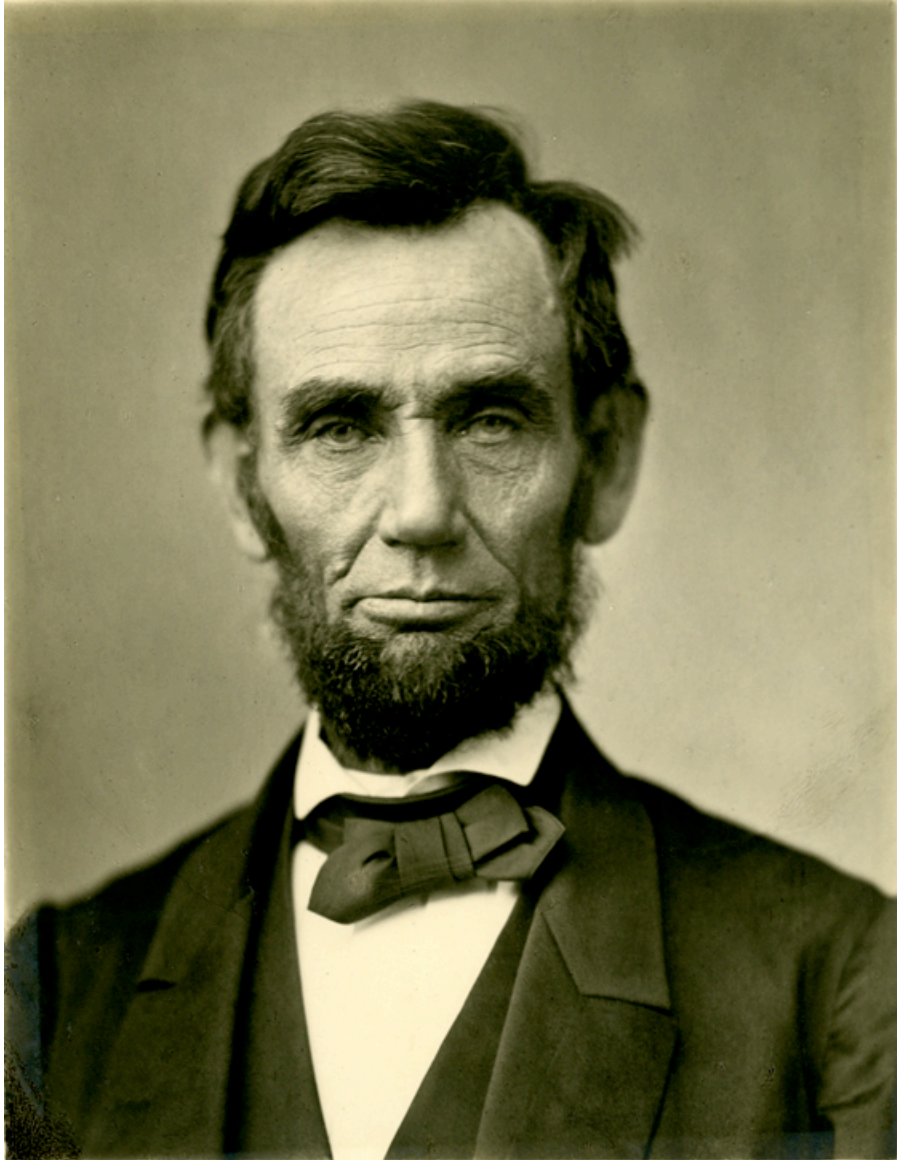


ABRAHAM LINCOLN AND WINSTON CHURCHILL: THE POWER OF WORDS

Collin County Bar Association
Estate Planning & Probate Section
September 11, 2020





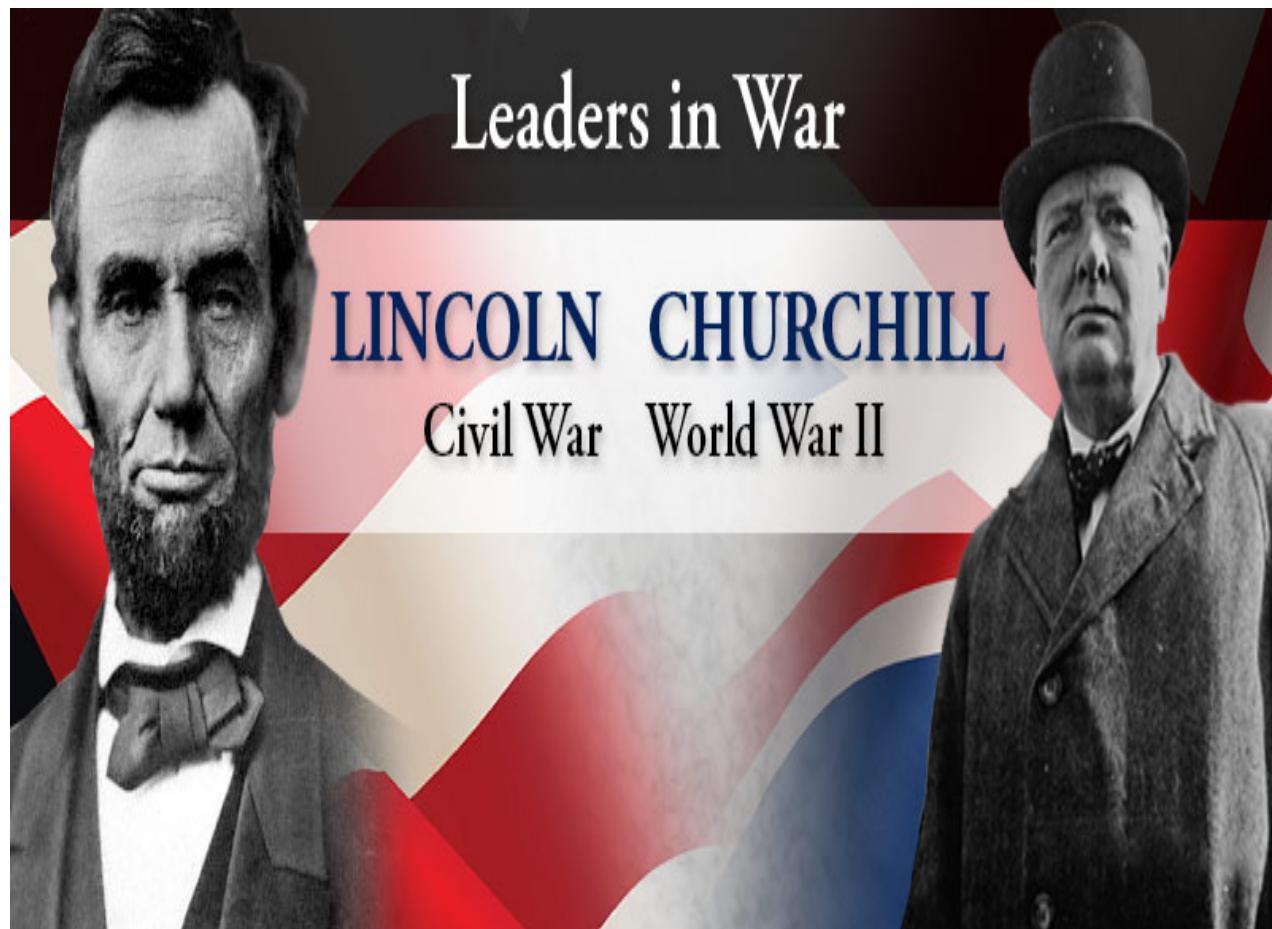
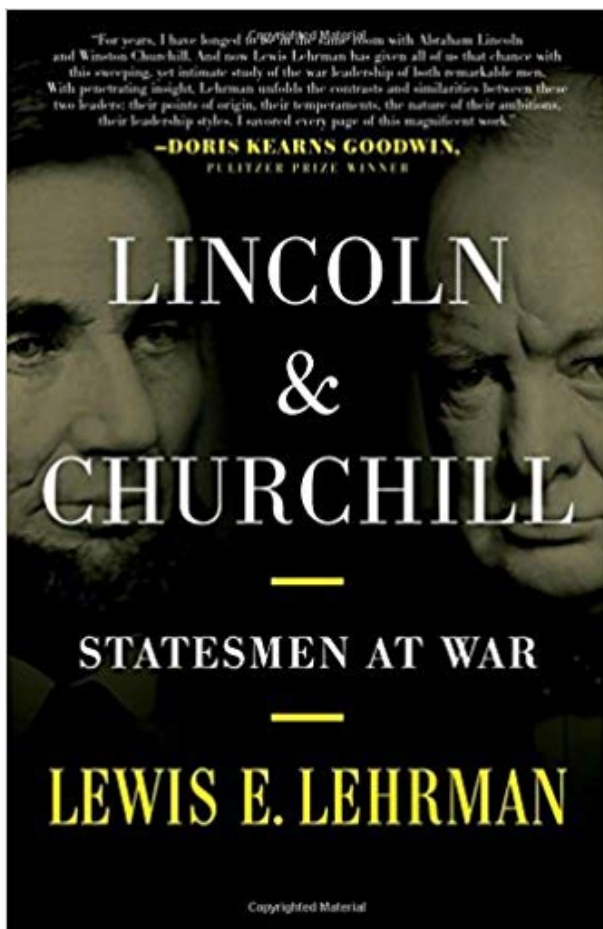
“Words are the only things that last forever.”

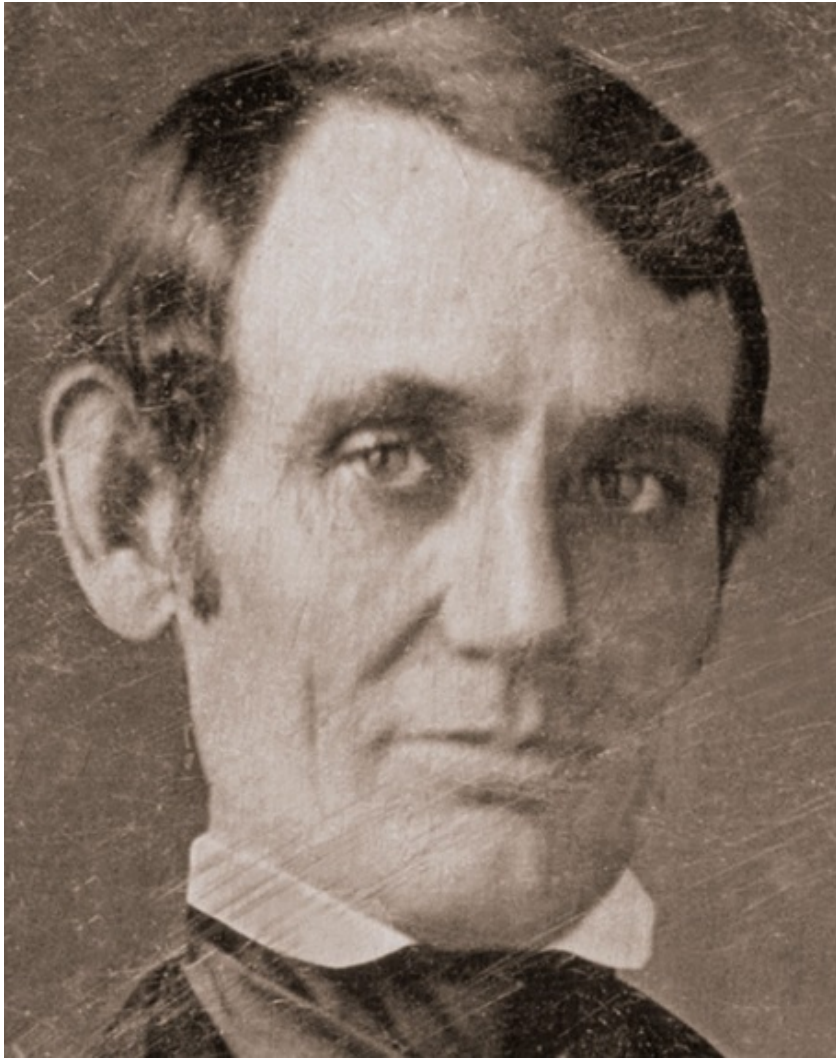
The most tremendous
monuments or prodigies of engineering
crumble under the hand of time.”

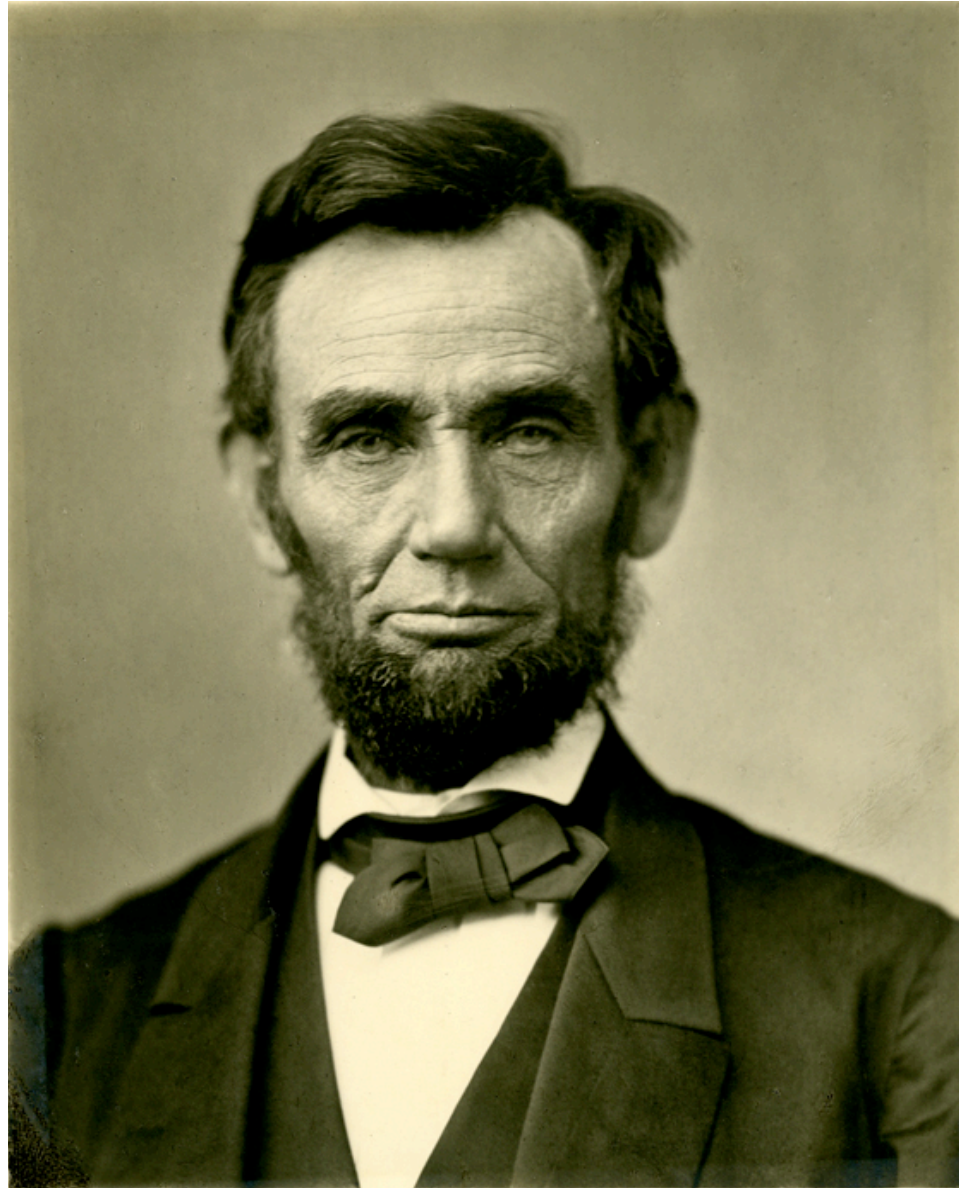
Winston Churchill

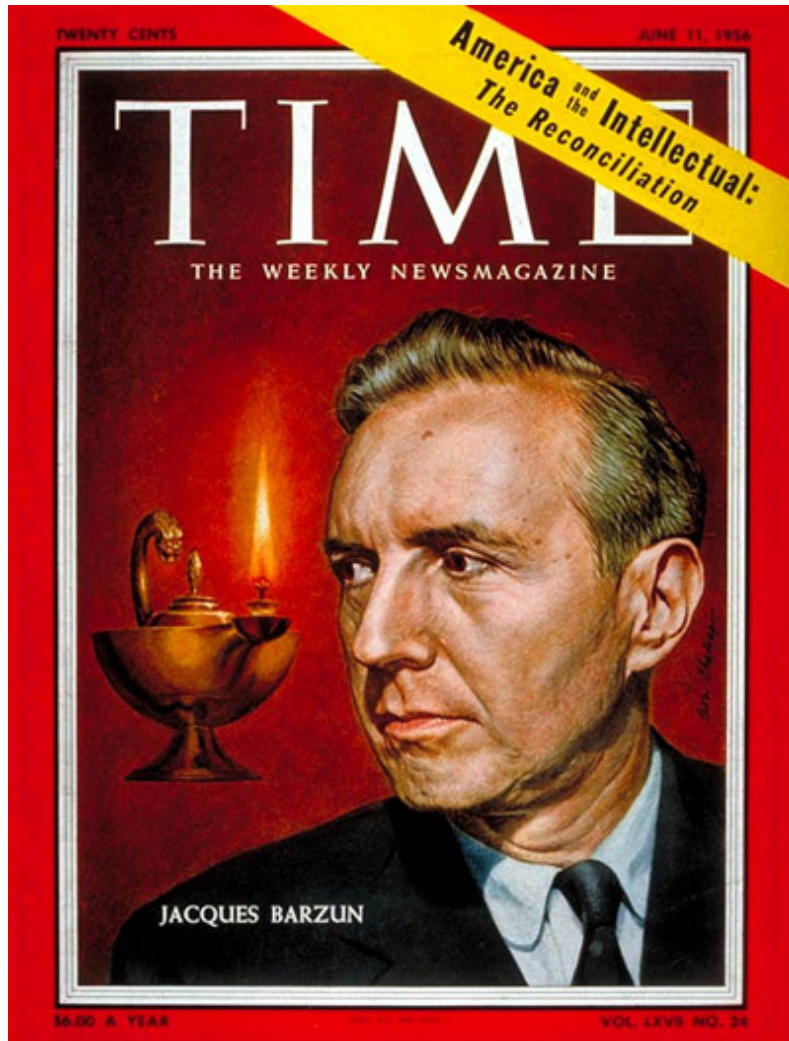
lincolinandchurchill.org

Lewis Lehrman's Website









"Lincoln the Literary Genius" – by Jacques Borzun
February 14, 1959



Lincoln's Tools for Effective Communication:



1) Word Choice Precision

A. LINCOLN,
Attorney and Counselor at Law
SPRINGFIELD, - - ILLINOIS.

TO WHOM IT MAY CONCERN.

My old customers, and others, are no doubt aware of the terrible time I have had in ~~CROSSING THE~~
~~STREAM~~, and will be glad to know that I will be back, on the same side from which I started, on or before
the ~~FOURTH OF MARCH NEXT~~, when I will be ready to ~~SWAP HORSES, DISPENSE LAW, MAKE JOKES, SPLIT RAILS,~~
and perform other matters in a ~~SMALL WAY~~.



block south of the American House.

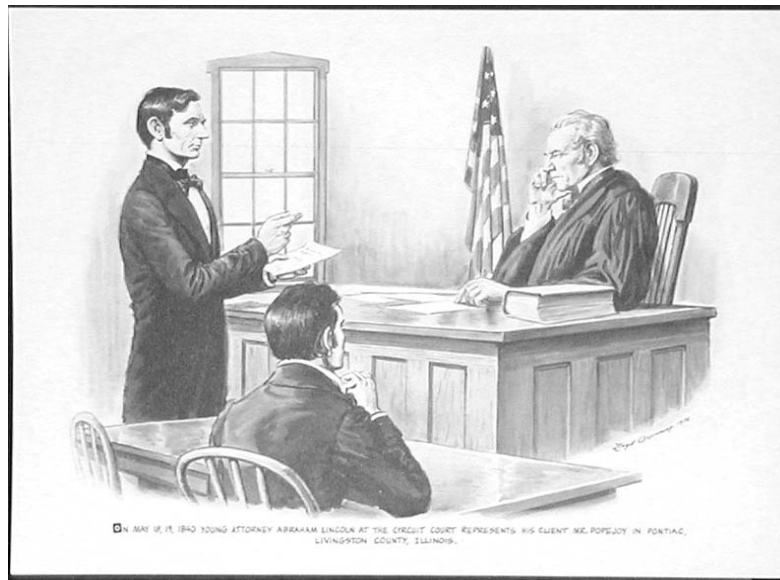
oct12

LINCOLN & HERNDON,
ATTORNEYS AND COUNSELLORS AT
A LAW—will practice in the Courts of Law and Chancery
in this State,—Springfield, Ill.

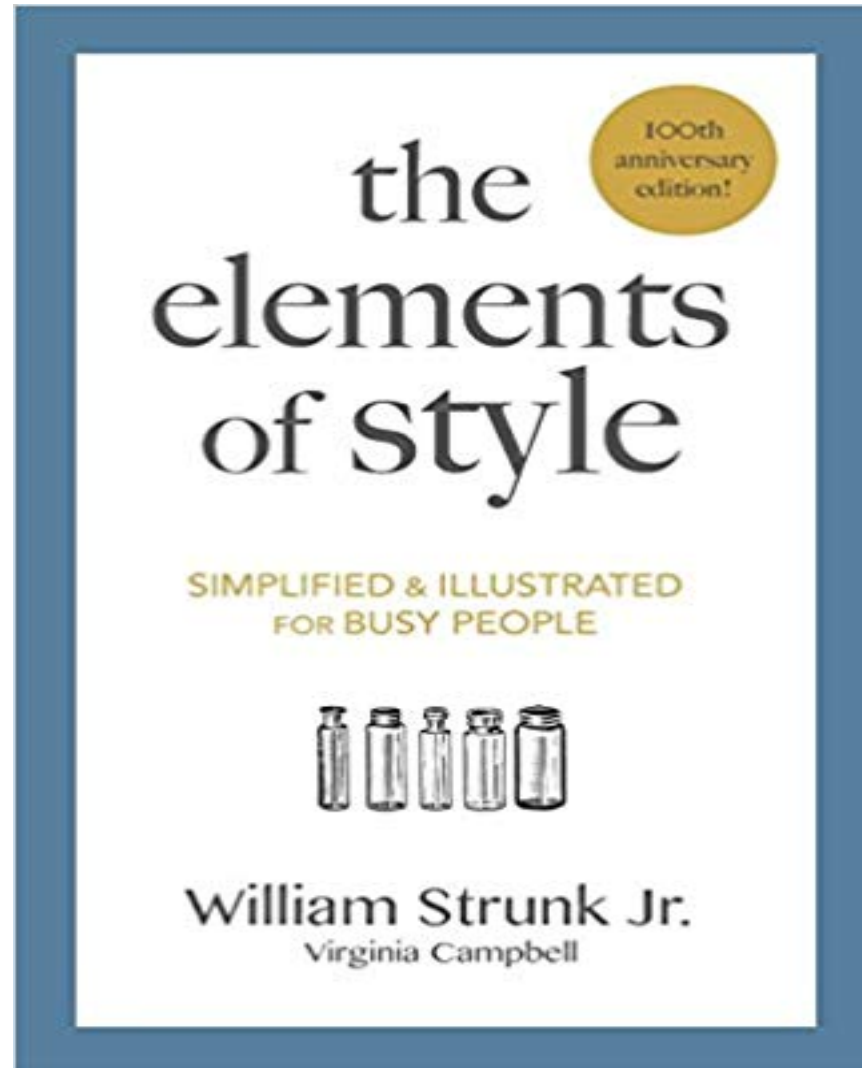
aug5

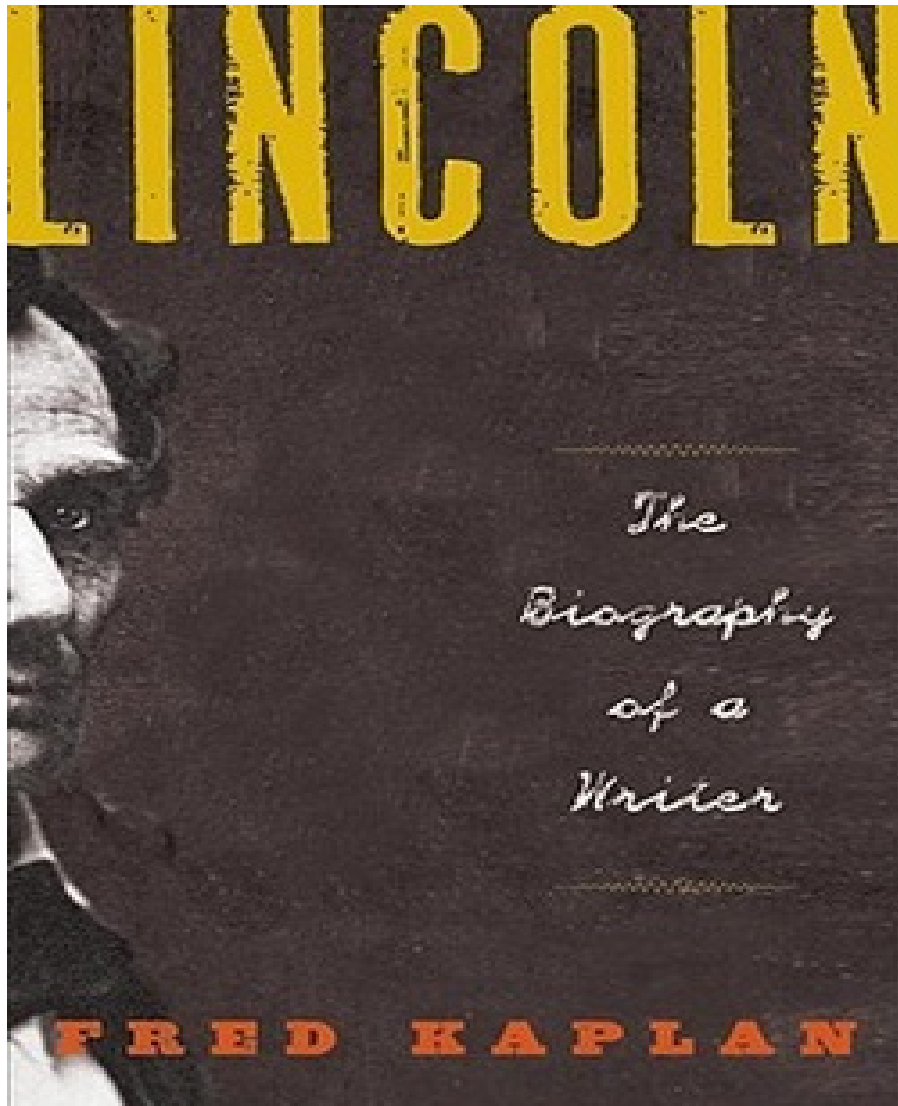
R. F. RUTH,
SADDLE AND HARNESS MANUFACTURER

“A part of Lincoln’s extraordinary skill in communicating came from the practice of legal thought. The language of the law foresees doubt, ambiguity, confusion, error, and on by one – it removes them. The great compression of Lincoln’s language came after he had, lawyerlike, removed all unsatisfactory wording alternatives, and hit upon just the right order and emphasis.” - - Jacques Barzun

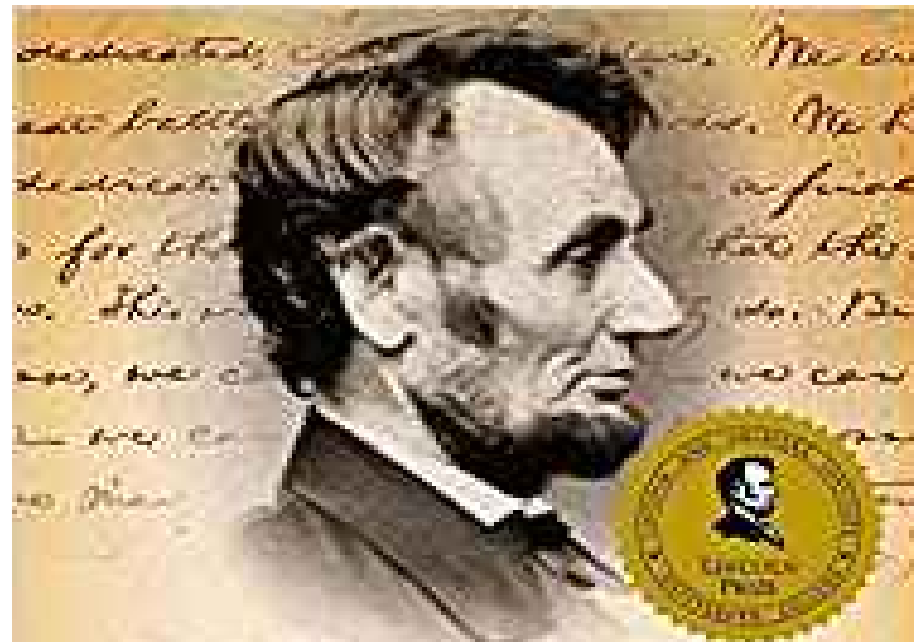


Say exactly what you mean.
Eliminate needless words.





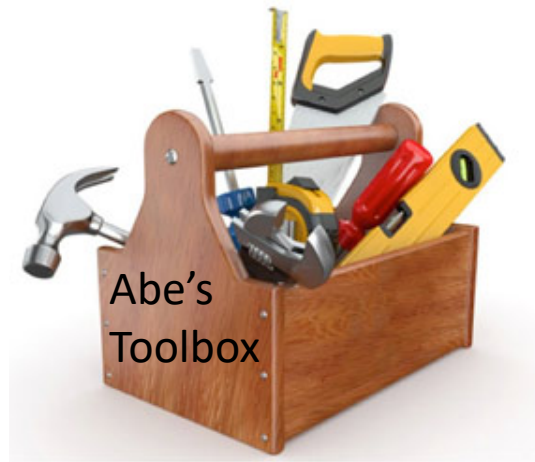
Word Precision → Clarity



LINCOLN'S SWORD

THE PRESIDENCY
AND THE POWER OF WORDS
DOUGLAS L. WILSON

"This book is so good that it will keep Lincoln's words alive for generations.
Never has the wealth of Lincoln's amazing words more fully been revealed.
Never has the heart of Lincoln been more deeply understood."
—Gregg Easterbrook, author of *Founding Faith: The Founding Fathers of American Democracy*



Lincoln's Tools for Effective Communication:

2)  Acute Sense of Audience



“Don’t shoot too high. Shoot down low.
Only then will the common people understand you.”

A. Lincoln’s Advice on Jury Persuasion



Red = Civil War Border States



Lincoln's Tools for Effective Communication:

3)  Never Misrepresent or Overstate



“Resolve to be honest at all events; and if in your own judgment you cannot be an honest lawyer, resolve to be honest without being a lawyer.”

Abraham Lincoln's Notes for a Lecture to Young Lawyers in 1850s

“If I falsify in this, you can convict me.’
The witnesses live, and they can tell.”

A. Lincoln: Opening Statement to a Jury



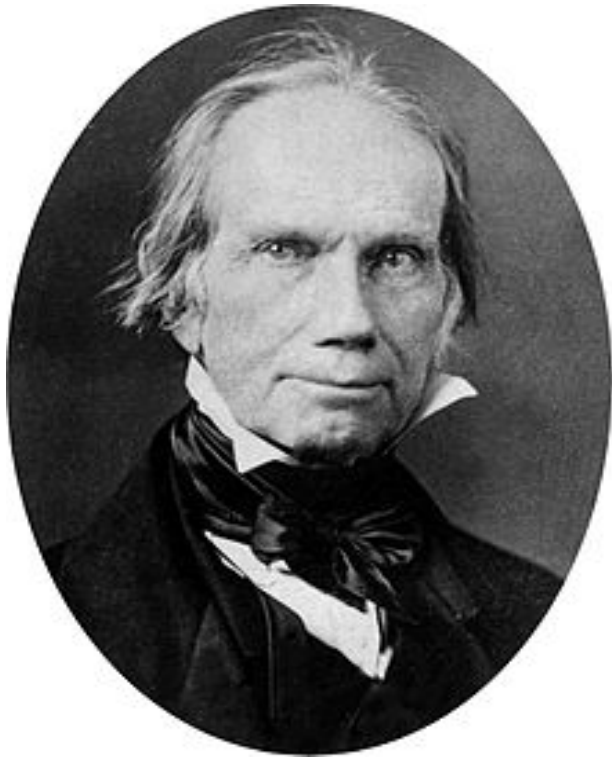


Lincoln's Tools for Effective Communication:

- 4)  Impassioned, Earnest Tone - -
Never Emotional



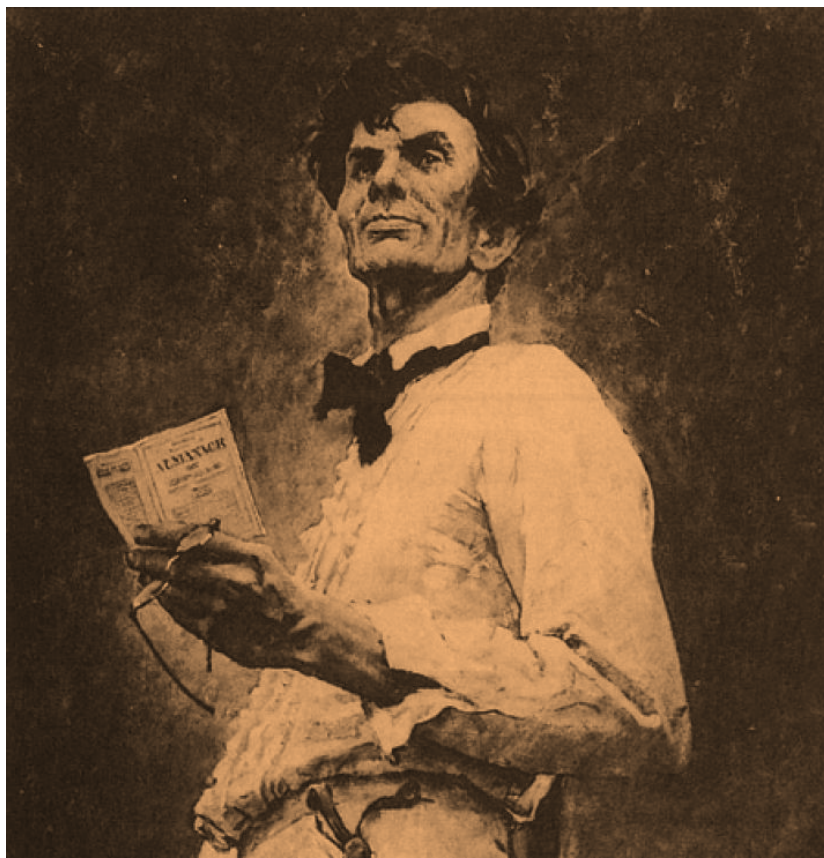
Daniel Day-Lewis as Lincoln



Henry Clay

“Mr. Clay’s eloquence did not consist in elegant arrangements of words and sentences; but rather of that deeply earnest and impassioned tone, which can proceed only from great sincerity and the speaker’s thorough conviction in the justice and importance of his cause. This is what truly touches the chords of human sympathy.”

A. Lincoln’s Eulogy to Henry Clay



“Lincoln never seemed to have considered it within his power to convince by disturbing others’ judgment using his emotions.”

Jacques Barzun : “Lincoln the Literary Genius”



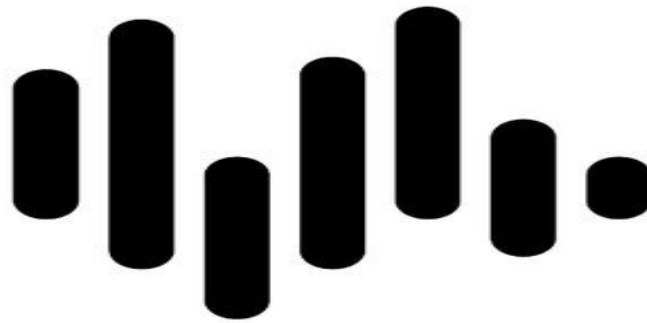
Lincoln's Tools for Effective Communication:

5)  Wit/Humor With Calculated Restraint



Lincoln's Tools for Effective Communication:

6) —  Rhythmic Deliberate Cadence

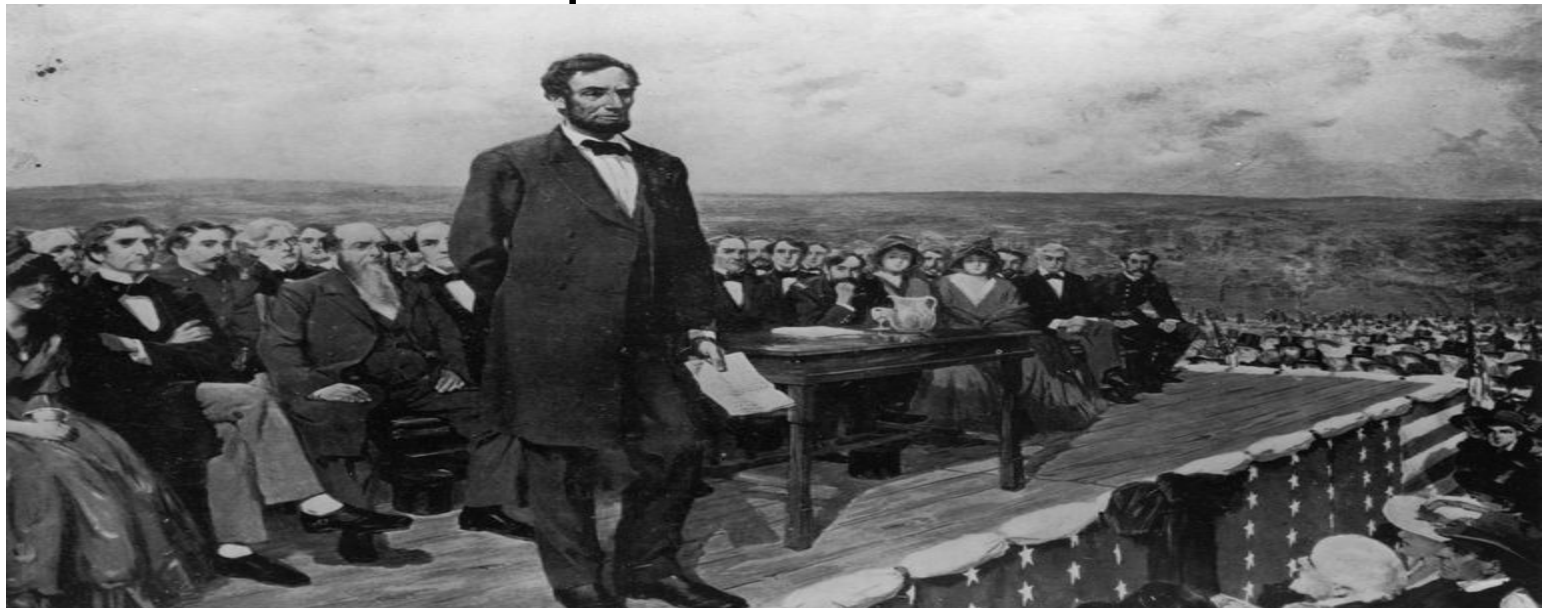


“Let Lincoln’s choice of words, the **rhythm** and shape of his utterances, **linger in the ear**. When you do that, you begin to feel as he did. His extraordinary power was to make his spirit felt.” Jacques Barzun



David McCullough

This nation, under God,
shall have a new birth of freedom –
and that government
of the people,
by the people,
and for the people,
shall not perish from the earth.



Lincoln's Gettysburg Address, November 1863









Fondly do we hope,
Fervently do we pray,
that this mighty scourge of war
May speedily pass away.

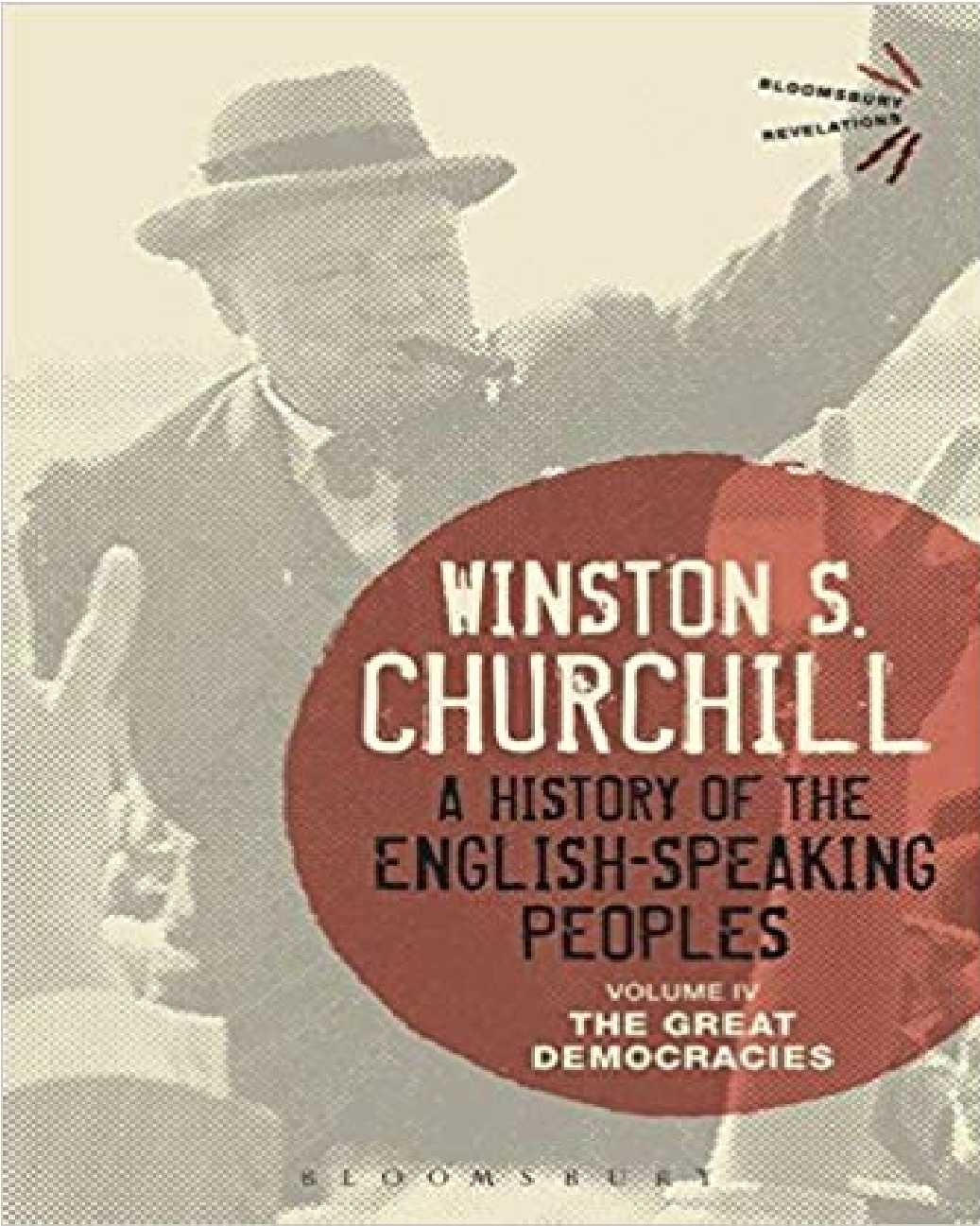
Lincoln's Second Inaugural Address, March 4, 1865



Lincoln's Tools for Effective Communication:

- 1)  Word Choice Precision
- 2)  Acute Sense of Audience
- 3)  Never Misrepresent or Overstate
- 4)  Impassioned, Earnest Tone - -
Never Emotional
- 5)  Wit/Humor With Calculated Restraint
- 6)  Rhythmic Deliberate Cadence





BLOOMSBURY
REVELATIONS

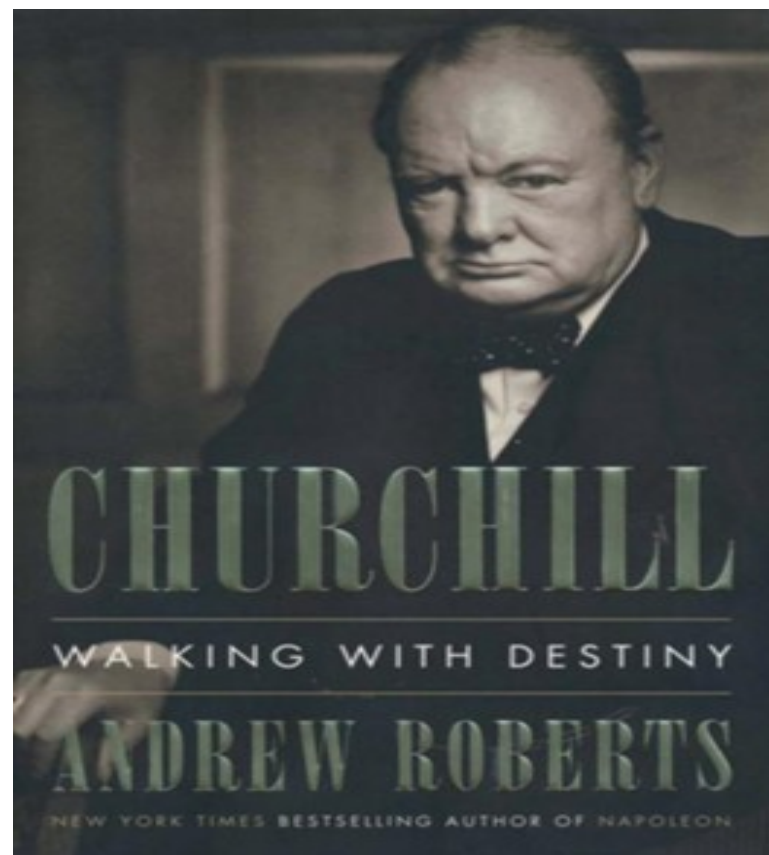
WINSTON S. CHURCHILL

A HISTORY OF THE
ENGLISH-SPEAKING
PEOPLES

VOLUME IV
THE GREAT
DEMOCRACIES

BLOOMSBURY







The Scaffolding of Rhetoric.

Preface: “Of all the talents bestowed upon men,
none is so precious as the gift of oratory.

He who enjoys it wields a greater power
than that of a great king.

He is an independent force in the world.”



Churchill's Scaffolding of Rhetoric

1) Word Choice Precision

Using Short, Old Words

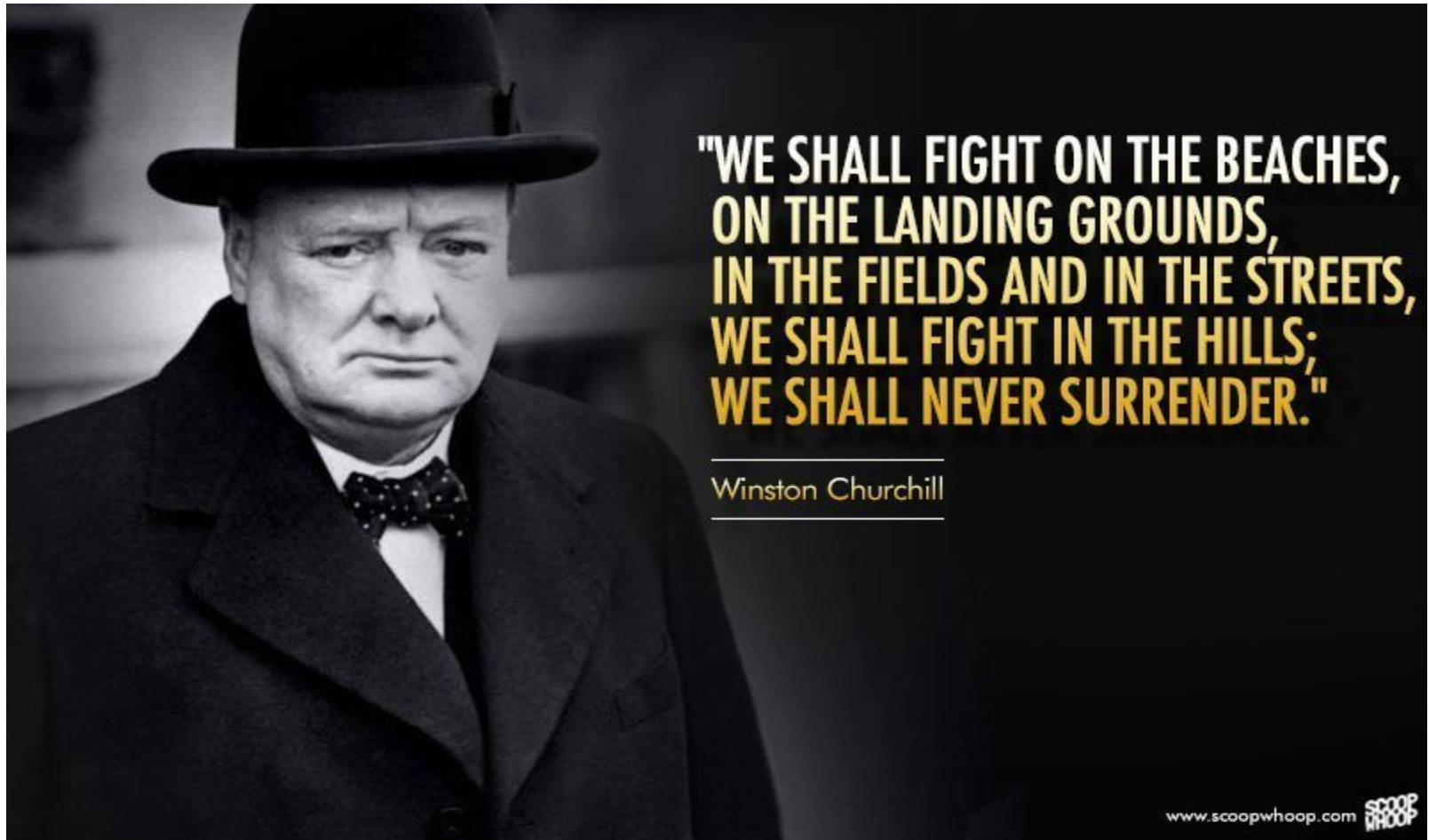
“Foe” instead of “Enemy.”

“Pray explain...” (how this happened),
instead of “Please explain...”



Churchill's Scaffolding of Rhetoric

2) Rhythmic Sentences

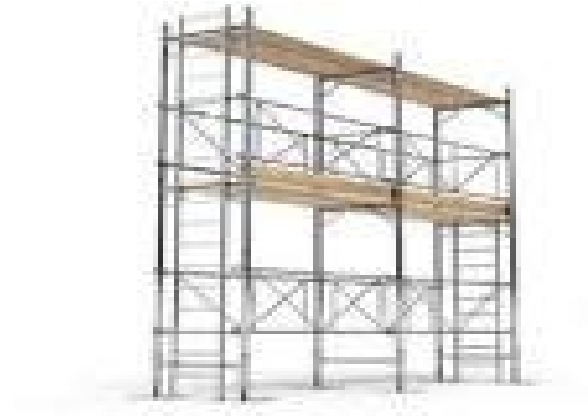


**"WE SHALL FIGHT ON THE BEACHES,
ON THE LANDING GROUNDS,
IN THE FIELDS AND IN THE STREETS,
WE SHALL FIGHT IN THE HILLS;
WE SHALL NEVER SURRENDER."**

Winston Churchill

www.scoopwhoop.com **scoop whoop**

Using Anaphora to Create Rhythm
Speech to House of Commons, June 4, 1940



Churchill's Scaffolding of Rhetoric

3) Build Arguments With Momentum



An Argument That Gained Momentum
“Iron Curtain” Speech - Westminster College,
Fulton, Mo., March 5, 1946

Stalin's aggression depicted country, by country, by country...



Churchill's Scaffolding of Rhetoric

4) Use Analogies/Metaphors



Churchill's Scaffolding of Rhetoric

5) Extravagant Language Elevates and Motivates





I was not the lion, but it fell to me to
give the lion's roar.

— *Winston Churchill* —

AZ QUOTES

Extravagant Language → Lion's Roar





Churchill's transforming scaffolding into a masterpiece:

- 1) Relentlessly Edit Drafts and Repeatedly Rehearse Speeches



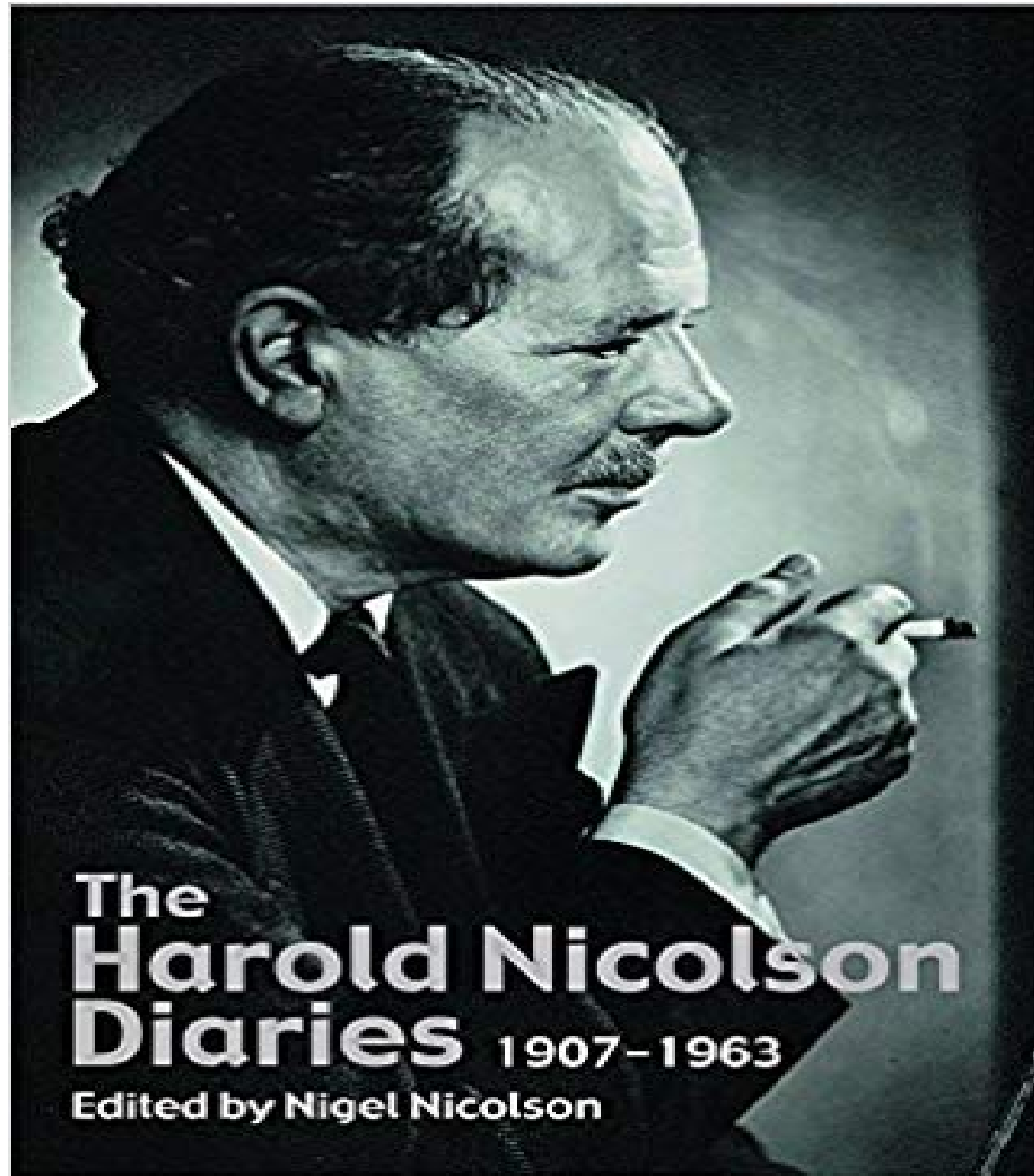
Churchill's transforming scaffolding into a masterpiece

2) Nothing But The Truth - - Always



‘Trust the people,’ They can hear the worst kind of news, so long as it is not put in a demoralizing way.” – Lord Rudolph Churchill

Lord Randolph Churchill (1849-1895) – Father of Winston Churchill



**The
Harold Nicolson
Diaries** 1907–1963

Edited by Nigel Nicolson



Churchill's transforming scaffolding into a masterpiece

3) Match Content to Audiences –
Making Points Consistently Interesting



Effective Use of Wit

Churchill at University of Miami receiving honorary degree



Effective Use of Alliteration

“We will have no truce or parley with you or the *grisly gang who work with your wicked will.*”

Winston Churchill July 14, 1941
(in the aftermath of the London Blitz)

Effective Use of Scripture

We are with Europe, but not of it.

We are linked, but not compromised.

We are interested and associated, but not absorbed.

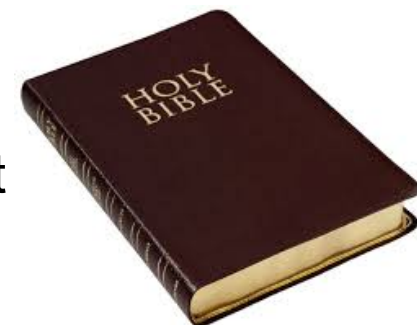
And should European statesmen address us in the words which were used of old,

‘Wouldst thou be spoken for to the king, or the captain of the host?’

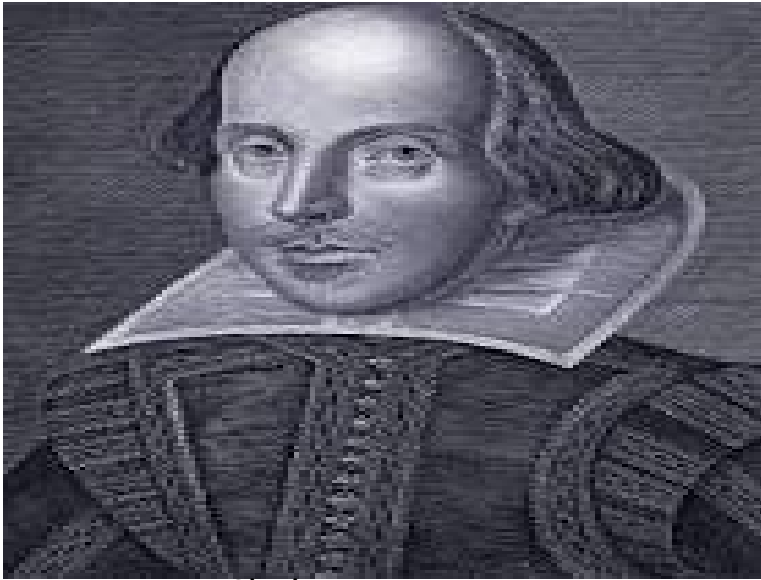
We should reply, with the Shunamite woman: ‘I dwell among my own people.’

Winston Churchill – 1938
On England’s place in the European effort

Using Bible’s II Kings, Chapter 4



Effective Use of Poetry



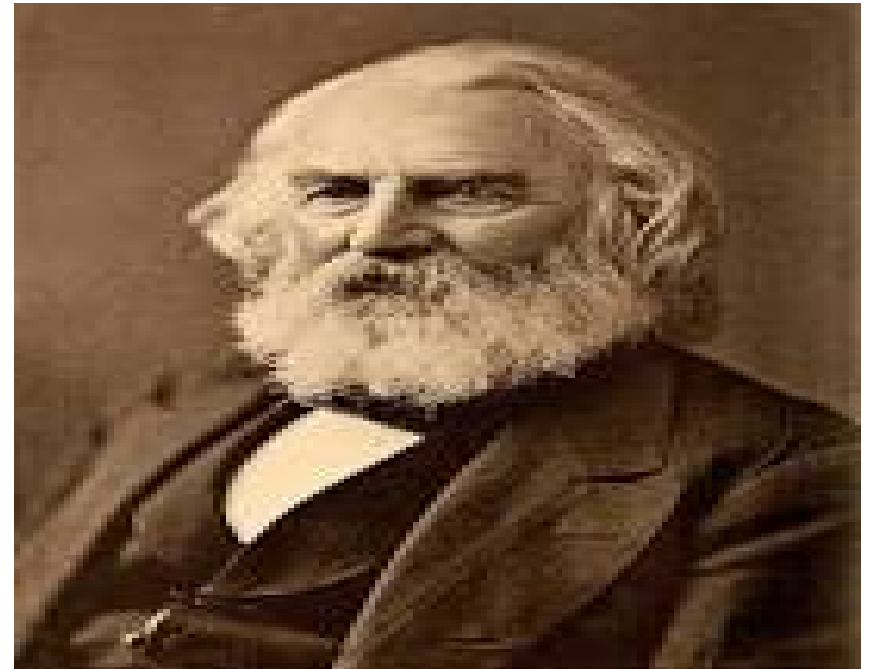
Shakespeare



Byron



Tennyson



Longfellow

Effective use of History Lessons







Abe's Tools



Churchill's Scaffolding



Architectural Masterpiece