

‘Rule of three’ illustrated over time

These examples are from my *The Gift of the Gab: How Eloquence Works* (2016).

Thomas Paine in *The American Crisis* (1776)

The far and the near, the home counties and the back, the rich and the poor, will suffer or rejoice alike.

Thomas Babington Macaulay, 2 March 1831

I have no hesitation in pronouncing it [the Reform Bill] a wise, noble, and comprehensive measure, skilfully framed for the healing of great distempers, for the securing at once of the public liberties and of the public repose, and for the reconciling and knitting together of all the orders of the State.

Emmeline Pankhurst, 13 November 1913

When they put us in prison at first, simply for taking petitions, we submitted; we allowed them to dress us in prison clothes; we allowed them to put us in solitary confinement; we allowed them to put us amongst the most degraded of criminals.

Margaret Thatcher, 12 December 1990

We now know that it is not government, but free enterprise, which is capable of creating wealth, providing jobs, and raising living standards.

Lady Gaga, 20 September 2010

They should be more clear with us about who the military is fighting for, who our tax dollars are supporting and, ultimately, how much does the prime rib cost?

Barack Obama, 4 November 2008

It’s been a long time coming, but tonight, because of what we did on this day, in this election, at this defining moment, change has come to America.

Hillary Clinton, 13 June 2015

Talk to your friends, your family, your neighbors.