other contextual factors to take into account.

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| **Edward VIII** | **Julia Gillard** |
| The location of the speech is a private room at Windsor Castle where the broadcast took place. | The location is the Australian Parliament with its own formal codes of etiquette. |
| There are some slightly historical features that reflect the formal world of royalty, government and social attitudes and values of eighty years ago.  | Despite the formality of the parliamentary context, Gillard is addressing modern Australians, who tend to be less hidebound by traditions than the British in the Westminster parliament on which the Australian model is based. |
| The personal, self-justifying nature of this speech also means that there are not that many vivid rhetorical features used. | Gillard’s angry speech, meant to persuade others to join her in her in the political battle against Tony Abbott’s party, means that she employs relatively more political rhetoric. The argumentative nature of the speech means that she often quotes the words of Tony Abbott to attack him. |
| The delicate, controversial nature of the crisis means that this speech has been very carefully crafted, scripted and edited with no deviation from the script. | Gillard is obviously referring to a prepared script or written set of prompts in her speech but is also relying on her experience as a skilled political speaker to create rhetorical effects. Even parts that seem or are improvised have an effective rhetorical power.  |
| The audience is a relatively straightforward one: subjects in Britain and the wider Empire. | Gillard has to bear several audience is mind. The only one she can address directly is the Speaker or Deputy Speaker. Most of her comments are aimed (indirectly using only third-person forms) at Tony Abbott who is sitting opposite her but she is address political allies and enemies in the chamber with her but also of course the wider Australian public through the broadcast medium. |
| The speech is read in a quiet room without the threat of interruption. | This speech has to be delivered in the adversarial atmosphere of the parliament with frequent cat-calls and interruptions by the opposition. |