

# The Author's Craft Tool box

## is made up of Rhetorical Devices



### Author's Craft Defined



An author uses many different tools, much like a woodworker, to create a unique product that is structurally sound and expertly crafted. Author's craft includes all of the tools an author can use to develop and support a central idea, or argument in a text.



### Rhetorical Device Defined



A rhetorical device is one tool an author's toolbox. Different writers use different tools, or rhetorical devices to develop and support an argument. An effective reader identifies the different tools, or rhetorical devices, an author used in his/her writing to determine how effective an argument is.

### Rhetorical Devices are the Tools in your Author's Craft Toolbox

Rhetorical Device	Definition	Tool Comparison	Purpose
<b>Anecdote</b> 	A short, interesting, amusing story used to show, not just tell, they also help show how/why generalizations are true.	<b>Hammer:</b> anecdotes hammer out the details, they help the reader understand a key point by focusing on one person, just like a hammer only hits one nail.	Anecdotes allow a reader to connect to the story of one person instead of thousands, readers are moved by people more than numbers
<b>Diction/ Word Choice</b> 	Diction is an author's word choice. Diction should adapt to the tone of the piece and who the audience is.	<b>Nuts and Bolts:</b> Diction is choosing words that fit the tone of the writing and are specifically selected for the audience. Like nuts and bolts, if the words don't fit the tone and audience, the writing won't fit.	Word choice, or the selection of words specifically for a piece of writing, strengthens the message by reinforcing the tone and key message
<b>Scenarios/ Illustrative details</b> 	The author paints a picture with words of a situation to give the reader vivid image of what is happening,	<b>Saw:</b> like a saw reshaping wood, scenarios helps you see objects differently by reshaping their appearance with vivid details a reader can picture in his/her mind.	A scenario paints a picture in the readers mind for tricky or challenging concepts that may otherwise be difficult to understand.
<b>Analogy</b> 	Connections between different events, subjects or stories. An author intentionally tries to compare something to support the central idea.	<b>Level:</b> an analogy ensures the key messages are clear for the reader by comparing two connected things just like a level ensures two points in a straight line.	An analogy uses something a reader already knows to help him/her better understand a new concept.
<b>Pathos</b> 	Emotional appeals makes the reader feel a specific emotion. Convincing an audience based on the emotional response.	<b>Pliers:</b> Pathos is about making the reader feel a specific emotion by focusing on a key detail or story: pliers focus all their attention on removing one object.	Think about ads you've seen on TV that make you feel angry or sad, this emotional reaction is incredibly persuasive.
<b>Ethos</b> 	Ethical appeals where the reader distinguishes between right and wrong. Means of convincing someone of the character or credibility of the persuader.	<b>Screw Driver:</b> this forces screws into a solid, strong piece of wood. An author uses ethos, or arguments about what is moral to drill into reader's sense of right /wrong.	Ethos is typically controversial, people often disagree about what is right and wrong. An author uses ethos to get readers fired up.
<b>Logos</b> 	Facts or statistics that tap into the mathematical/ scientific part of a reader's brains. Way of persuading an audience by reason.	<b>Tape Measure:</b> this determines the exact measurements of an objects, examples of logos are exact, specific and tap into math/ science	Readers are less skeptical of info presented as fact; however an author can easily manipulate facts/statements