

WORDS
HAVE
POWER

RHETORIC

DEVICES

WHAT IS RHETORIC?

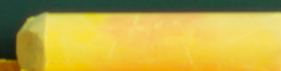
- 1 : the art of speaking or writing effectively:
- a) the study of principles and rules of composition formulated by critics of ancient times.
 - b) the study of writing or speaking as a means of communication or persuasion.

Merriam Webster



APPEAL

There are three key aspects of appeal that should be considered when composing to persuade...



ETHOS

Also known as "appealing to ethics" or "ethical appeals".

This is how an author develops credibility with his or her audience. He or she causes the reader to believe in his or her reliability as a source by citing facts, statistics, etc.



PATHOS

This is the term for appeals to the emotions, or emotional appeals.

A writer uses emotional appeals, or they appeal to pathos in order to connect with the reader, or sometimes to manipulate how a reader feels about the topic. This is often done through very pointedly selected diction and syntax.



LOGOS

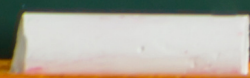
Also called appeals to logic or
"logical appeals".

When writers appeal to logos, or our sense of logic, they try to make their argument seem like it makes more sense than any other argument.

They use facts, figures and statistics so that their argument cannot be refuted.

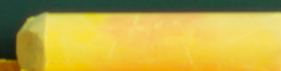


DEVICES



ALLEGORY

A story, poem, or picture that can be interpreted to reveal a hidden meaning, typically a moral or political one.



Allegory allows writers to express complex ideas and to create some distance between themselves and the issues they are discussing, especially when those issues are strong critiques of political or societal realities.



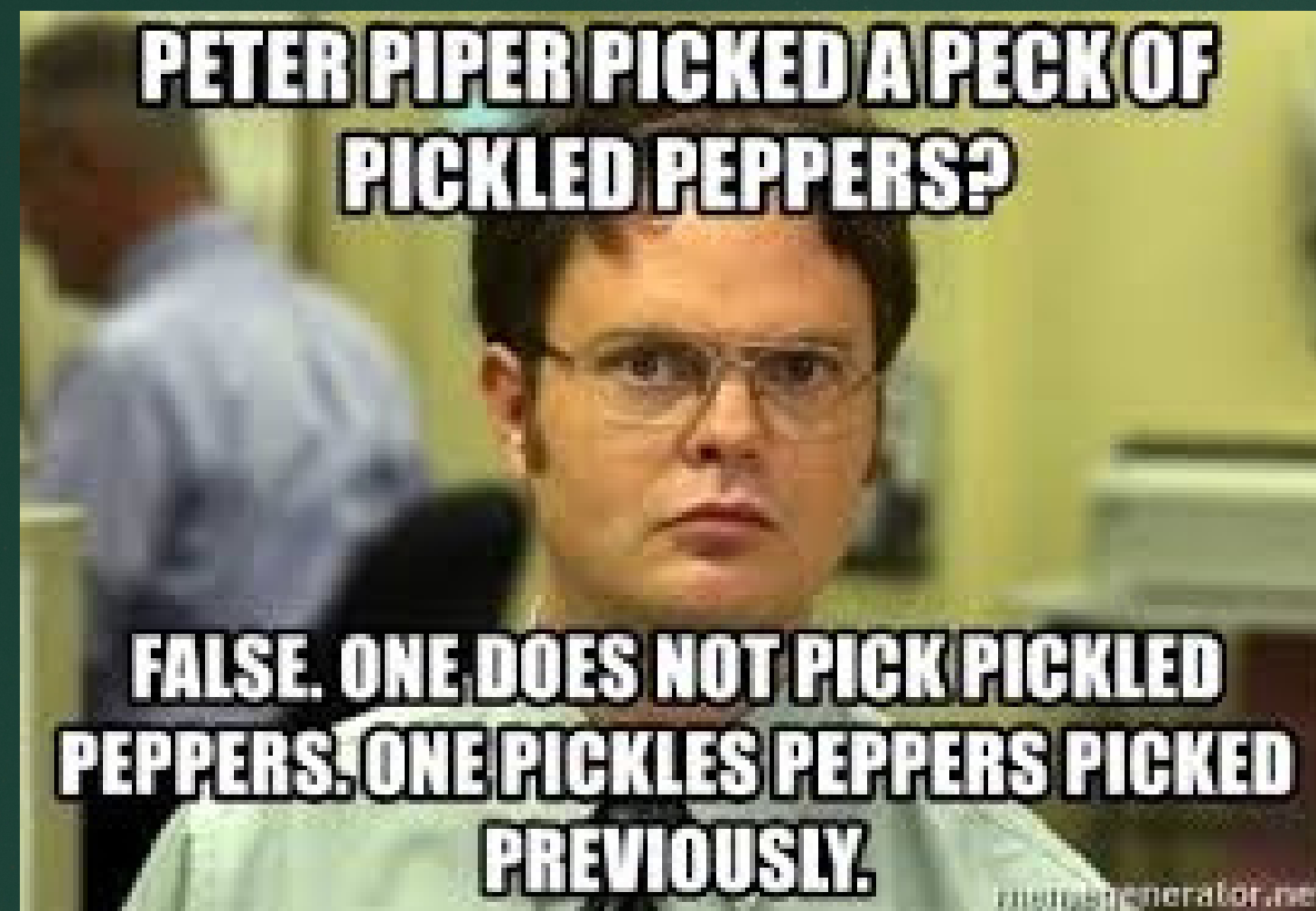
ALLITERATION

The repetition of a consonant sound at the beginning of two or more words (in the same line or sentence).

Eg: Peter Piper picked a peck of pickled peppers.



Alliteration helps to add a feeling of levity and playfulness and to lighten a darker mood in a piece. It can also be used to add emphasis.



ALLUSION

An allusion is a passing reference to a historical or literary figure, text or historical event.

"I was not born in a manger. I was actually born on Krypton and sent here by my father, Jor-el, to save the Planet Earth."

(Senator Barack Obama, speech at a fundraiser for Catholic charities, October 16, 2008)



Allusion can be used to appeal to pathos and/or
ethos as well as to simply gain the reader's
attention by making connections.
it makes the speaker appear more credible.



ANAPHORA

The repetition of a word or phrase at the beginning of successive clauses.

We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender.

Winston Churchill (1940)



Anaphora adds prominence to key ideas through the act of repetition. It also adds rhythm to a piece, and can therefore heighten the emotional response from the reader / audience.



ANECDOTE

An anecdote is a short personal story or scenario.

In 1964 I was a little girl sitting on the linoleum floor of my mother's house in Milwaukee watching Anne Bancroft present the Oscar for best actor at the 36th Academy Awards. She opened the envelope and said five words that literally made history, "The winner is Sidney Poitier." Up to the stage came the most elegant man I had ever seen. I remember his tie was white, of course his skin was black, and I had never seen a black man being celebrated like that.

- Oprah Winfrey



An anecdote is useful for appealing to both ethos and pathos, as well as establishing voice for the writer.



ANTITHESIS

Antithesis pairs exact opposites or contrasting ideas in a parallel grammatical structure.

“I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.”

Martin Luther King, Jr. “I Have a Dream”



Antithesis creates a balance between opposite qualities and therefore allows for greater insight into a subject.



AZ QUOTES

Neil Armstrong

CHIASMUS

Chiasmus is the reversing of the order of words
in the second of two parallel phrases or
sentences.

Ask not what your country can do for you, ask what you can do for your country.

-JFK



The power of chiasmus is in adding emphasis. By establishing, then deliberately reversing, a verbal pattern, writers or speakers engage the audience's attention and make more powerful points.



CLICHE

A cliché is a statement or phrase that has become commonplace through overuse.

"It's not you, it's me."

"It's just a matter of time."



Cliche can be used to add emphasis, or to develop a tone of boredom, disdain, or sarcasm.



DICTION

Diction is the author's word choice.

He was a beefy man with a splotchy red face.

He was a robust man with bright rosy cheeks.



Diction is often used to help develop tone, but can also be used quite effectively to appeal to

pathos.



EMOTIVE LANGUAGE

Emotive language is the deliberate choice of words to elicit emotion, usually to influence.

For what seemed a lifetime, Mr Smith was subjected to a vicious, cowardly assault by the unemployed, steroid-pumped monster.



Using emotive language elicits an emotional response from an audience. It is a way of manipulating your audience to agree with what you are saying.

Emotive Language

Emotive language can be used to make the reader feel emotional... happy, angry, sad (or something else).



This is a **crisis!**

Make your smile **sparkle** with our **brand new** toothpaste!

Can you really **abandon** them to live in these **dangerous** conditions?

These animals are **dying out**.

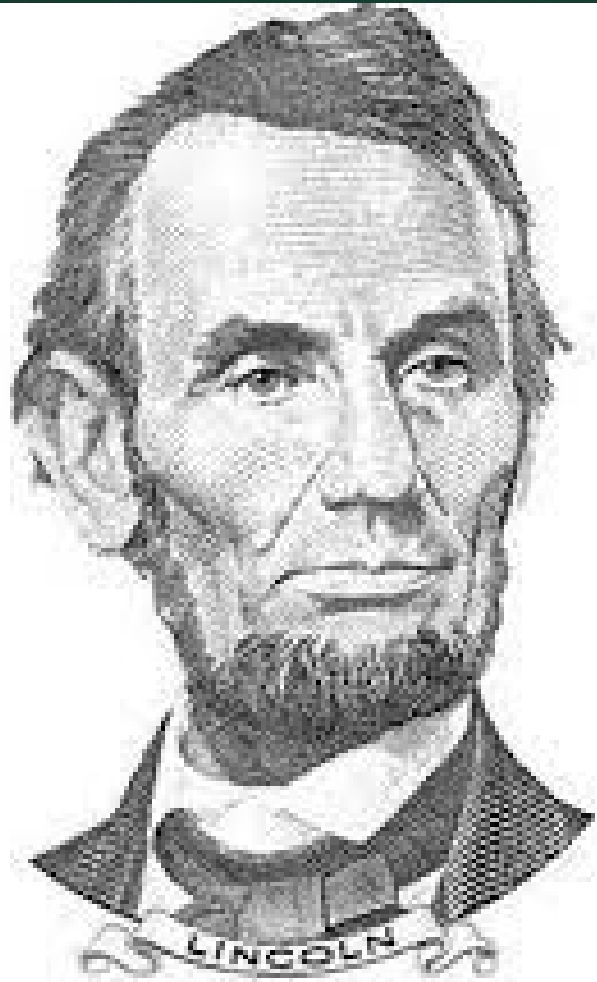
Our **exciting** recipe collection is **bursting** with **delicious** desserts!

© Teaching Practice
Images © Think-Stock



EPISTROPHE

the repetition of a word at the
end of successive clauses or
sentences.



And that government of the people,
by the people, for the people, shall
not perish from the Earth.
- Abraham Lincoln



Epistrophe serves the purpose of creating emphasis and creating rhythm. In this way, epistrophe helps to make words more memorable and artistic.



HYPERBOLE

Hyperbole is an extreme exaggeration.

I was so hungry I could eat a horse!

It seemed as if the weight of the world was on his back.



When using hyperbole, the intended effect isn't to deceive the reader, it's to emphasize the magnitude of something through exaggerated comparison.



HYPOPHORA

Hypophora is where you raise a question and then answer it.

What makes life so wonderful? Quality time with family and friends, and being able to do the things that bring joy and fulfilment.



Hypophora can be effective in capturing the curiosity of your audience. For example, in a speech, if you can anticipate the questions individuals are wondering and answer them, it works to captivate them.



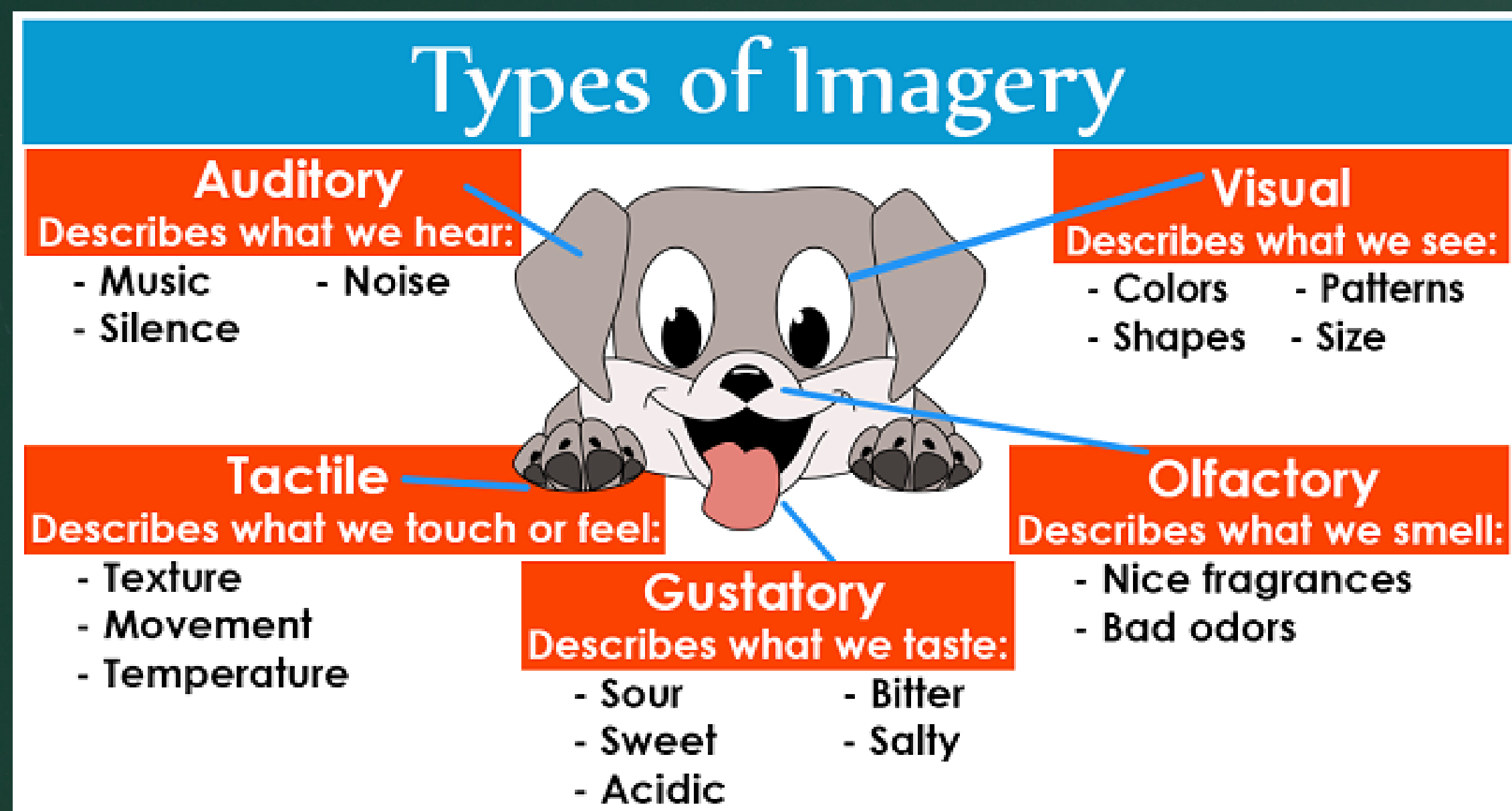
IMAGERY

Imagery is using diction, details, and figurative language to paint a mental picture for the reader.

The pond is popping with life. Midges are swarming over the center, and the edges are clotted with the jellied egg masses of snails. One spring I saw a snapping turtle lumber from the pond to lay her eggs. Now a green heron picks around in the pond weed and bladderwort; two muskrats at the shallow end are stockpiling cattails.



Imagery allows the reader to clearly see, touch, taste, smell, and hear what is happening



IRONY

the expression of one's meaning by using language that normally signifies the opposite, typically for humorous or emphatic effect.

- Verbal
- Situational
- Dramatic



One type of irony is situational. One example is when we learn that the lion in the Wizard of Oz is cowardly. It is ironic because Lions are supposed to be brave and scary.

Another type of irony is verbal. An example of this would be if the class was really loud and I said "Thanks for being so quiet today guys!" It is ironic because I have said the opposite of what is expected.

Dramatic Irony is the third type. One example of this is in Romeo and Juliet when we, as the audience, know that Romeo and Juliet are married, but few other characters do.

METAPHOR

A metaphor compares two things by saying that
one is the other.

My head is a disorganised filing cabinet

I looked out to see a crisp white blanket covering the earth



Metaphors can convey meaning and conjure up images, thoughts and feelings in a reader's mind with just a few simple words.

**"The greatest thing by far is
to be a master of metaphor."**

– ARISTOTLE

copyblogger



MOOD

Mood is the emotional tone or attitude of a piece of writing. Figure out mood by how it makes you feel.

She huddled in the corner, clutching her tattered blanket and shaking convulsively, as she feverishly searched the room for the unknown dangers that awaited her.



Mood evokes emotional responses in readers, it helps to establish an emotional connection between a piece of literature and its audience. Once readers feel emotionally impacted by a piece, they will be better able to understand the central message.



OXYMORON

Oxymoron is when two seemingly contradictory words are used together for effect.

Sweet Sorrow

Jumbo Shrimp

"She's just a poor little rich girl."



The use of oxymorons creates a dramatic effect and forces the reader to stop and think about the complexity of an idea. Oxymoron can also add humour to a piece.

EXAMPLES OF OXYMORONS

*Big baby

*Open secret

*Passive aggressive

*Original copy

*Alone together

*Deafening silence

*Clearly confused

*Living Dead

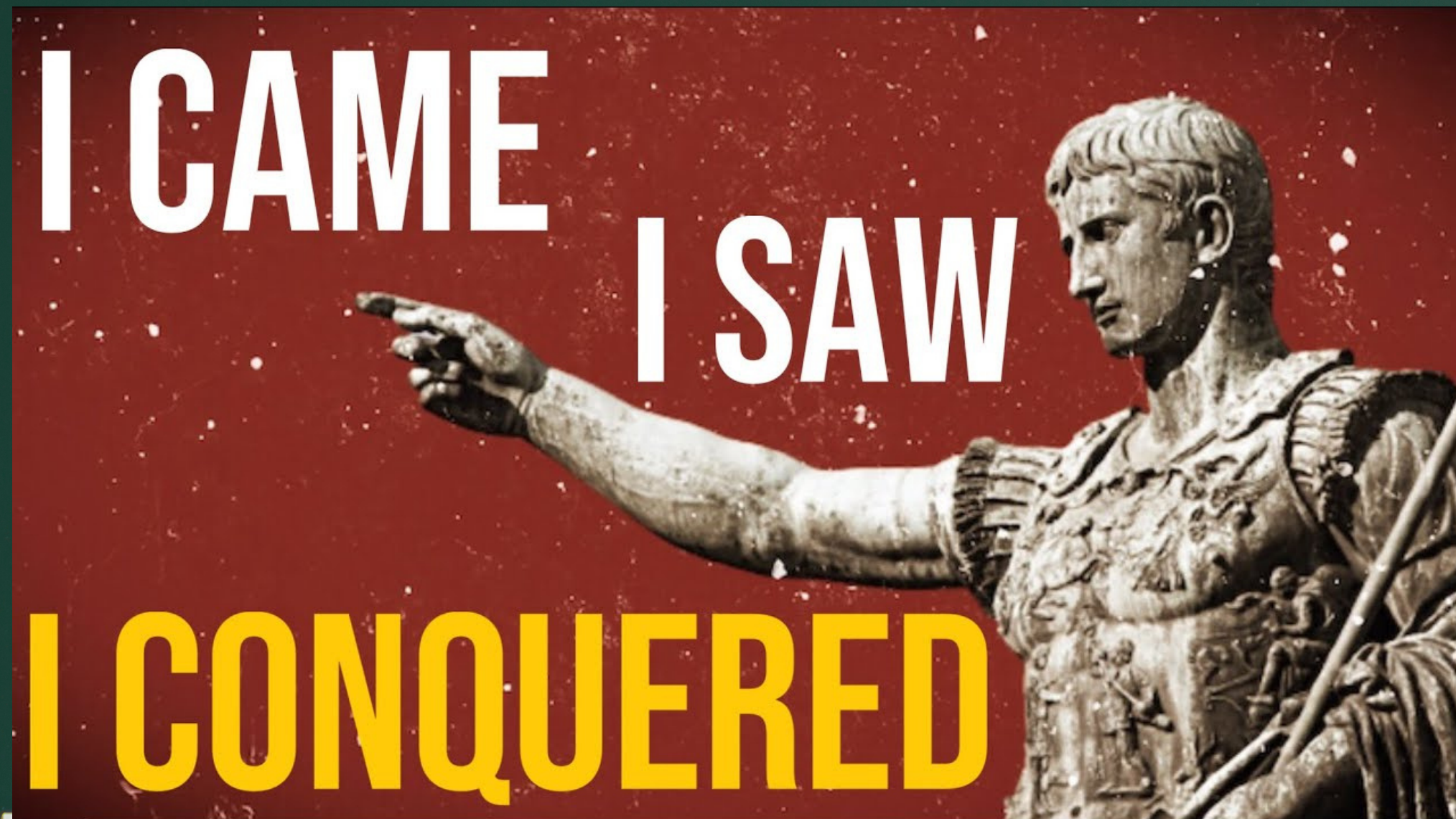


PARATAXIS

Parataxis is a literary technique, in writing or speaking, that favors short, simple sentences, without conjunctions



Parataxis can create a pause in a piece of writing, which forces the reader to linger. It is excellent for creating emphasis.



PARODY

A humorous or satirical imitation of a serious piece of literature or writing.

Eg: The Betoota Advocate, Weird Al Jankovic, Scary Movie



An author most often uses parody to ridicule a person or an issue. Their goal is to show their disapproval of that person or idea OR, sometimes, just to be funny.



PERSONIFICATION

Personification is when human characteristics and/or abilities are given to a non-human object.

"The sun smiled down upon me" is personification because smiling is a human characteristic and the sun, obviously, is not human.



Personification helps establish the writer's voice and create interest for the reader. It can also be used to add emphasis.



REPETITION

The simple repeating of a word, within a short space of words, with no particular placement of the words to secure emphasis.

"Oh, woeful, woeful, woeful day; to be as woeful as I."



Repetition is a favored tool among orators because it can help to emphasize a point and make a speech easier to follow. It also adds to the powers of persuasion



RHETORICAL QUESTION

A rhetorical question is a question that is asked when an answer is not expected.

"How many times do I have to tell you not to drink the milk straight from the carton?"



These types of questions are meant to get the reader to think about the topic and form answers and opinions before they are told what the writer's opinion is or what he or she believes the answer to be.



SARCASM

Sarcasm is mocking, contemptuous, or ironic language intended to convey scorn or insult.

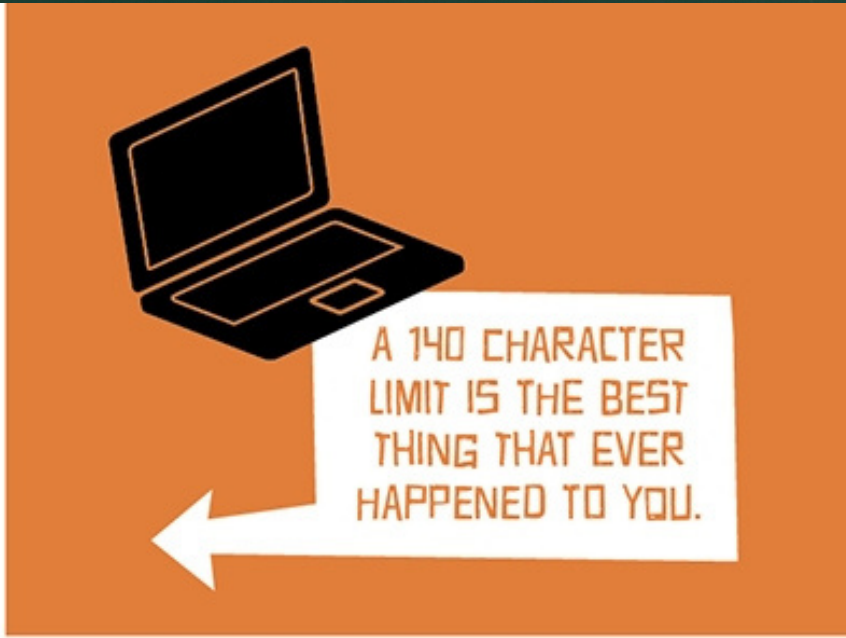
An example of sarcasm would be if I said "Oh, sure, snakes are ABSOLUTELY my favorite animal."



Sarcasm is most helpful
in developing tone and
voice.



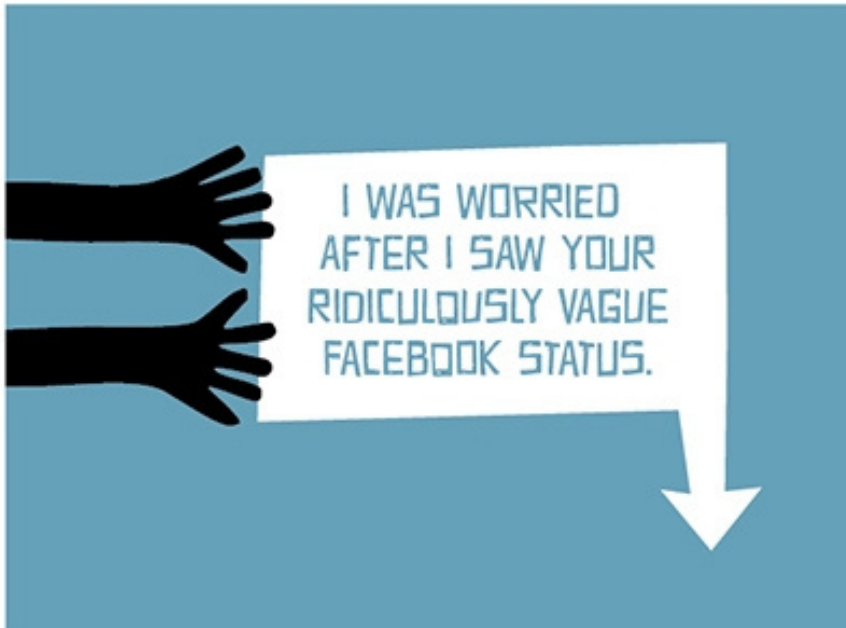
I HOPE YOUR LIFE IS
AS AWESOME AS YOU
PRETEND IT IS ONLINE.



A 140 CHARACTER
LIMIT IS THE BEST
THING THAT EVER
HAPPENED TO YOU.



WE COULD DO DINNER, OR I
CAN JUST CHECK INSTAGRAM
LATER TO SEE WHAT YOU ATE.



I WAS WORRIED
AFTER I SAW YOUR
RIDICULOUSLY VAGUE
FACEBOOK STATUS.

SIMILE

Simile is uses like or as to compare two unlike things.

Her hair was as smooth as silk.

His hands were like vice grips.

He was faster than a speeding bullet.

"My love is like a red, red rose . . ."

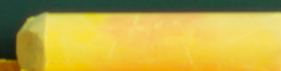


Simile is most useful for creating imagery and developing the writer's voice.



SYNTAX

Syntax is the arrangement or patterns of words
in sentences.



Knowing and being able to identify different types of syntax will help writers create interest in their work as well as helping to create desired effects such as emphasis, tone, style, etc.



THEME

Theme is the author's message.

Similar to a main idea, and found most often in
fiction.



While we will not write about, analyze, or discuss theme too in-depth in this class, it is helpful to be able to identify theme in fictional works.

Knowing the theme can help you to identify the author's argument.



TONE

Tone is the speaker's attitude toward the topic.
An author's tone is created by adjectives, such
as: cynical, sympathetic, cheerful, outraged,
positive, sarcastic, solemn, vindictive, intense,
excited.



Tone is quite possibly the most important aspect of an essay that you will have to analyse. Most every other rhetorical device may be used to develop tone, so you need to be able to describe it without using words like sad, happy, and angry.



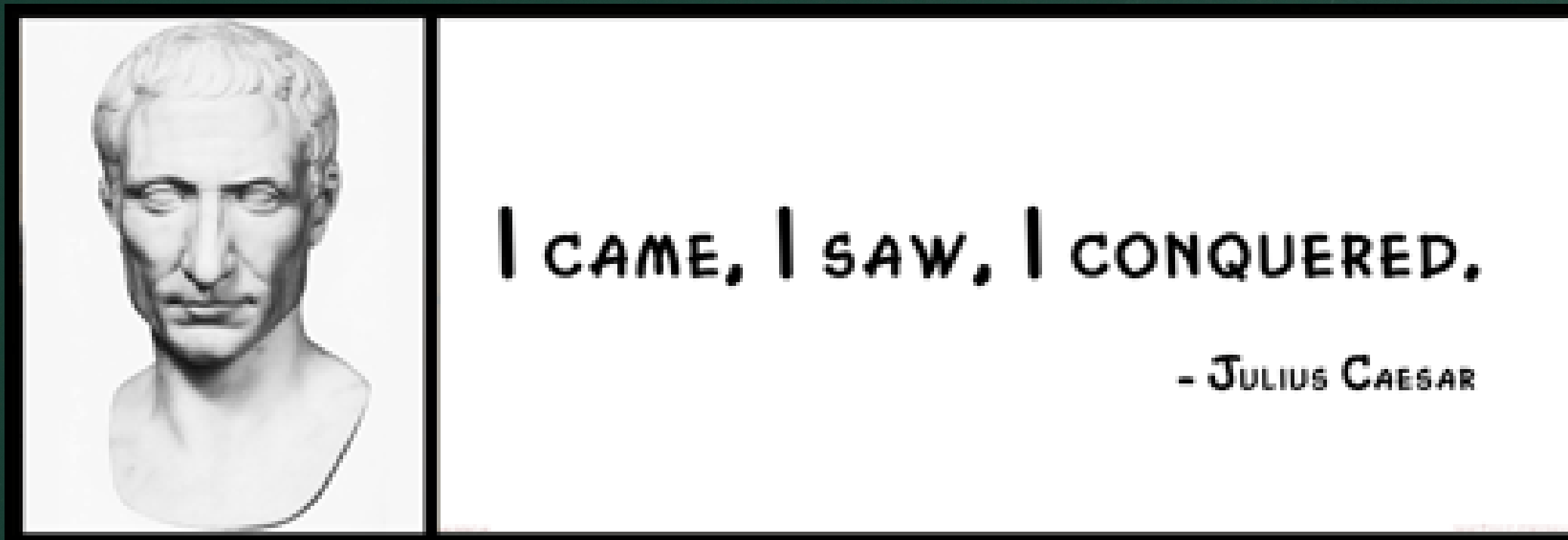
TRICOLON

A series of three words, phrases or sentences that are parallel in structure, length and/or rhythm.

“You are talking to a man who has laughed in the face of death, sneered at doom, and chuckled at catastrophe.”



Tricolon helps readers absorb the idea, and remember it more effectively. The use of three equal structures makes it rhythmic and appealing



UNDERSTATEMENT

An understatement is where the author purposefully makes light of a situation by stating it in a very matter of fact way.

We've lost some American troops in the war on terror.

The moon is a little ways away.

"It's just a flesh wound."



Understatement is most helpful in developing tone and showing an author's style and voice.



VOICE

A combination of the author's syntax, tone, and diction. The author's voice refers to a writer's style, the quality that makes their writing unique.



A work's voice directly contributes to its tone and mood; helping the writer create the desired effect they want their words to have on readers.



