



The Art of Rhetoric:

Three Main Rhetorical Strategies

Rhetoric (n) - the art of speaking or writing effectively (Webster's Definition).

According to Aristotle, rhetoric is "the ability, in each particular case, to see the available means of persuasion." He described three main forms of rhetoric: Ethos, Logos, and Pathos.

What do these people have in common?



Ethos

Ethos is appeal based on the character of the speaker. An ethos-driven document relies on the reputation of the author.



Acme Gizmotronics, the company that you've trusted for over 100 years, has recently entered the World Wide Web! Now you can purchase our fine products through the internet. Our quality gizmos, widgets, and thingamabobs can be shipped to you within minutes. All come with the famous lifetime guarantee that makes Acme the company that the world depends on for it's gizmo needs.



Our spokesperson, Mr. Coyote says *"I'm not really a*

coyote, but I play one on tv. I've used Acme products for years. Their slingshots, rocket launchers, crowbars, pogo sticks, and power pills are the best around. And don't forget their high-powered dynamite! I buy everything from Acme. They are the company that I trust the most."

ACME is currently supporting reasearch into a form of clean, ultra-efficient, cesium-based power that promises to usher in a new period of cheap, globally available power. Based on a small island off the coast of Costa Rica, [ACME Technology Research](#) is one of our most significant divisions.

Interested in learning more about [ACME](#)? We thought you might be.

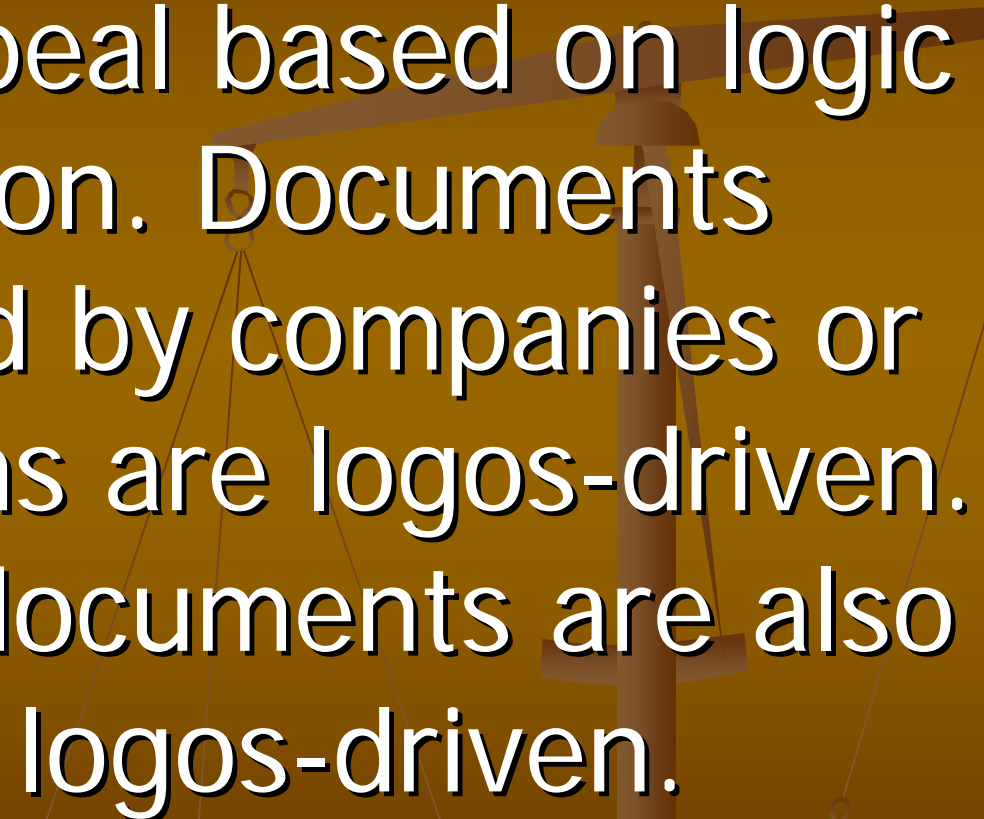
Why are these grouped together?

- Theoretical, abstract language
- Denotative meanings/reasons
- Literal and historical analogies
- Definitions
- Factual data and statistics
- Quotations
- Citations from experts and authorities
- Informed opinions



Logos

Logos is appeal based on logic or reason. Documents distributed by companies or corporations are logos-driven. Scholarly documents are also often logos-driven.



ACME's new dihydro-cesium detonation process

By combining cesium and dihydro-oxide in laboratory conditions, and capturing the released energy, ACME has promised to lead the way into the future. Our energy source is clean, safe, and powerful. No pollutants are released into the atmosphere. The world will soon have an excellent source of clean energy.

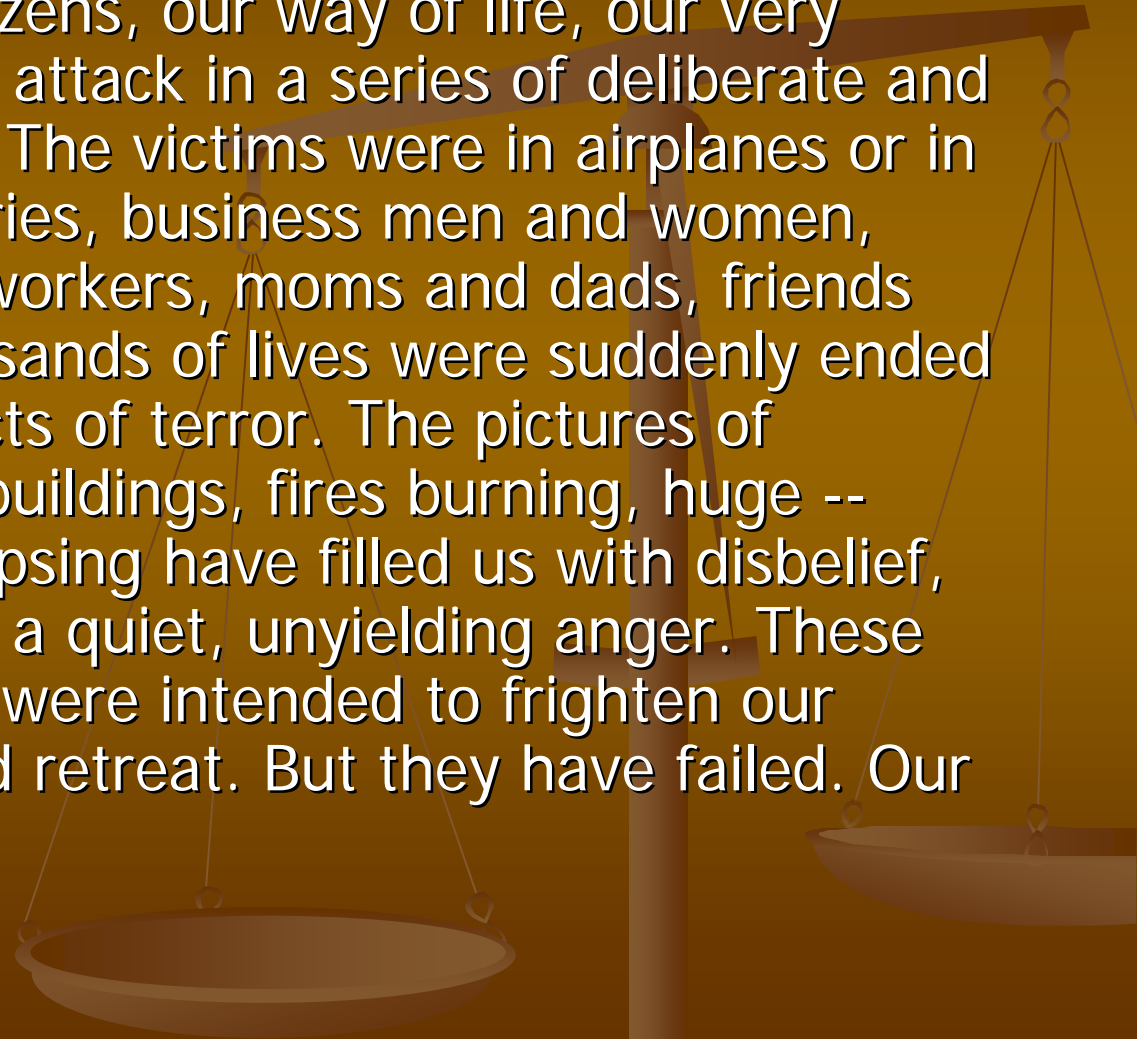


A typical example of energy released from the dihydro-cesium process.

ACME is currently working towards a patent on our process. Our scientists are exploring ways to use the process in cars, houses, airplanes, and almost anything else that needs power. ACME batteries will be refitted with small dihydro-cesium reactors. Once the entire world is powered by ACME's generators, we can all relax and enjoy a much easier life.

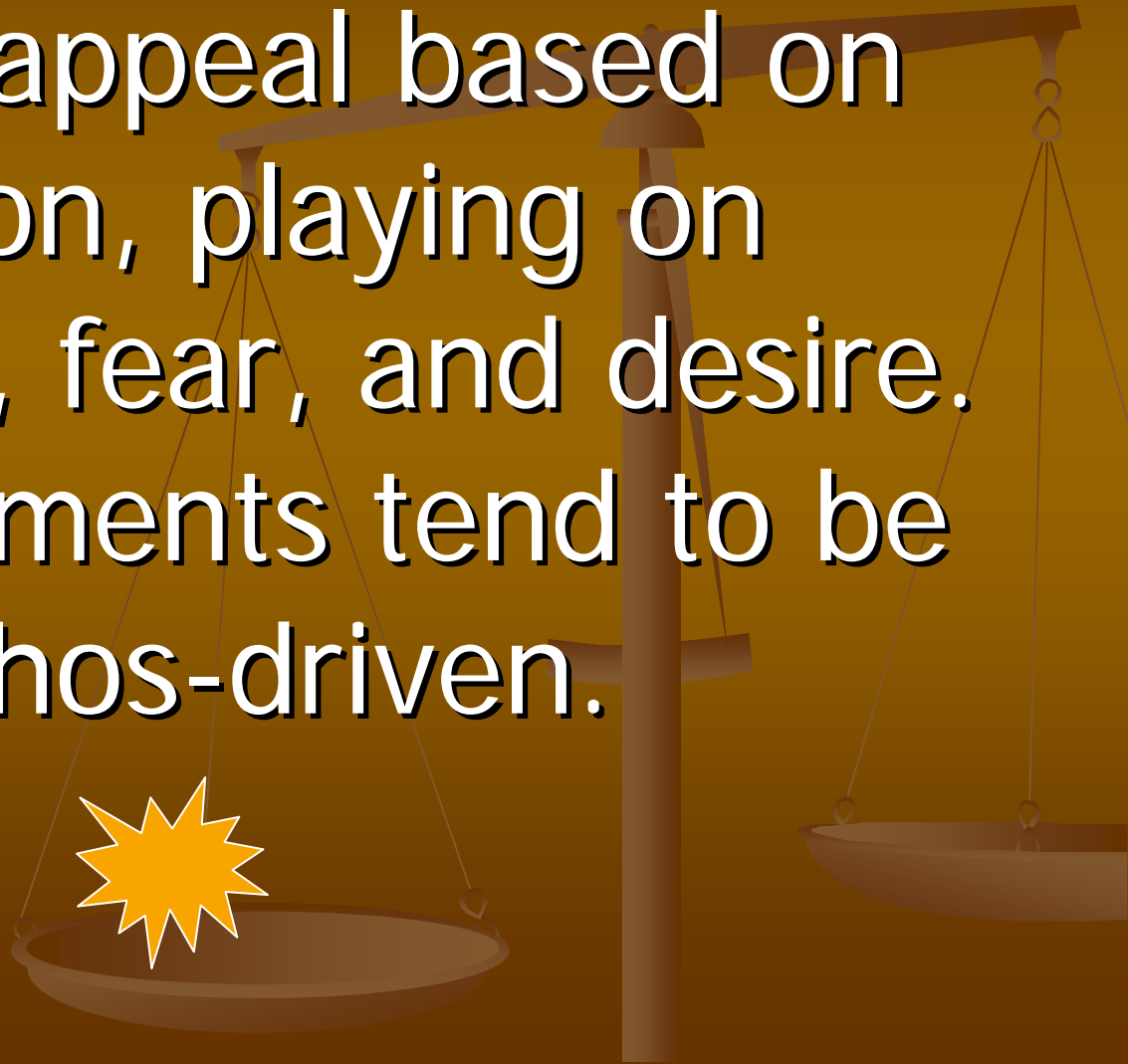
What strikes you about the wording?

- Today, our fellow citizens, our way of life, our very freedom came under attack in a series of deliberate and deadly terrorist acts. The victims were in airplanes or in their offices: secretaries, business men and women, military and federal workers, moms and dads, friends and neighbors. Thousands of lives were suddenly ended by evil, despicable acts of terror. The pictures of airplanes flying into buildings, fires burning, huge -- huge structures collapsing have filled us with disbelief, terrible sadness, and a quiet, unyielding anger. These acts of mass murder were intended to frighten our nation into chaos and retreat. But they have failed. Our country is strong.



Pathos

Pathos is appeal based on emotion, playing on sympathy, fear, and desire. Advertisements tend to be pathos-driven.



Cesium-Based Reactor Kills!

A baby turtle breaks free from the leathery shell of its egg, catching its first glimpse of its first sunrise. It pauses a moment to rest, unaware of the danger that lies so close to it. As the tide comes in, approaching the nest, it also approaches a small pile of metal - cesium. The water draws closer and closer, the turtle unsuspecting of the danger. Finally, the water touches the cesium.

The nest is torn to bits in the resulting explosion, destroying even more of an endangered species.

Why does this happen? One name: **Acme**.

Acme Gizmotronics is supporting a dihydro-cesium reactor, trying, in their anthropocentrism, to squeeze energy out of such destructive explosions. And, they are dumping waste cesium onto the shores of their island, threatening the environment.

Studies have shown that the dihydro-cesium reactor will destroy the island's ecosphere in less than **four months!**

How can they get away with this?

Costa Rica (where the island is near) has lax environmental laws, allowing Acme to do whatever they want - including destroy endangered species.

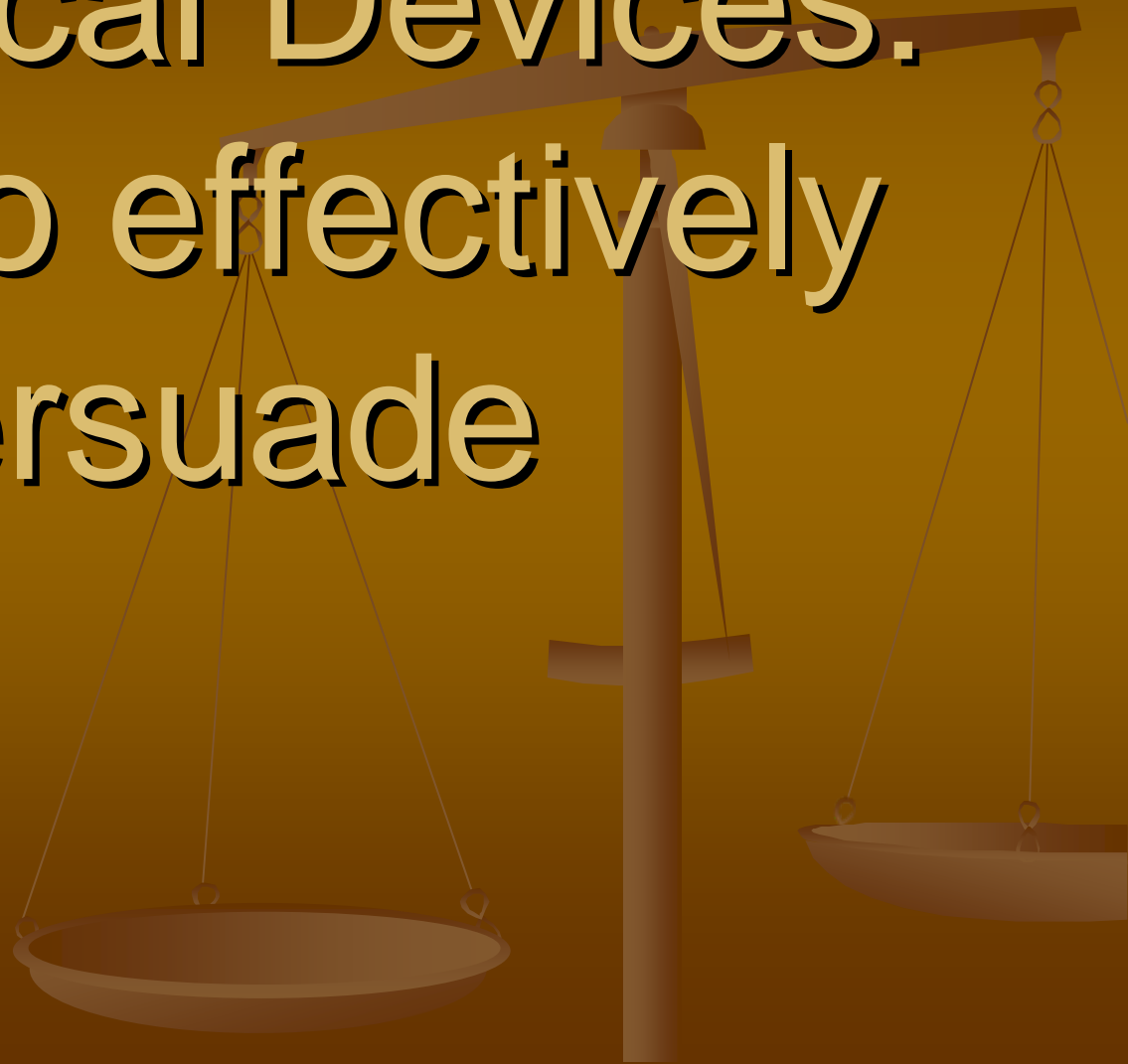
What can you do about this?

Don't let them get away with it! Boycott Acme products! And call your representatives, and tell them you support stricter legislation to prevent things like this!

Identify Ethos, Logos, Pathos in Commercials



Rhetorical Devices:
ways to effectively
persuade



Diction: Word Choice

- Denotation –vs.- Connotation
Connotation- implied meaning/
loaded language –
not dictionary definition

House/ Home



What does the word
“Chicken” mean in these
titles?

Click on link

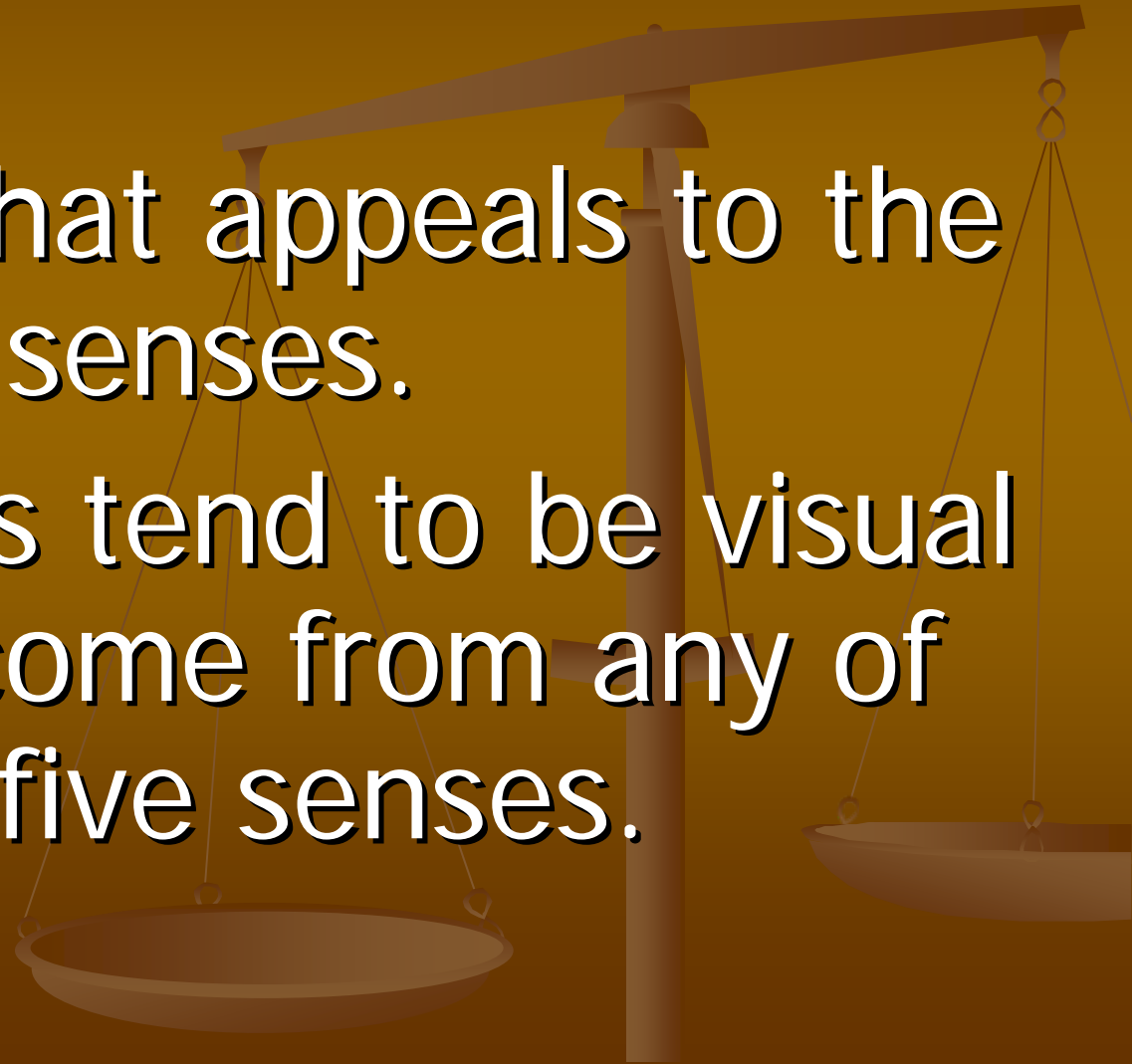


Diction: Word Choice

- Imagery

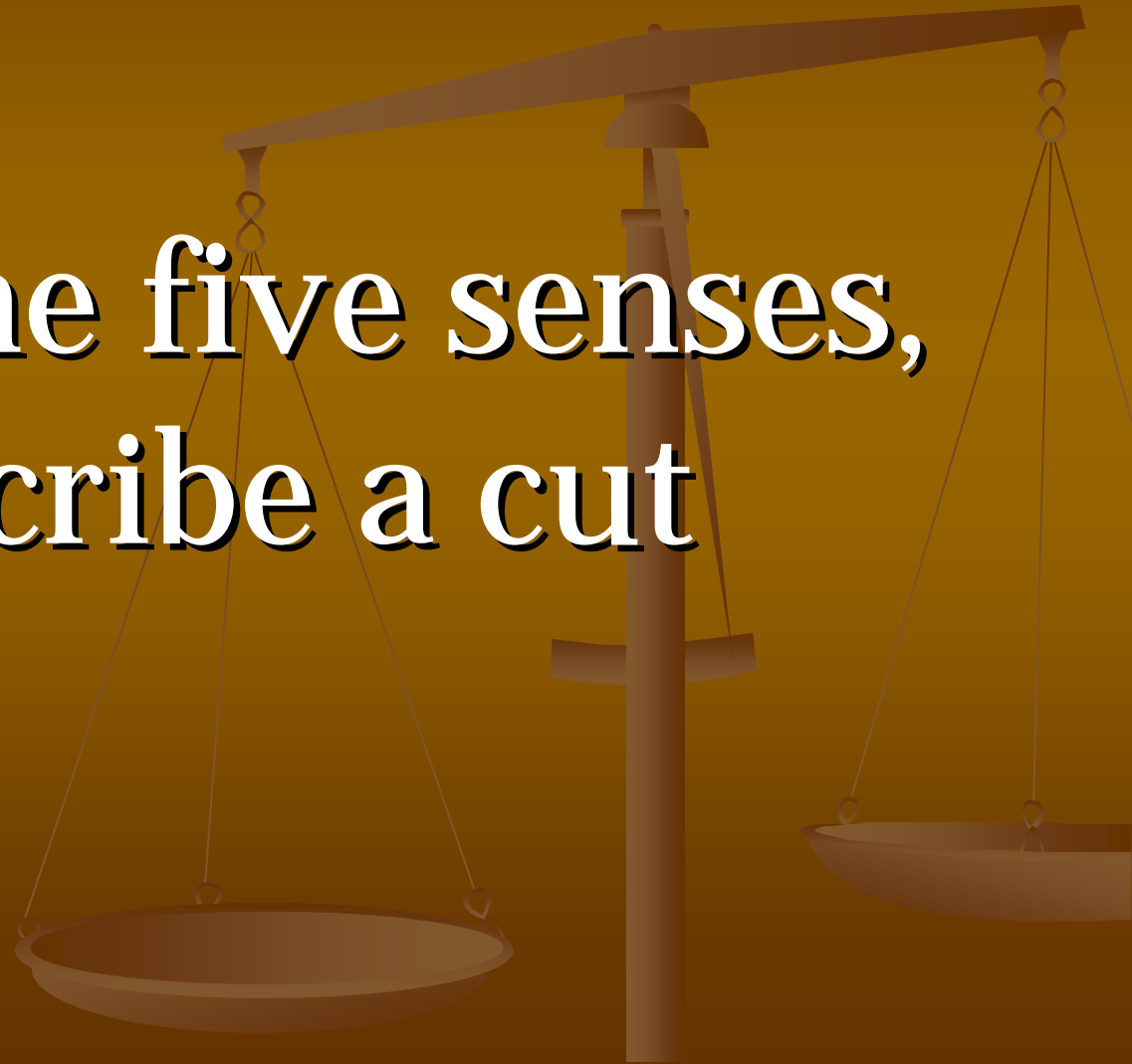
Language that appeals to the senses.

Most images tend to be visual but can come from any of the five senses.



Now you try

Using the five senses,
describe a cut



Diction: Word Choice

- Figures of Speech

Metaphor

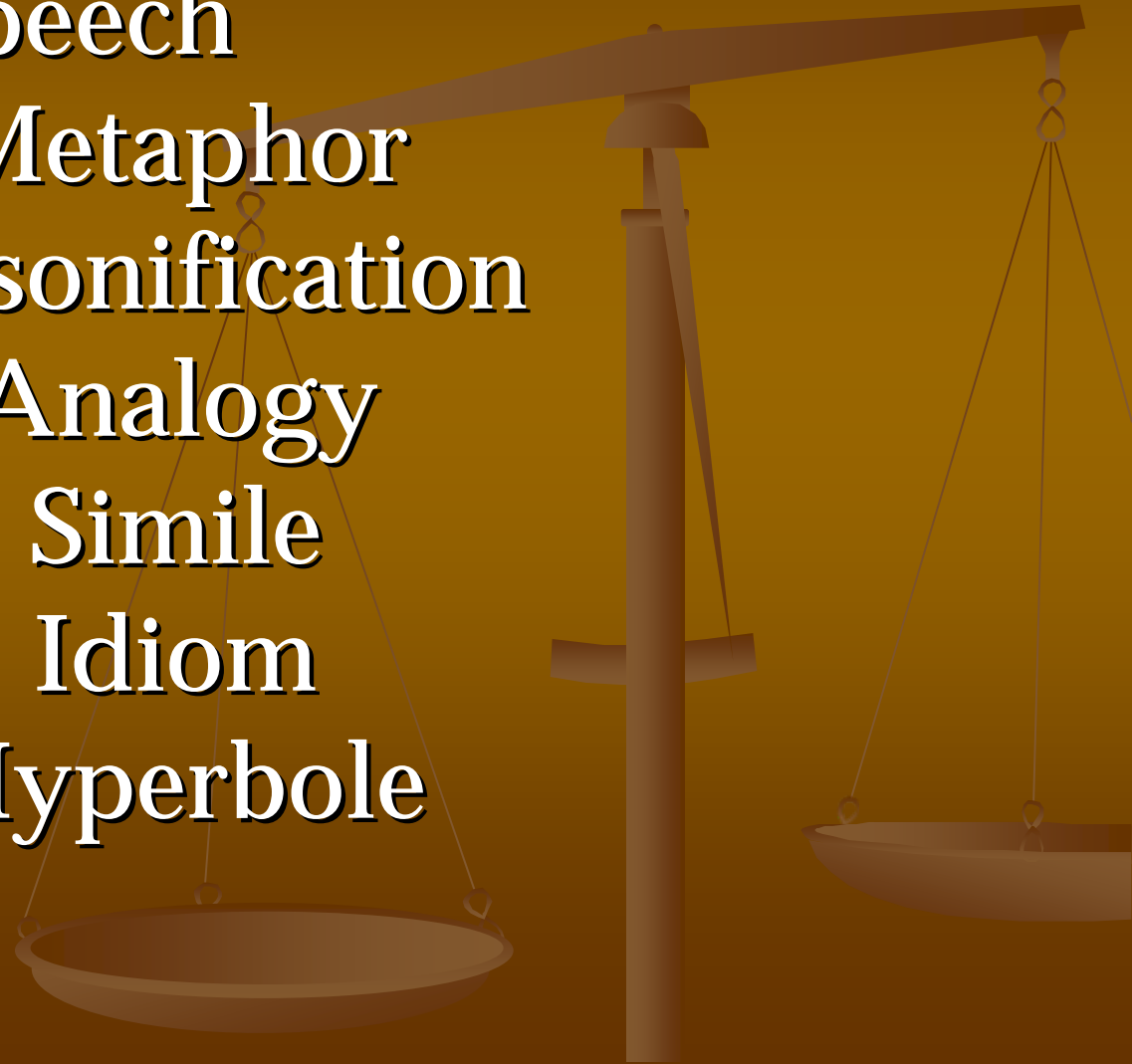
Personification

Analogy

Simile

Idiom

Hyperbole



Metaphor

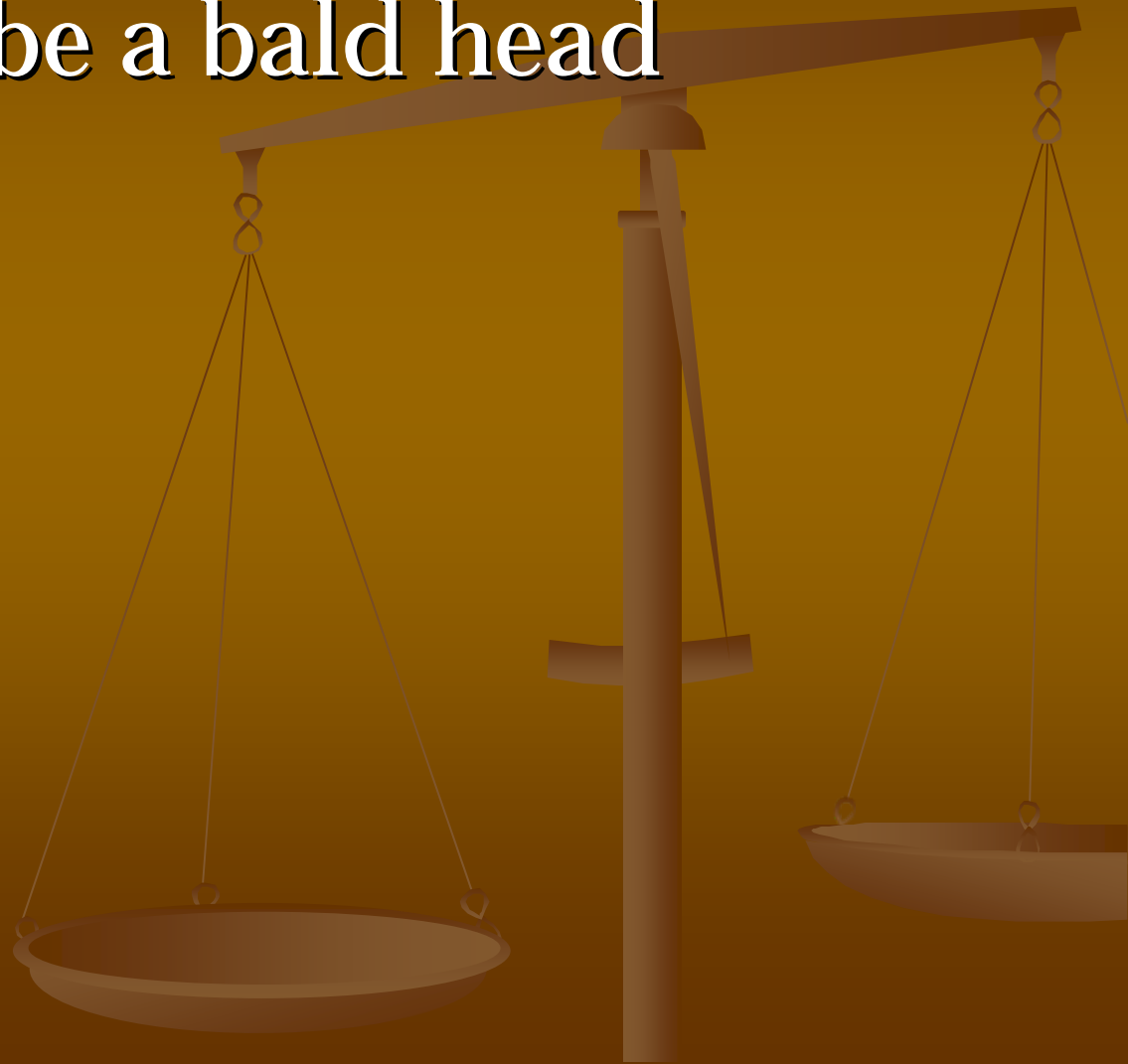
Comparison of two unlike things not using like or as

1. Direct metaphor (verb form= to be)- The old man was a dinosaur.
2. Implied metaphor (comparison suggested)-The leftover cereal had the crunch of wet cardboard.
3. Extended metaphor (continues through several lines)



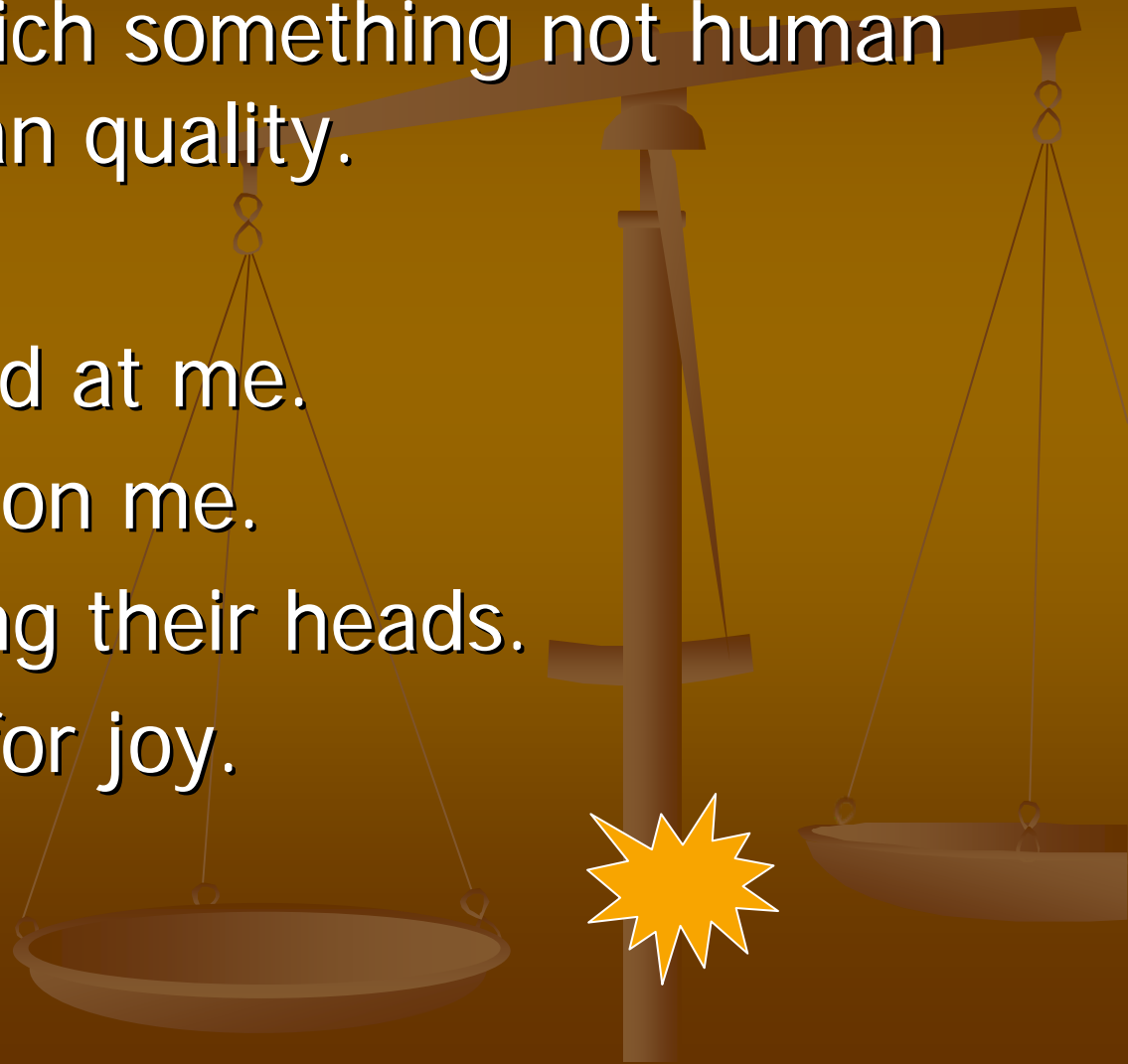
Now you try

Describe a bald head



Personification

- Metaphor in which something not human is given a human quality.
- The stars winked at me.
- The sun smiled on me.
- The flowers hung their heads.
- My heart leapt for joy.



Now you try

- Describe a tree



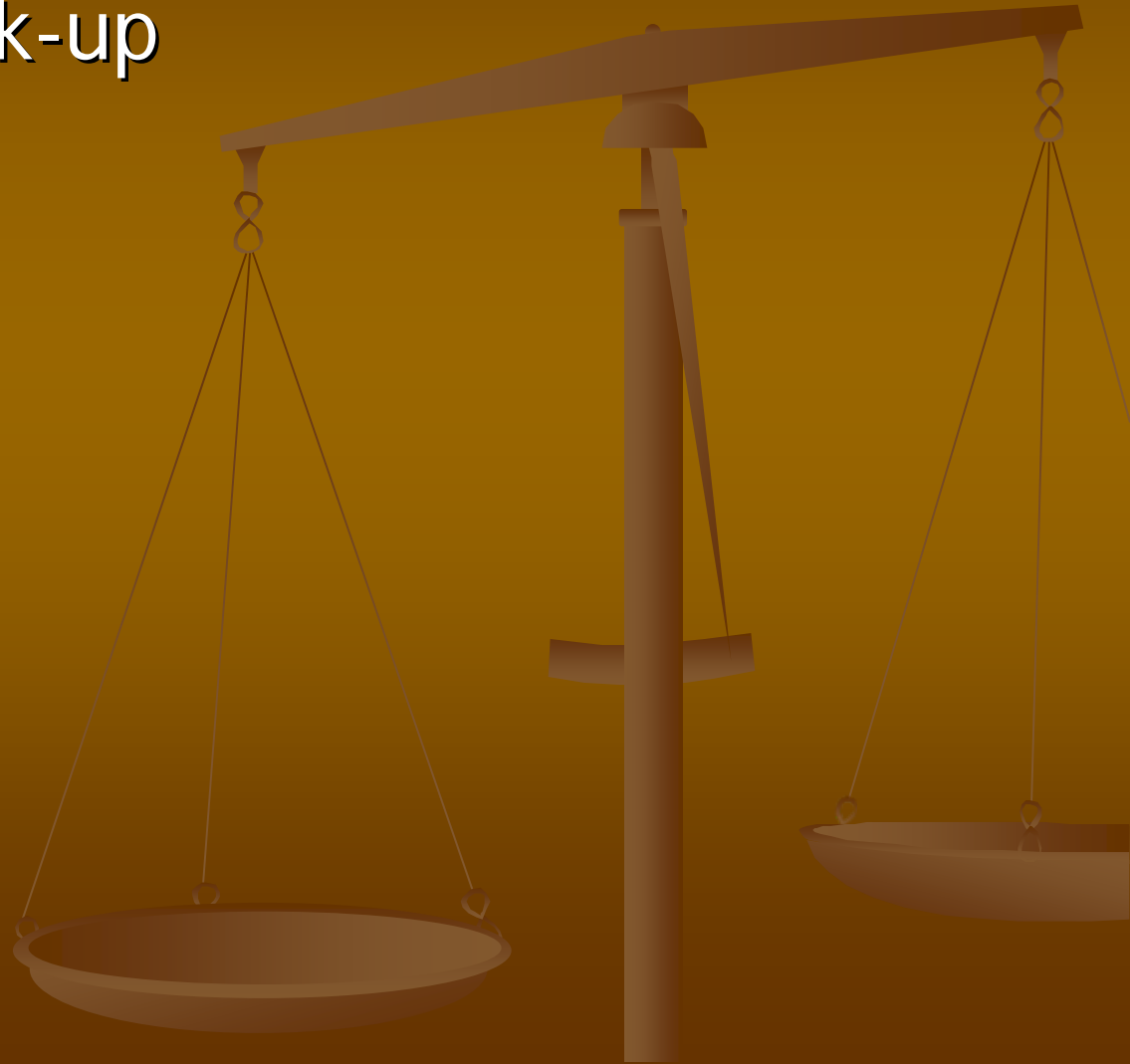
Analogy

- A kind of extended metaphor or long simile in which an explicit comparison is made between two things (events, ideas, people, etc) for the purpose of furthering a line of reasoning or drawing an inference; a form of reasoning employing comparative or parallel cases. Ex: "Withdrawal of U.S. troops will become like salted peanuts to the American public; the more U.S. troops come home, the more will be demanded."
- -- Henry Kissinger, Memo to President Richard Nixon, 10 September 1969.



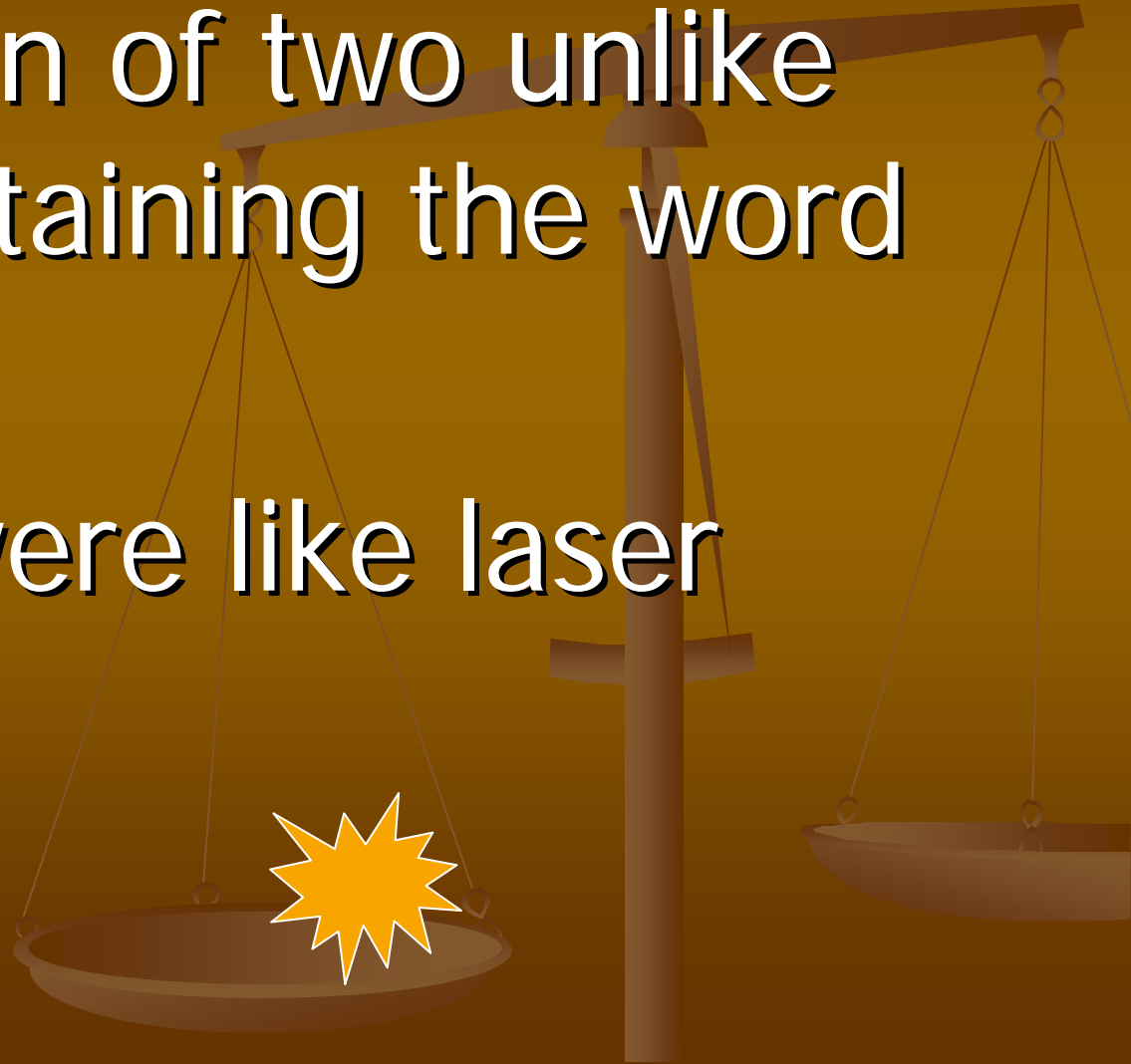
Now you try

- Describe a break-up



Simile

- Comparison of two unlike things containing the word like or as-
- His eyes were like laser beams.



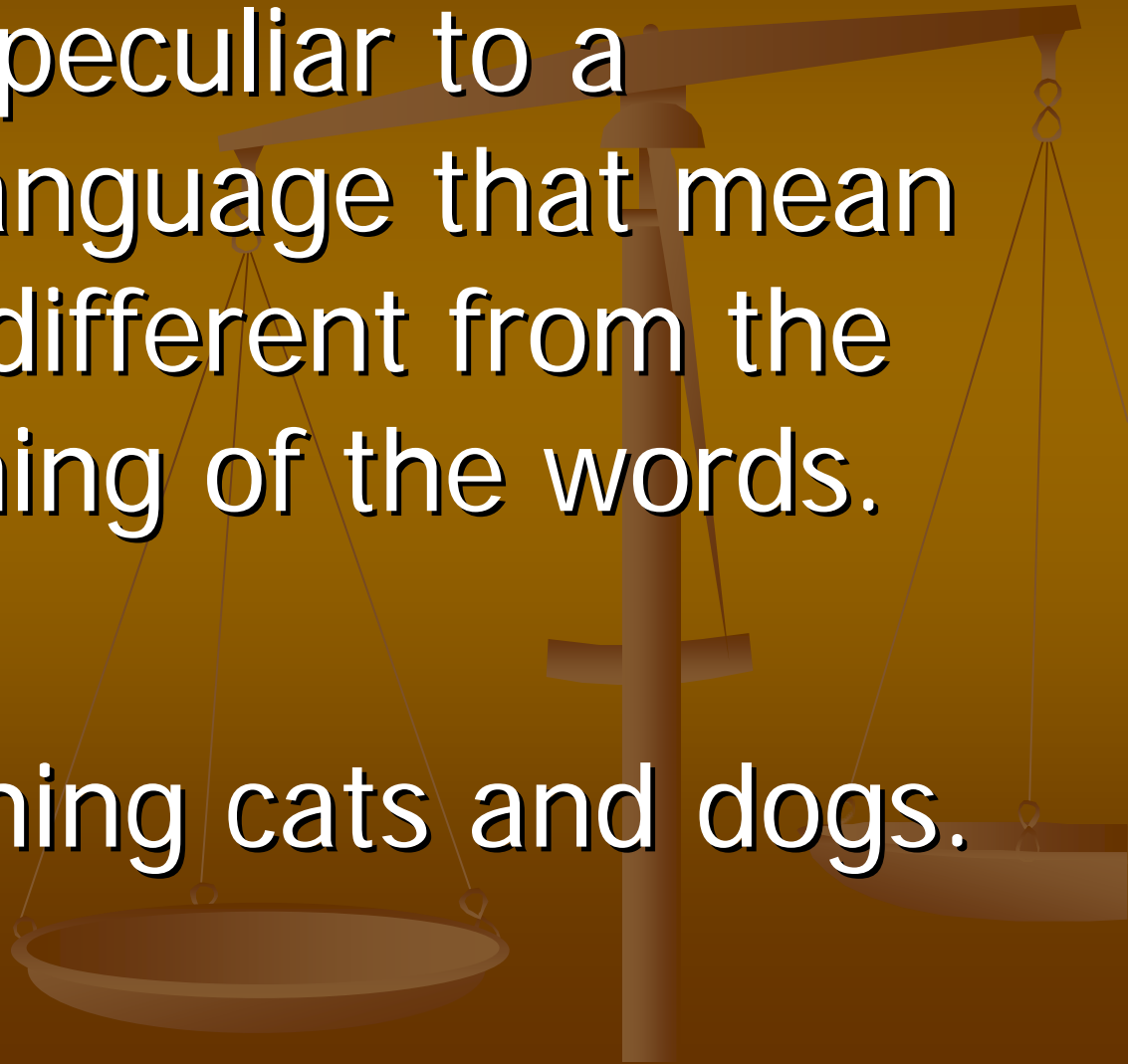
Now you try

- Describe an old car



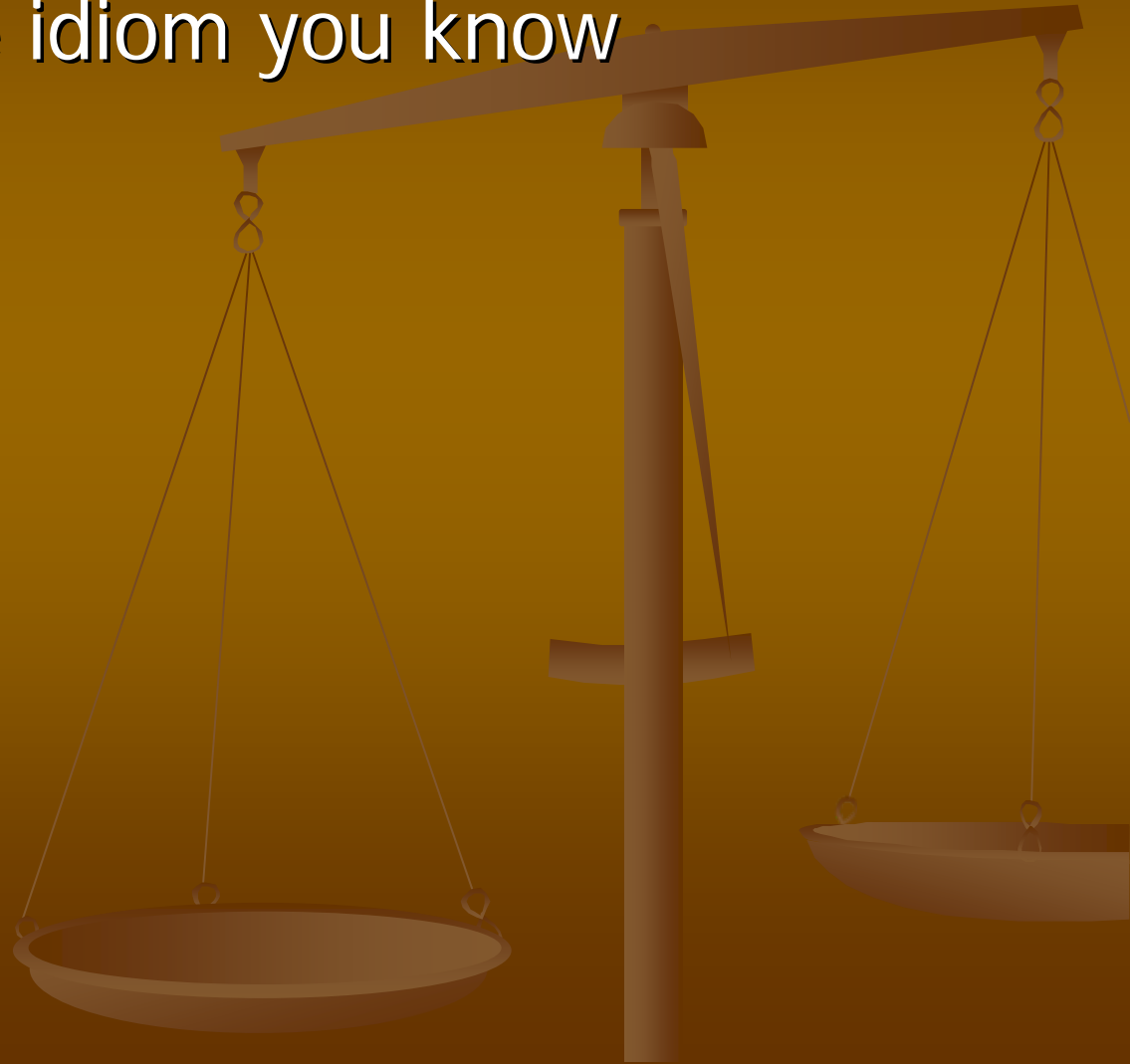
Idiom

- Expression peculiar to a particular language that mean something different from the literal meaning of the words.
- Ex: It's raining cats and dogs.



Now you try

- Write down one idiom you know



Hyperbole

- Figure of speech that uses exaggeration to express strong emotion or create a comic effect (overstatement).
- Ex: That limousine is a mile long.




Now you try

- Discuss a crowd



Diction: Word Choice

- Alliteration: Repetition of similar sounds- usually consonants- at the beginning of words: Sweet scented stuff 
- Assonance: Repetition of vowel sounds in a sequence of nearby words: The monster spoke in a low mellow tone

Diction (Word Choice)

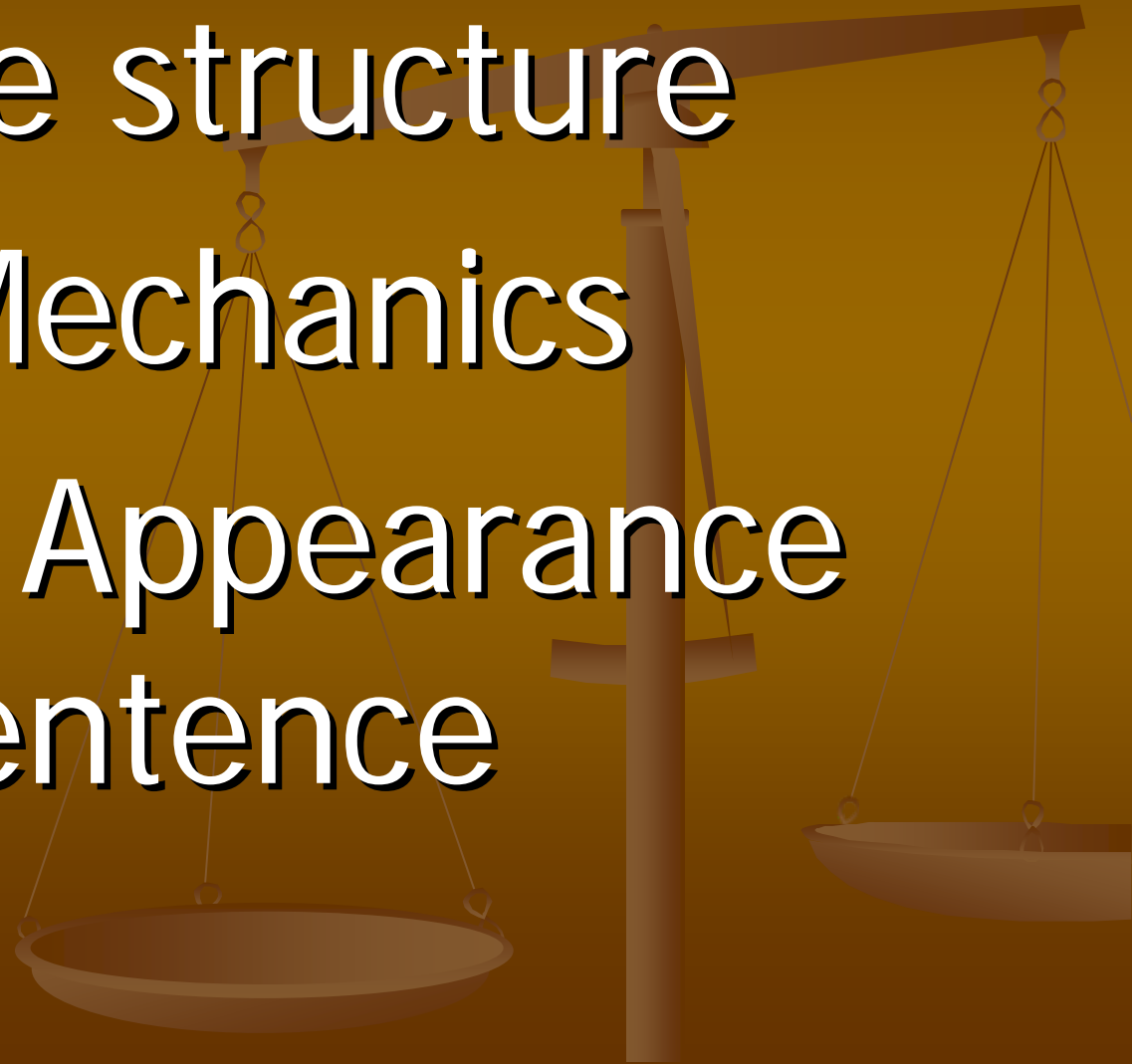
Simple/ Elevated
Style

Local Color



Syntax: Word Order- The way in which words are put together

- **Sentence structure**
- **Use of Mechanics**
- **Physical Appearance of the sentence**



Syntax (Word Order)

Sentence Structure

You, I love.

Mechanics/ Punctuation

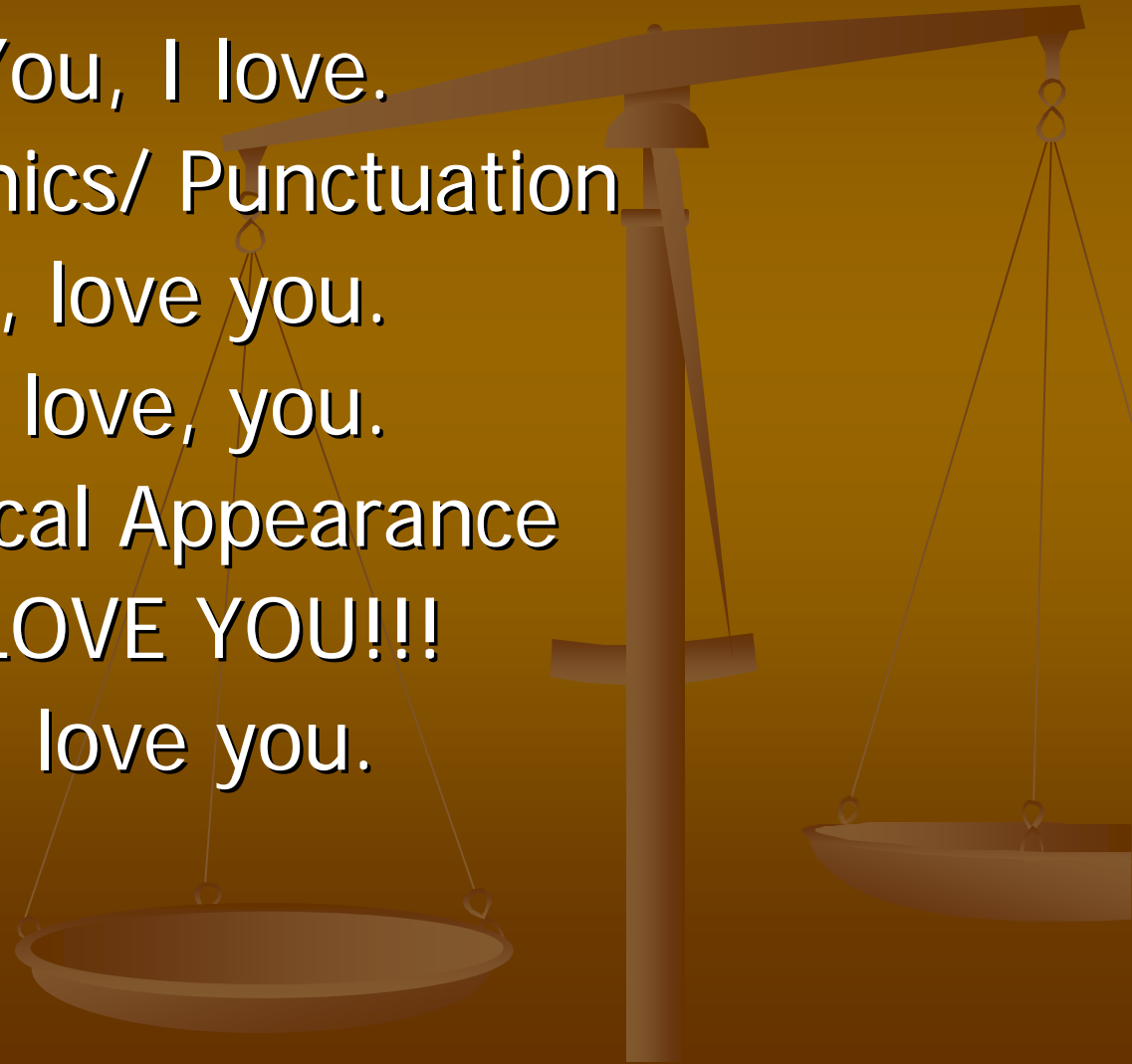
I, love you.

I love, you.

Physical Appearance

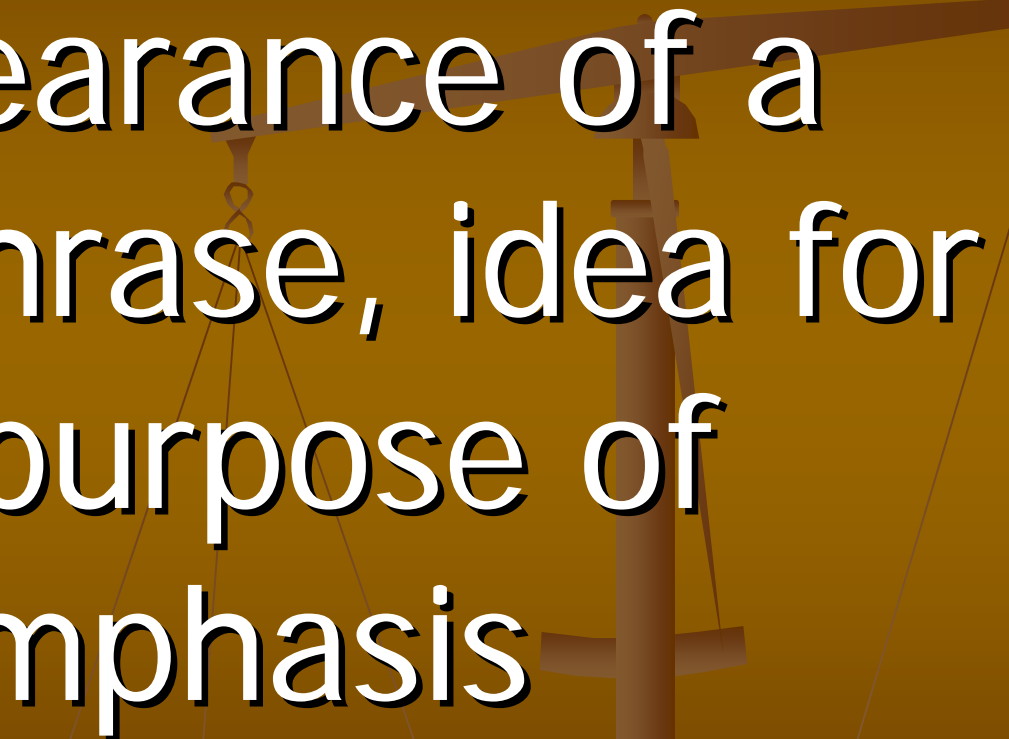
I LOVE YOU!!!

I love you.



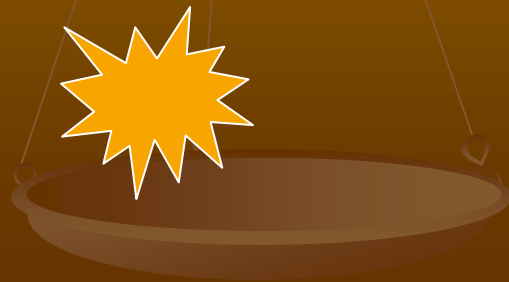
Repetition

Reappearance of a word, phrase, idea for the purpose of emphasis



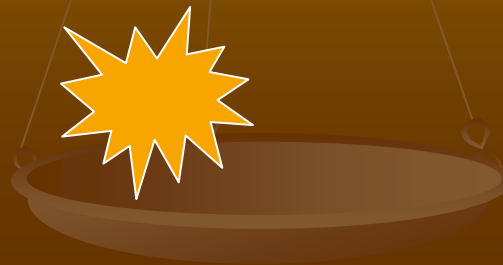
Anaphora

- Figure of repetition that occurs when the first word or set of words in one sentence, clause, or phrase is/are repeated at the beginning of successive sentences, clauses, or phrases; repetition of the initial word(s) over successive phrases or clauses.



Polysyndeton

- Figure of addition and emphasis which intentionally employs a series of conjunctions (and, or, but, for, nor, so, yet) not normally found in successive words, phrases, or clauses; the deliberate and excessive use of conjunctions in successive words or clauses.



Syntax: Word Order

- Expletive: Interrupts normal syntax to emphasize words immediately proximate to the expletive.

Ex: But the lake was not drained before
April.

But the lake was not, in fact, drained before
April.

All truth is not of equal importance.

All truth is not, indeed, of equal importance.



Syntax: Word Order

- Antithesis: establishes/ clarifies/ systemizes/ categorizes a clear, contrasting relationship between two ideas by joining them together or juxtaposing them, often in parallel structure.

Ex: One small step for man, one giant leap for mankind.



Syntax: Word Order

- Parallelism: Recurrent syntactical similarity- adds balance, rhythm, clarity to sentence.

Ex: Quickly and happily, he walked around the corner to buy the book.

To think accurately and to write precisely are intellectual goals.

