This is the story of a place called Mouseland. Mouseland was a place where all the little mice lived and played, were born and died. And they lived much the same as you and I do.

They even had a parliament and every four years they had an election…used to walk to the polls and cast their ballots. Some of them even got a ride to the polls and got a ride for the next four years afterwards, too. Just like you and me. And every time on election day all the little mice used to go to the ballot box and they used to elect a government. A government made up of big, fat, black cats.

Now if you think it strange that mice should elect a government of cats, look at the history of Canada for the last 90 years and maybe you'll see they weren't any “stupider” than us.

Now, I'm not saying anything against the cats. They conducted their government with dignity. They passed good laws - that is, laws that were good for cats. But the laws that were good for cats weren't very good for mice. One of the laws said that mouse holes had to be big enough so a cat could get his paw in. Another law said that mice could only run at certain speeds - so a cat could get his breakfast without too much effort.
All the laws were good laws---For cats. But, oh, they were hard on mice. And life was getting harder and harder. And when the mice couldn't put up with it any more, they decided that something had to be done. So they went en masse to the polls. They voted the black cats out. They put in white cats.

Now the white cats had put up a terrific campaign. They said, "All Mouseland needs is more vision." They said, "The trouble with Mouseland is the round mouse holes. If you put us in we'll make square mouse holes." And they did. And the square mouse holes were twice as big as the round ones, and now a cat could get both paws in. And life was tougher than ever.

And when they couldn't take that anymore, they voted the white cats out and black ones in again. Then they went back to white cats. Then to black cats. They even tried half black and half white cats. And they called that a coalition. They even got one government made up of cats with spots on them: They were cats that tried to make a noise like a mouse but ate like a cat.

You see, my friends, the trouble wasn't with the colour of the cat. The trouble was that they were cats. And because they were cats, they naturally looked after cats instead of mice.

Presently, there came along one little mouse who had an idea. My friends, watch out for the little fellow with an idea. And he said to the other mice, "Look fellows, why do we keep electing a government made up of cats? Why don't we elect a government made up of mice?"

"Oh," they said, "he's a Bolshevik. Lock him up!" So they put him in jail.

But I want to remind you that you can lock up a mouse or a man but you can't lock up an idea.

- Tommy Douglas, 1944

[Source: http://mayor-of-mississauga.com/Mouseland_by_Tommy_Douglas.htm]
The following is the question you will face on the Rhetoric Test:

--> Identify two rhetorical devices used by the speaker and for each, explain how, in this particular speech, it helps her/him persuade her/his audience.

Analyzing Tommy Douglas’ Speech - An Example
Note: you will only need to do Steps #1 and #2 once per speech, but you will be analyzing the use of two devices per speech.

STEP # 1: Identify the thesis.

Choose another option beyond the Conservatives and Liberals and don’t discount the new, small party or its leader with the great idea regarding health care.

STEP # 2: Think about the best way for the rhetorician to prove her/his point---use the speech to figure this out.

It seems that he feels like he needs to distance himself from direct criticism because he talks about mice instead, but he also feels free to make fairly nasty attacks. He seems to think that using some humour (he was a small man and he calls himself a mouse) to prove his point is a good approach.

STEP # 3: Identify the rhetorical device or one of the three criteria (depending on which part of the assignment we’re talking about).

Analogy---he invents this place called Mouseland to explain what’s going on in Canadian politics. We have an automatic understanding of the relationship between mice and cats.

STEP # 4: Figure out how using that device helps prove the point---refer back to the thesis---and start gathering good quotations.

- His analogy sets up his party as mice rather than cats---in other words, they are a part of the same community⇒Ethos. He wants to separate himself from the Conservatives and Liberals
His analogy simplifies the Canadian political scene. He wants to get people frustrated about their lack of options and the simple situation of switching back and forth between two useless options helps him get that reaction. People complain a lot about politics so that should be easy. Frustration = Pathos

“[cats] naturally looked after cats instead of mice…Presently, there came along one little mouse who had an idea.”

It also helps him because he can be vicious without seeming so. For example, he says that laws were passed “so a cat could get his breakfast without too much effort.” Basically, he’s saying that the other parties are lazy (and “fat”!) without specifically referring to the people and the actual political parties. Because he is using humour, he can get away with it.

STEP # 5: Explain exactly how the device has its effect in your writing---make sure that you are incredibly specific (ie) quote and then analyze the details in that quotation.

Tommy Douglas’ use of analogy in his “Mouseland” speech is incredibly clever and helps him argue for why Canadians should vote for him rather than for the representatives of the two long-established political parties. First of all, the analogy helps him achieve Ethos, especially the community aspect of it. Douglas uses the analogy of the Canadian political scene being full of cats to show that he and his party are part of the same community as voters. In his analogy, all past governments have been cats and all voters mice, but states that he is “a little mouse.” Douglas uses the term “little” to accentuate the difference between himself and the “fat” cats. Furthermore, because he himself is a small man, he is able to be humorous while establishing this point…