Cements the idea that he is also a capitalist and on Mr Birling’s side — Highlights the tensions between Eric and Mr Birling

- [Eric in same situation] — ‘He could. He could have kept her on instead of throwing her out.’
- [Birling to Gerald] — ‘You’re just the kind of son-in-law I always wanted’

- Hyperbole used as a persuasive device — clearly other options
- Declarative sentence — confident in his beliefs vs Eric’s anaphora/hesitated stuttering

- ‘I insist on being one of the family now’
  - ‘insist’ appears overly forceful — feeling guilty about the summer so is making up for it by trying too hard?
  - Phrased more like a command but comes across as him making an effort to be part of the family
    - Wants to make sure the marriage goes ahead — genuine love for Sheila or wants the business opportunity
  - Phrased more like a command but comes across as him making an effort to be part of the family
    - Wants to make sure the marriage goes ahead — genuine love for Sheila or wants the business opportunity
  - Foreshadows the breakdown of the family and him ironically ending closer to the parents than Sheila and Eric at the end of the play

- ‘Well you were right... We’ve been had.’
  - Crediting the discovery to Birling in order to flatter him — trying to rebuild family relations
  - Inclusive pronoun — talks about the family and himself as a unit
    - Feels like part of the family because he saved them from a scandal

AUDIENCE RESPONSE — Irritation at his insincerity

Conclusion (Purpose of Character)

- Shows that it was common for the upper class to act badly towards the lower-class
  - Makes the problem seem wide-spread and gets the audience to question their consciences
- Provides a strong contrast to Eric, highlighting tensions between Eric and Mr B
- Acts as a bridge between the two generations