

The Art of Rhetoric

Rhetoric, whether spoken or written, is the art of using language effectively to inform and persuade. It includes the use of three types of appeal to the audience and can be divided into five categories or canons. Much literary analysis is focused on style. However, it is important to be aware of the other four canons as well as the writer or speaker's use of appeals.

Rhetorical Appeals				
<i>Ethos</i> One’s credibility as a speaker and writer.		<i>Logos</i> The intellectual power of one’s speech or writing.		<i>Pathos</i> The emotional power of one’s speech or writing.
The Five Rhetorical Canons				
<i>Invention</i> Selection of the best pattern for one’s purpose: ~analogy ~cause and effect ~classification or division ~comparison and contrast ~definition ~example or illustration ~process analysis	<i>Arrangement</i> Organization of writing or speech: ~cause and effect ~chronological ~comparison and contrast ~flash back or flash forward ~general to specific (or specific to general) ~least to most important (or most to least) ~spatial	<i>Style</i> Artful expression of ideas: ~detail ~diction ~figures of speech ~imagery ~syntax ~tone	<i>Memory</i> Devices that make speech or writing memorable: ~acronym ~pattern of three ~repetition	<i>Delivery</i> Conscious use of gesture, expression, and pacing.

Things to consider when doing rhetorical analysis—some are repeated from above

Personal experience/anecdotes
Rhetorical appeal: ethos, logos, pathos
Speaker, Audience, Purpose
Point of View

Use of analysis
Allusion
Tone
Figurative Language

Selection of Detail

Word Choice (Diction)

Figures of Speech	
<i>Figures of Speech: Tropes</i> Artful deviation from ordinary or principal <u>signification</u> of a word.	<i>Figures of Speech: Schemes</i> Artful deviation from the ordinary <u>arrangement</u> of words.
Reference to one thing as another <ul style="list-style-type: none"> • Metaphor • Simile • Synecdoche • Metonymy Word play/puns <ul style="list-style-type: none"> • Personification • Syllepsis • Onomatopoeia Overstatement/understatement <ul style="list-style-type: none"> • Hyperbole • Litotes Semantic Inversions <ul style="list-style-type: none"> • Rhetorical question • Irony • Oxymoron • Paradox 	Structures of balance <ul style="list-style-type: none"> • Parallelism • Antithesis Omission <ul style="list-style-type: none"> • Ellipsis • Asyndeton Repetition <ul style="list-style-type: none"> • Alliteration • Assonance • Anaphora • Chiasmus • Polysyndeton

Metaphor: a comparison of two unlike things not using “like” or “as” e.g., “Time is money.”

Implied metaphor is a more subtle comparison; the terms being compared are not specifically explained.

Extended metaphor is a sustained comparison in which part or all of a poem consists of a series of related metaphors.

Simile. A common figure of speech that makes an explicit comparison between two things by using words such as like, as, than, appears, and seems.

Synecdoche is a kind of metaphor in which a part of something is used to signify the whole. Ex. “wagging tongue” refers to a gossip; we had four farm hands for dinner.

Metonymy is a type of metaphor in which something closely associated with a

subject is substituted for it. Ex. “silver screen” means motion pictures; The White House sent out a public message.

Personification. a form of metaphor in which human characteristics are attributed to nonhuman things

Syllepsis: when a single word governs or modifies two or more other words and this word must be understood differently with respect to each of those words

Ex: “You held your breath and the door for me.” Alanis Morissette

“Rend your heart and not your garments.” Joel 2:13

“Fix the problem, not the blame.” Dave Weinbaum

Onomatopoeia. A term referring to the use of a word that resembles the sound it denotes.
“Buzz, rattle, bang, sizzle”

Hyperbole. A bold exaggeration (sometimes called **overstatement**)

Litotes: understatement in which an affirmative is negated by stating its opposite

Ex. "We made a difference. We made the city stronger, we made the city freer, and we left her in good hands. All in all, not bad, not bad at all."

(Ronald Reagan, Farewell Address to the Nation, January 20, 1989)

Rhetorical Question. A question posed for effect which requires no answer, but which provokes thought or discussion

Irony. A manner of speaking or writing that does not directly state a discrepancy, but implies one. Irony can be verbal or situational generally in nonfiction reading.

Oxymoron. A figure of speech that links terms that seem to contradict each other.

Ex. sweet sorrow

Paradox. A seemingly self-contradictory statement that, upon reflection, makes sense.

Ex. Children are the poor person’s wealth.

Parallelism. Keeping of ideas of equal importance in similar grammatical form

Ex. “Among these are life, liberty, and the pursuit of happiness.”

Antithesis. The juxtaposition of contrasting ideas in balanced phrases or clauses.

Ex. Vice and Virtue

Most likely and Least likely

Public and Private

Ellipsis. Leaving words out of a sentence and marking that exclusion with three dots (. . .)

Asyndeton. The omission of coordinating conjunction to hasten the pace of a statement and to

give the idea of oneness to the joined words

Ex. A soldier is known as loyal, true, patriotic.

Alliteration. The repetition of the same consonant sounds in a sequence of words, usually at the beginning of a word or a stressed syllable

Ex. descending dew drops

Assonance. The repetition of accented vowel sounds in a series of words

Ex. sigh, cry, plied

Anaphora. The repetition of the same word or words at the beginning of successive phrases, clauses, or sentences, commonly in conjunction with climax and with parallelism

Ex. "To think on death it is a misery,/To think on life it is a vanity;/To think on the world verily it is,/To think that here man hath no perfect bliss." Peacham

Chiasmus. Repetition of ideas (often exact words) in reverse grammatical order (a b b a)

Ex. It is boring to eat; to sleep is fulfilling.

a b b a

Polysyndeton. The inclusion of excessive coordinating conjunctions to separate words or phrases to draw attention to each word or phrase

Ex. The soldier is loyal and true and patriotic.