**Einstein Speech 1933 Royal hall:**

If we want to resist the powers which threaten to suppress intellectual and individual freedom we must keep clearly before us what is at stake, and what we owe to that freedom which our ancestors have won for us after hard struggles.

Without such freedom there would have been no Shakespeare, no Goethe, no Newton, no Faraday, no Pasteur and no Lister. There would be no comfortable houses for the mass of people, no railway, no wireless, no protection against epidemics, no cheap books, no culture and no enjoyment of art at all. There would be no machines to relieve the people from the arduous labor needed for the production of the essential necessities of life. Most people would lead a dull life of slavery just as under the ancient despotisms of Asia. It is only men who are free, who create the inventions and intellectual works which to us moderns make life worth while.

**If we want to resist the powers which threaten to suppress intellectual:** Implies that these powers are opposing him, possibly emotive language.

**Freedom we must keep clearly before us what is at stake:**  Imperative (must)

**Without such freedom there would have been no Shakespeare, no Goethe, no Newton, no Faraday, no Pasteur and no Lister:** Logos, shows that this ‘freedom’ resulted in these people doing good things.

**Most people would lead a dull life of slavery just as under the ancient despotisms of Asia:** Ethos, trying to appeal to the ethical side of people by mentioning slavery.

**It is only men who are free, who create the inventions and intellectual works which to us moderns make life worth while:** Implies that he can do these things as long as he has this ‘freedom’.

**Techniques explanation:**

**Ethos:** This is effective in this case because Einstein intended to combat the powers that suppressed him and his people therefore he tried to appeal to the ethical side of people and there emotions

**Logos:** He uses this by saying that the free people make the inventions and change the world and uses examples such as Newton, Shakespeare, Faraday…

**Imperative:** He uses this to tell people to come to the realization about what is on stake as well as to fight against the powers to help the creative people make inventions and have discoveries.